Apple unveils stunning new iPad Pro with the world's most advanced display, M4 chip, and Apple Pencil Pro

Featuring a new thin and light design, breakthrough Ultra Retina XDR display, and outrageously fast M4 performance with powerful AI capabilities, the new iPad Pro takes a huge leap forward.
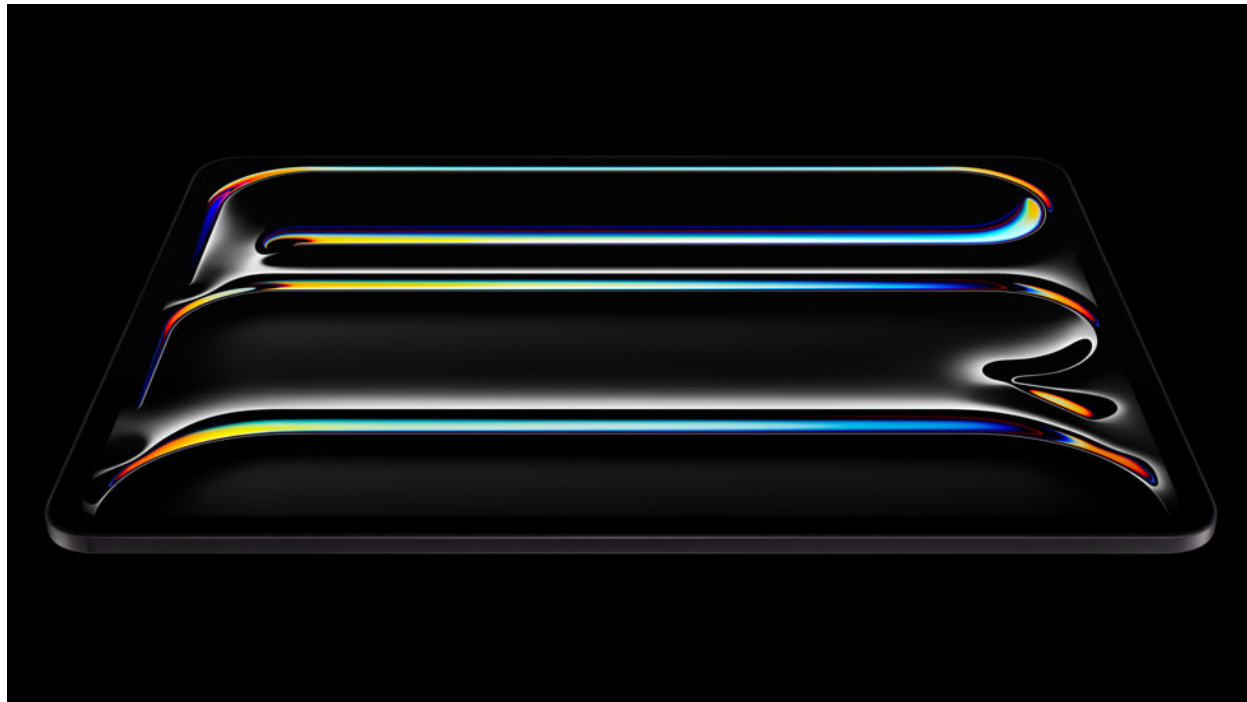

Figure 1: The new iPad Pro.

With the world's most advanced display and outrageously fast M4 performance, the new thin and light iPad Pro takes a huge leap forward.

CUPERTINO, CALIFORNIA Apple today unveiled the groundbreaking new iPad Pro in a stunningly thin and light design, taking portability and performance to the next level. Available in silver and space black finishes, the new iPad Pro comes in two sizes: an expansive 13-inch model and a super-portable 11-inch model. Both sizes feature the world's most advanced display —a new breakthrough Ultra Retina XDR display with state-of-the-art tandem OLED technology —providing a remarkable visual experience. The new iPad Pro is made possible with the new M4 chip, the next generation of Apple silicon, which delivers a huge leap in performance and capabilities. M4 features an entirely new display engine to enable the precision, color, and brightness of the Ultra Retina XDR display. With a new CPU, a next-generation GPU that builds upon the GPU architecture debuted on M3, and the most powerful Neural Engine yet, the new iPad Pro is an outrageously powerful device for artificial intelligence. The versatility and advanced capabilities of iPad Pro are also enhanced with all-new accessories. Apple Pencil Pro brings powerful new interactions that take the pencil experience even further, and a new thinner, lighter Magic Keyboard is packed with incredible features. The new iPad Pro, Apple Pencil Pro, and Magic Keyboard are available to order starting today, with availability in stores beginning Wednesday, May 15.

