

= iPad (3rd generation) =

The third @-@ generation iPad (marketed as The new iPad , colloquially referred to as the iPad 3) is a tablet computer , developed and marketed by Apple Inc . The third device in the iPad line of tablets , it added a Retina display , the new Apple A5X chip with a quad @-@ core graphics processor , a 5 megapixel camera , HD 1080p video recording , voice dictation , and support for LTE networks in North America . It shipped with iOS 5 @.@ 1 , which also provides a platform for audio @-@ visual media , including electronic books , periodicals , films , music , computer games , presentations and web content .

In the US and Canada , nine variations of the third @-@ generation iPad were offered , compared to six in the rest of the world , although some countries had only the Wi @-@ Fi only model . Each variation was available with black or white front glass panels , with options for 16 , 32 , or 64 GB of storage . In North America , connectivity options were Wi @-@ Fi only , Wi @-@ Fi + 4G (LTE) on Verizon , AT & T , Telus , Rogers , or Bell . For the rest of the world outside North America , connectivity options are Wi @-@ Fi only (on the Wi @-@ Fi model) or Wi @-@ Fi + 3G (on the Wi @-@ Fi + Cellular model) , with the latter unavailable in some countries , as 4G (LTE) connectivity for the device is not available outside North America . The Wi @-@ Fi + Cellular model includes GPS capability .

Initially , the cellular version was titled and marketed worldwide as the " Wi @-@ Fi + 4G " model , but due to regional differences in classification of 4G (LTE) connectivity outside of North America , Apple later rebranded and altered their marketing to call this the " Wi @-@ Fi + Cellular " model .

The tablet was released in ten countries on March 16 , 2012 . It gained mostly positive reviews , earning praise for its Retina display , processor and 4G (LTE) capabilities . However , controversy arose when the LTE incompatibilities became known . Three million units were sold in the first three days .

After only seven months (221 days) of official availability , the third @-@ generation iPad was discontinued on October 23 , 2012 , following the announcement of the fourth generation iPad . The third @-@ generation iPad had the shortest lifespan of any iOS product .

= = History = =

Speculation about the product began shortly after Apple released the iPad 2 , which featured front and back cameras as well as a dual @-@ core Apple A5 processor . Speculation increased after news of a 2 @,@ 048 by 1 @,@ 536 pixel screen leaked . During this time , the tablet was called the " iPad 3 " , a colloquial name sometimes still used after the release . On February 9 , 2012 , John Paczkowski of All Things Digital stated that " Apple ? s not holding an event in February ? strange , unusual or otherwise . But it is holding one in March ? to launch its next iPad . " Another common rumor at the time was that the tablet would have an Apple A6 processor .

On February 29 , 2012 , Apple announced a media event scheduled for March 7 , 2012 , at the Yerba Buena Center for the Arts . The company did not predisclose the subject of the event , but analysts widely expected the event to announce a new version of the iPad . The announcement affected the tablet resale market positively .

At the event , Apple CEO Tim Cook introduced iOS 5 @.@ 1 , a Japanese version of Siri , and the third generation Apple TV before the third @-@ generation iPad . Cook claimed that the new product would be one of the main contributors to the emerging " post @-@ PC world " ? a world in which digital life would not be tied to the PC .

The March 16 , 2012 , release included eight countries including Australia , Canada , Japan , Singapore , the United Kingdom and the United States . The March 23 , 2012 , release included many European countries , Mexico and Macau . The April 20 , 2012 , release added a dozen countries including South Korea and Malaysia . The April 27 , 2012 , release added nine more countries , including India and South Africa . May 2012 releases added 31 countries , including Brazil and Turkey .

On October 23 , 2012 , upon the announcement of the fourth @-@ generation iPad , the third @-@

generation iPad was discontinued . In response to criticism from its owners , the return policy of select Apple Stores was briefly extended to thirty days to allow customers to exchange the third generation model for the fourth generation model .

= = Features = =

= = = Software = = =

The third @-@ generation iPad shipped with iOS 5 @.@ 1 , which was released on March 7 , 2012 . It can act as a hotspot with some carriers , sharing its internet connection over Wi @-@ Fi , Bluetooth , or USB , providing that it is a Wi @-@ Fi + Cellular model . It can also access the App Store , a digital application distribution platform for iOS developed and maintained by Apple . The service allows users to browse and download applications from the iTunes Store that were developed with Xcode and the iOS SDK and were published through Apple . From the App Store , GarageBand , iMovie , iPhoto , and the iWork apps (Pages , Keynote , and Numbers) are available .

The iPad comes with several pre @-@ installed applications , including Safari , Mail , Photos , Videos , YouTube , Music , iTunes , App Store , Maps , Notes , Calendar , Game Center , Photo Booth , and Contacts . Like all iOS devices , the iPad can sync content and other data with a Mac or PC using iTunes , although iOS 5 and later can be managed and backed up without a computer . Although the tablet is not designed to make phone calls over a cellular network , users can use a headset or the built @-@ in speaker and microphone and place phone calls over Wi @-@ Fi or cellular using a VoIP application , such as Skype . The device has dictation , using the same voice recognition technology as the iPhone 4S . The user speaks and the iPad types what they say on the screen provided that the iPad is connected to a Wi @-@ Fi or cellular network .

The third @-@ generation device has an optional iBooks application , which displays books and other ePub @-@ format content downloaded from the iBookstore . Several major book publishers including Penguin Books , HarperCollins , Simon & Schuster and Macmillan have committed to publishing books for the device . Despite being a direct competitor to both the Amazon Kindle and Barnes & Noble Nook , both Amazon.com and Barnes & Noble offer e @-@ reader apps for the iPad .

On September 19 , 2012 , iOS 6 , which contains 200 new features , was released . The iOS 6 update includes new features such as Apple Maps , which replaced a mapping application operated by Google , Facebook integration and the ability to operate Siri on the third @-@ generation iPad .

The third @-@ generation iPad is compatible with iOS 7 