"iPad Pro empowers a broad set of pros and is perfect for anyone who wants the ultimate iPad experience — with its combination of the world's best displays, extraordinary performance of our latest M-series chips, and advanced accessories —all in a portable design. Today, we're taking it even further with the new, stunningly thin and light iPad Pro, our biggest update ever to iPad Pro," said John Ternus, Apple's senior vice president of Hardware Engineering. "With the breakthrough Ultra Retina XDR display, the next-level performance of M4, incredible AI capabilities, and support for the all-new Apple Pencil Pro and Magic Keyboard, there's

no device like the new iPad Pro."

Figure 2: The 13-inch and 11-inch iPad pro side by side.

The new iPad Pro comes in two sizes: an expansive 13-inch model and a super-portable 11-inch model.

Thinnest Apple Product Ever

The new iPad Pro —the thinnest Apple product ever —features a stunningly thin and light design, taking portability to a whole new level. The 11-inch model is just 5.3 mm thin, and the 13-inch model is even thinner at a striking 5.1 mm, while both models are just as strong as the previous design. The 11-inch model weighs less than a pound, and the 13-inch model is nearly a quarter pound lighter than its predecessor — allowing pro users to extend their workflows in new ways and in more places. The new iPad Pro is available in two gorgeous finishes —silver and space black —both with 100 percent recycled aluminum enclosures.

Figure 3: A side profile of iPad Pro showing its thinness.

The new iPad Pro is the thinnest Apple product ever, taking portability to a whole new level.

The 11-inch model is just 5.3 mm thin, and the 13-inch model is even thinner at a striking 5.1 mm.

The new iPad Pro is available in space black (pictured) and a stunning silver.

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World's Most Advanced Display

The new iPad Pro debuts the Ultra Retina XDR, the world's most advanced display, to provide an even more remarkable visual experience. The Ultra Retina XDR display features state-of-the-art tandem OLED technology that uses two OLED panels and combines the light from both to provide phenomenal full-screen brightness. The new iPad Pro supports an incredible 1000 nits of full-screen brightness for SDR and HDR content, and 1600 nits peak for HDR. No other device of its kind delivers this level of extreme dynamic range. Tandem OLED technology enables sub-millisecond control over the color and luminance of each pixel, taking XDR precision further than ever. Specular highlights in photos and video appear even brighter, and there's more detail in shadows and low light than ever before on iPad —all while delivering even more responsiveness to content in motion. For pro users working in high-end, color-managed workflows or challenging lighting conditions, a new nano-texture glass option comes to iPad Pro for the first time.1 Nano-texture glass is precisely etched at a nanometer scale, maintaining image quality and contrast while scattering ambient light for reduced glare. With its breakthrough tandem OLED technology, extreme brightness, incredibly precise contrast, brilliant colors, and nano-texture glass option, the new Ultra Retina XDR display is the world's most advanced display, giving iPad Pro customers an unparalleled viewing experience.

Both sizes feature a new breakthrough Ultra Retina XDR display with state-of-the-art tandem OLED technology, providing a remarkable visual experience.

Figure 4: A back view of iPad Pro comparing the thinness between the 11-inch and 13-inch models.

Figure 5: The new iPad Pro in space black.

Figure 6: The new iPad Pro in silver.

Figure 7: The Ultra Retina XDY display showcasing beautiful landscape scenery on the new iPad Pro.

Only Possible with M4

The incredibly thin and light design and game-changing display of the new iPad Pro is only possible with M4, the next generation of Apple silicon that delivers a huge leap in performance. M4 is built on second-generation 3-nanometer technology that's even more power efficient, which is perfect for the design of the new iPad Pro. With an entirely new display engine, M4 introduces pioneering technology for the stunning precision, color, and brightness of the Ultra Retina XDR display. The new CPU offers up to four performance cores and now six efficiency cores,2 with next-generation machine learning (ML) accelerators, to deliver up to 1.5x faster CPU performance over M2 in the previous-generation iPad Pro.3 M4 builds on the GPU architecture of M3 —the 10-core GPU includes powerful features like Dynamic Caching, and hardware-accelerated mesh shading and ray tracing, which come to iPad for the first time. Coupled with higher unified memory bandwidth, pro rendering apps like Octane will see up to 4x faster performance than M2.3 M4 also delivers tremendous gains and industry-leading performance per watt. Compared to M2, M4 can deliver the same performance using just half the power, and compared to the latest PC chip in a thin and light laptop, M4 can deliver the same performance using just a quarter of the power.4 A new advanced Media Engine includes support for AV1 decode, providing more power-efficient playback of high-resolution video experiences from streaming services.
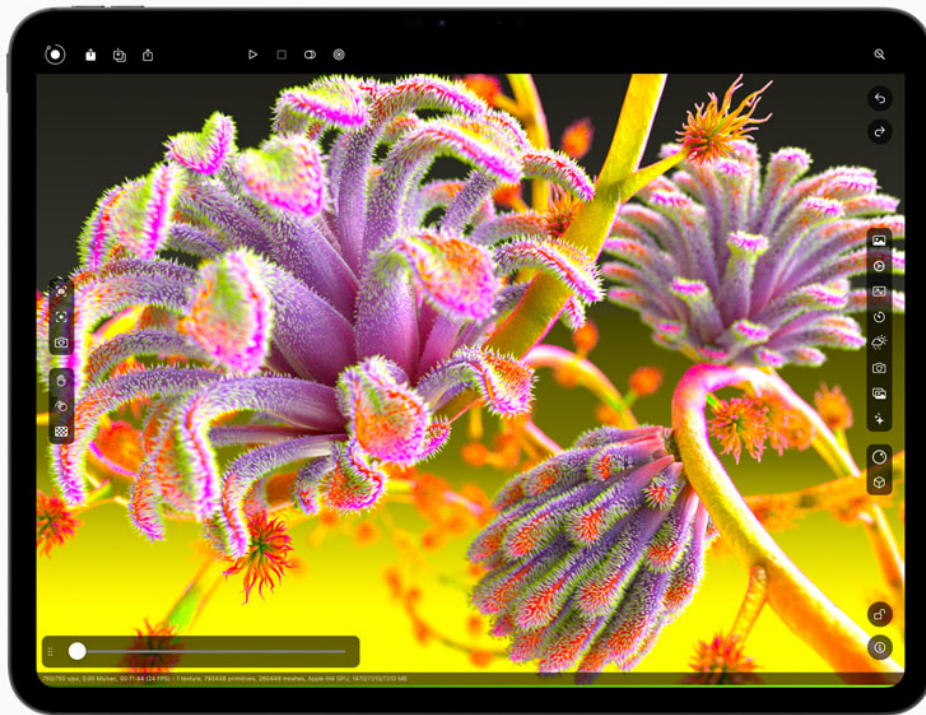

Figure 8: The Octane app disabled on iPad Pro.

M4 delivers a huge leap in performance, with pro rendering apps like Octane seeing up to 4x faster performance than M2.

Outrageously Powerful Device for AI

The new iPad Pro with M4 features Apple's most powerful Neural Engine ever, capable of 38 trillion operations per second, which is 60x faster than Apple's first Neural Engine in the A11 Bionic chip.Combined with next-generation ML accelerators in the CPU, a high-performance GPU, more memory bandwidth, and

intelligent features and powerful developer frameworks in iPadOS, the Neural Engine makes the new iPad Pro an outrageously powerful device for AI. With iPad Pro with M4, users can perform AI-enabled tasks even faster, like easily isolate a subject from its background in 4K video with just a tap with Scene Removal Mask in Final Cut Pro. With this advanced level of performance, the Neural Engine in M4 is more powerful than any neural processing unit in any AI PC today.

Users can perform AI-enabled tasks even faster, like Scene Removal Mask in Final Cut Pro, where they can easily isolate a subject from the background in 4K video with just a tap.

iPadOS also has advanced frameworks like Core ML that make it easy for developers to tap into the Neural Engine to deliver phenomenal AI features locally, including running powerful diffusion and generative AI models, with great performance on device. iPad Pro also supports cloud-based solutions, enabling users to run powerful productivity and creative apps that tap into the power of AI, such as Copilot for Microsoft 365 and Adobe Firefly.

Pro Cameras

The updated camera system on the new iPad Pro delivers even more versatility, and with its rich audio from four studio-quality mics, users can shoot, edit, and share all on one device. The 12MP back camera captures vibrant Smart HDR images and video with even better color, improved textures, and detail in low light. It also now features a new adaptive True Tone flash that makes document scanning on the new iPad Pro better than ever. Using AI, the new iPad Pro automatically identifies documents right in the Camera app, and if a shadow is in the way, it instantly takes multiple photos with the new adaptive flash, stitching the scan together for a dramatically better scan.

Figure 9: A close up look at the pro camera system on the new iPad Pro.

An updated pro camera system delivers even more versatility on the new iPad Pro.

Figure 10: A colorful photo displayed on the new iPad Pro.

The 12MP back camera captures vibrant Smart HDR images and video with even better color, improved textures, and detail in low light.
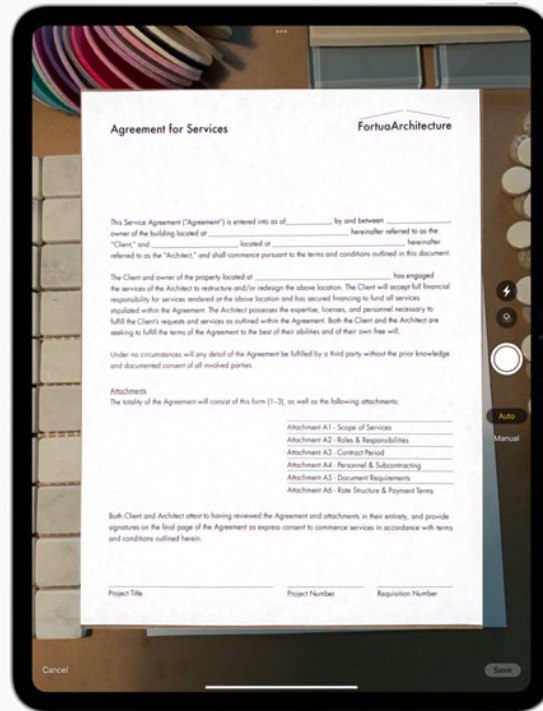

Figure 11: A document scan using True Tone flash on the new iPad Pro.

A new adaptive True Tone flash makes document scanning on the new iPad Pro better than ever.

On the front, the TrueDepth camera system moves to the landscape location on the new iPad Pro. The Ultra Wide 12MP camera with Center Stage makes the experience of video conferencing in landscape orientation even better, especially when iPad is attached to a Magic Keyboard or Smart Folio.

The TrueDepth camera system moves to the landscape location on the new iPad Pro, making video conferencing even better.

Pro Connectivity

iPad Pro includes a high-performance USB-C connector with support for Thunderbolt 3 and USB 4, delivering fast wired connectivity —up to 40Gb/s. Thunderbolt supports an extensive ecosystem of high-performance accessories, including external displays like the Pro Display XDR at its full 6K resolution, and external storage, all connected using high-performance cables and docks. iPad Pro supports Wi-Fi 6E for super-fast Wi-Fi connections for pro workflows on the go. Wi-Fi + Cellular models with 5G allow users to access their files, communicate with colleagues, and back up their data in a snap while on the go. Cellular models of the new iPad Pro are activated with eSIM, a more secure alternative to a physical SIM card, allowing users to quickly connect and transfer their existing plans digitally, and store multiple cellular plans on a single device. Customers can easily get connected to wireless data plans on the new iPad Pro in over 190 countries and regions around the world without needing to get a physical SIM card from a local carrier.

Apple Pencil Pro

Apple Pencil Pro features even more magical capabilities and powerful new interactions that take the Apple Pencil experience even further. A new sensor in the barrel can sense a user's squeeze, bringing up a tool palette to quickly switch tools, line weights, and colors, all without interrupting the creative process. A customhaptic engine delivers a light tap that provides confirmation when users squeeze, use double-tap, or snap to a Smart Shape for a remarkably intuitive experience. A gyroscope allows users to roll Apple Pencil Pro for precise control of the tool they're using. Rotating the barrel changes the orientation of shaped pen and brush tools, just like pen and paper. And with Apple Pencil hover, users can visualize the exact orientation of a tool before making a mark.

Apple Pencil Pro brings even more magical capabilities to the pencil experience, allowing users to bring their ideas to life in entirely new ways.

With these advanced features, Apple Pencil Pro allows users to bring their ideas to life in entirely new ways, and developers can also create their own custom interactions. Apple Pencil Pro brings support for Find My for the first time to Apple Pencil, helping users locate Apple Pencil Pro if misplaced. It pairs, charges, and is stored on the side of iPad Pro through a new magnetic interface. iPad Pro also supports Apple Pencil (USB-C), ideal for note taking, sketching, annotating, journaling, and more, at an incredible value.
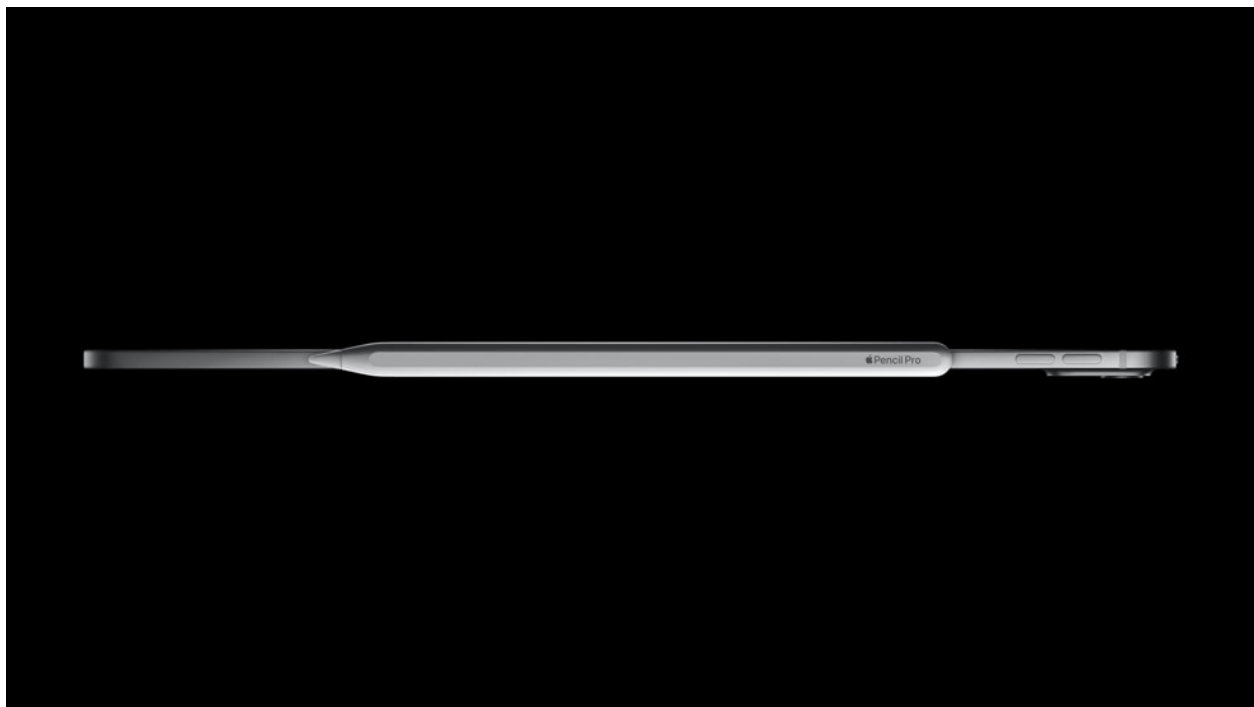

Figure 12: The Apple Pencil Pro attached to the new iPad Pro.

Apple Pencil Pro pairs, charges, and is stored on the side of iPad Pro through a new magnetic interface.

All-New Magic Keyboard and Smart Folio

Designed for the new iPad Pro, an all-new thinner and lighter Magic Keyboard makes it more portable and versatile than ever. The new Magic Keyboard opens to the magical floating design that customers love, and now includes a function row for access to features like screen brightness and volume controls. It also has a gorgeous aluminum palm rest and larger trackpad that's even more responsive with haptic feedback, so the entire experience feels just like using a MacBook. The new Magic Keyboard attaches magnetically, and the Smart Connector immediately connects power and data without the need for Bluetooth. The machined aluminum hinge also includes a USB-C connector for charging. The new Magic Keyboard comes in two colors

that perfectly complement the new iPad Pro: black with a space black aluminum palm rest, and white with a silver aluminum palm rest.

An all-new thinner and lighter Magic Keyboard makes the new iPad Pro more portable and versatile than ever.

The new Smart Folio for iPad Pro attaches magnetically and now supports multiple viewing angles for greater flexibility. Available in black, white, and denim, it complements the colors of the new iPad Pro.

Powerful iPadOS Features

iPadOS is packed with features that push the boundaries of what's possible on iPad. With Reference Mode, iPadOS can precisely match color requirements of the Ultra Retina XDR display for tasks in which accurate colors and consistent image quality are critical —including review and approve, color grading, and compositing. Stage Manager enables users to work with multiple overlapping windows in a single view, resize windows, tap to switch between apps, and more. With full external display support of up to 6K, iPad Pro users can also extend their workflow, as well as use the built-in camera on an external display for enhanced video conferencing. Users can take advantage of the powerful AI capabilities in iPad Pro and intelligent features in iPadOS, including Visual Look Up, Subject Lift, Live Text, or Live Captions and Personal Voice for accessibility.

With iPadOS 17, users can customize the Lock Screen to make it more personal —taking advantage of the larger display on iPad —and interactive widgets take glanceable information further with the ability to get tasks done right in the moment with just a tap. The Notes app gives users new ways to organize, read, annotate, and collaborate on PDFs, and working with PDFs is also easier with AutoFill, which intelligently identifies and fills fields in forms.
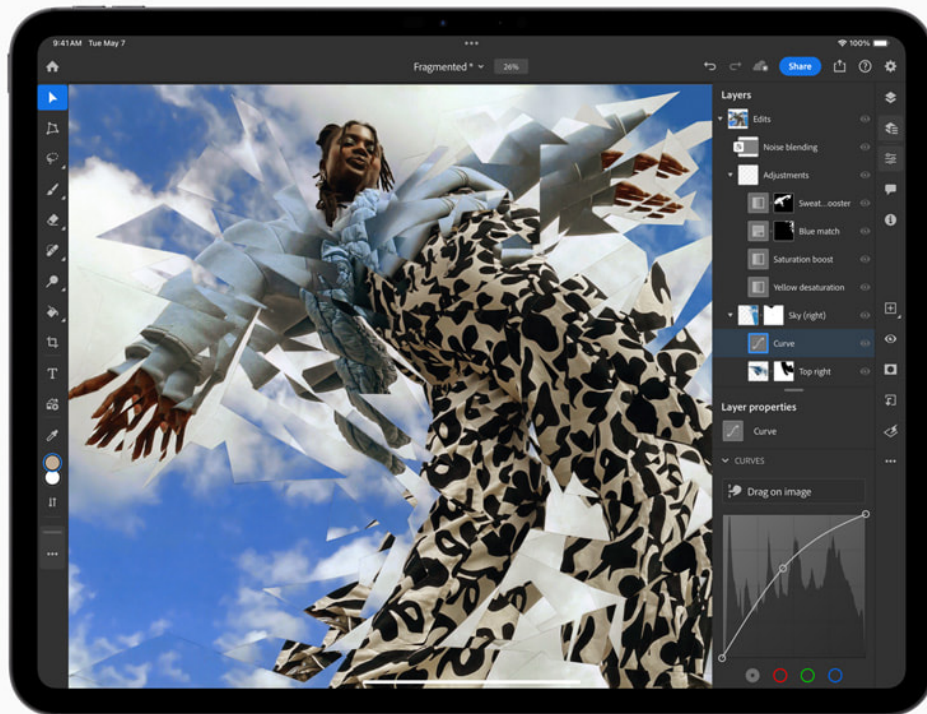

Figure 13: Reference Mode on iPad Pro.

With Reference Mode, iPadOS can precisely match color requirements of the Ultra Retina XDR display.

Figure 14: iPad Pro connected to iMac.

With full external display support of up to 6K, iPad Pro users can also extend their workflow.

iPadOS 17 allows users to customize the Lock Screen to make it more personal, and interactive widgets take glanceable information further.

Logic Pro for iPad 2

Logic Pro for iPad 2, available starting Monday, May 13, introduces incredible studio assistant features that augment the music-making process and provide artists help right when they need it —all while ensuring they maintain full creative control. These features include Session Players, which expand on popular Drummer capabilities in Logic to include a new Bass Player and Keyboard Player; ChromaGlow, to instantly add warmth to tracks; and Stem Splitter, to extract and work with individual parts of a single audio recording.

In Logic Pro for iPad 2, Session Players offer groundbreaking experiences for creators by providing a personal, AI-driven backing band that responds directly to feedback.

ChromaGlow models the sounds produced by a blend of the world's most-revered studio hardware by leveraging AI and the power of M-series Apple silicon.

Stem Splitter can separate nearly any mixed audio recording into four distinct parts: Drums, Bass, Vocals, and other instruments.

Final Cut Pro for iPad 2

Final Cut Pro for iPad 2, available later this spring, introduces Live Multicam, a new feature that transforms iPad into a mobile production studio, allowing users to view and control up to four connected iPhone and
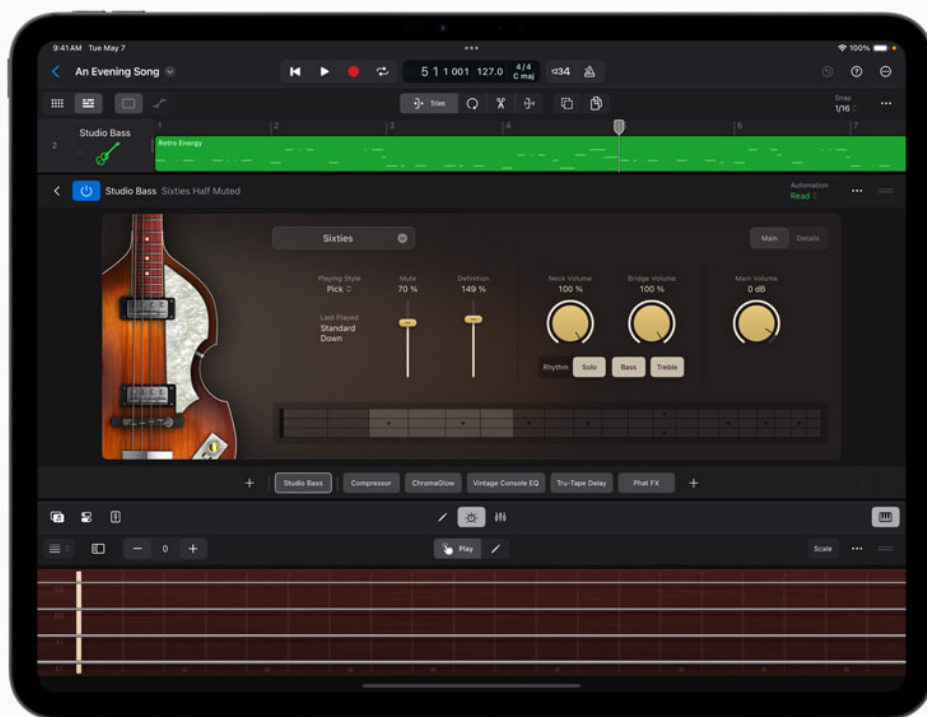
Figure 15: The Lock Screen on the new iPad Pro.

Figure 16: Session Players in Logic Pro for iPad 2 displayed on iPad Pro.

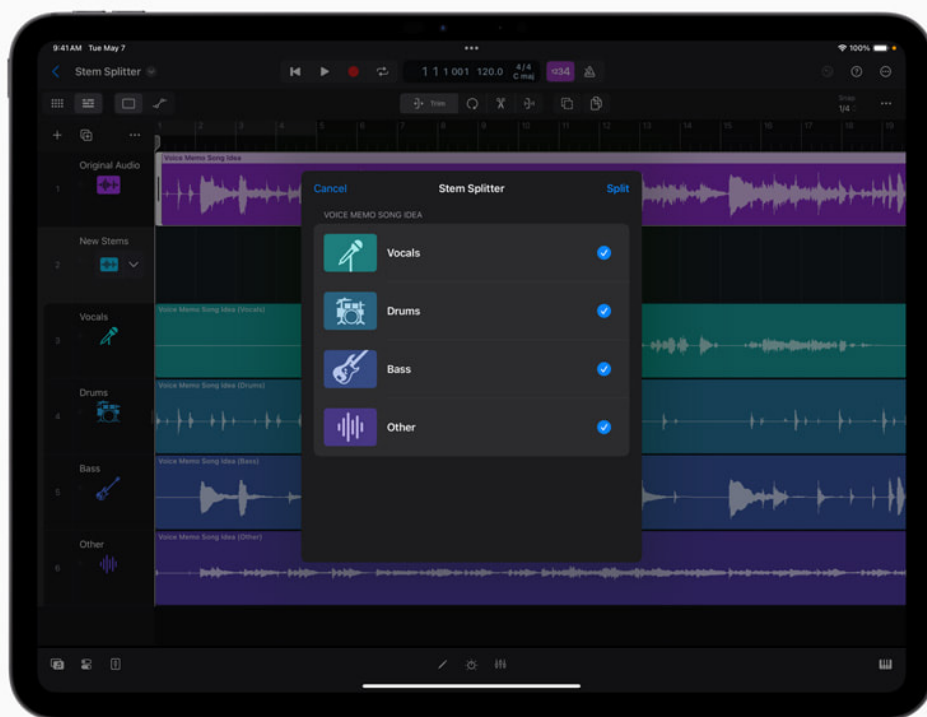Figure 17: ChromaGlow in Logic Pro for iPad 2 displayed on iPad Pro.

Figure 18: Stem Splitter in Logic Pro for iPad 2 displayed on iPad Pro.

iPad devices wirelessly.5 To support Live Multicam, an all-new capture app also comes to iPad and iPhone, Final Cut Camera,6 giving users control over options like white balance, ISO, and shutter speed, along with monitoring tools like overexposure indicators and focus peaking. Final Cut Camera works as a standalone capture app or with Live Multicam. Final Cut Pro for iPad 2 also allows users to create or open projects from external storage, giving editors even more flexibility, and offers new content options.7

Figure 19: Live Multicam in Final Cut Pro for iPad 2 displayed on iPad Pro.

Final Cut Pro for iPad 2 delivers Live Multicam, an innovative new solution for users to capture various angles of a single scene whether working with their own devices or others.

To power the Live Multicam feature in Final Cut Pro for iPad 2, the all-new Final Cut Camera video capture app comes to iPhone and iPad.

iPad Pro and the Environment

The new iPad Pro is designed with the environment in mind, including 100 percent recycled aluminum in the enclosure, 100 percent recycled rare earth elements in all magnets, and 100 percent recycled gold plating and tin soldering in multiple printed circuit boards. The new iPad Pro meets Apple's high standards for energy efficiency, and is free of mercury, brominated flame retardants, and PVC. The packaging is 100 percent fiber-based, bringing Apple closer to its goal to remove plastic from all packaging by 2025.

Today, Apple is carbon neutral for global corporate operations, and by 2030, plans to be carbon neutral across the entire manufacturing supply chain and life cycle of every product.

Pricing and Availability

- Customers can order the new iPad Pro with M4 starting today, May 7, at apple.com/store, and in the Apple Store app in 29countries and regions, including the U.S., with availability in stores beginning

Figure 20: The new Final Cut Camera in Final Cut Pro for iPad 2 displayed on iPhone 15 Pro.

Wednesday, May 15.

- The new 11-inch and 13-inch iPad Pro will be available in silver and space black finishes in 256GB, 512GB, 1TB, and 2TB configurations.
- The 11-inch iPad Pro starts at **$999** (U.S.) for the Wi-Fi model, and **$1,199** (U.S.) for the Wi-Fi + Cellular model. The 13-inch iPad Pro starts at **$1,299** (U.S.) for the Wi-Fi model, and **$1,499** (U.S.) for the Wi-Fi + Cellular model. Additional technical specifications, including nano-texture glass options, are available at apple.com/store.
- For education, the new 11-inch iPad Pro is available for **$899** (U.S.) and the 13-inch iPad Pro is **$1,199** (U.S.). Education pricing is available to current and newly accepted college students and their parents, as well as faculty, staff, and home-school teachers of all grade levels. For more information, visit apple.com/us-hed/shop.
- The new Apple Pencil Pro is compatible with the new iPad Pro. It is available for **$129** (U.S.). For education, Apple Pencil Pro is available for **$119** (U.S.).
- Apple Pencil (USB-C) is compatible with the new iPad Pro. It is available for **$79** (U.S.) and **$69** (U.S.) for education.
- The new Magic Keyboard is compatible with the new iPad Pro. It is available in black and white finishes. The new 11-inch Magic Keyboard is available for **$299** (U.S.) and the new 13-inch Magic Keyboard is available for **$349** (U.S.), with layouts for over 30 languages. For education, the 11-inch Magic Keyboard is available for **$279** (U.S.) and the 13-inch Magic Keyboard is available for **$329** (U.S.).
- The new Smart Folio is available for **$79** (U.S.) in black, white, and denim finishes for the new 11-inch iPad Pro and **$99** (U.S.) for the new 13-inch iPad Pro.
- Logic Pro for iPad 2 is available on May 13 as a free update for existing users, and for new users, it is available on the App Store for **$4.99** (U.S.) per month, or **$49** (U.S.) per year, with a one-month free trial. Logic Pro for iPad 2 requires iPadOS 17.4 or later. For more information, visit apple.com/logic-pro-for-ipad.
- Final Cut Pro for iPad 2 will be available later this spring on the App Store for **$4.99** (U.S.) per month, or **$49** (U.S.) per year, with a one-month free trial.
- Apple offers great ways to save on the latest iPad. Customers can trade in their current iPad and get credit toward a new one by visiting the Apple Store online, the Apple Store app, or an Apple Store location. To see what their device is worth, and for terms and conditions, customers can visit apple.com/shop/trade-in.
- Customers in the U.S. who shop at Apple using Apple Card can pay monthly at 0 percent APR when they choose to check out with Apple Card Monthly Installments, and they'll get 3 percent Daily Cash back —all upfront.

Footnotes:

1. Nano-texture glass is an option on the 1TB and 2TB configurations of the 11-inch and 13-inch iPad Pro models.
2. iPad Pro models with 256GB or 512GB storage feature the Apple M4 chip with a 9-core CPU. iPad Pro models with 1TB or 2TB storage feature the Apple M4 chip with a 10-core CPU.
3. Testing was conducted by Apple in March and April 2024. See apple.com/ipad-pro for more information.
4. Testing was conducted by Apple in March and April 2024 using preproduction 13-inch iPad Pro (M4) units with a 10-core CPU and 16GB of RAM. Performance was measured using select industry-standard benchmarks. PC laptop chip performance data is from testing ASUS Zenbook 14 OLED (UX3405MA) with Core Ultra 7 155H and 32GB of RAM. Performance tests are conducted using specific computer systems and reflect the approximate performance of iPad Pro.
5. Final Cut Pro for iPad 2 is compatible with iPad models with the M1 chip or later, and Logic Pro for iPad 2 will be available on iPad models with the A12 Bionic chip or later.
6. Final Cut Camera is compatible with iPhone XS and later with iOS 17.4 or later, and iPad models compatible with iPadOS 17.4 or later.

7. External project support requires iPadOS 17.5 or later.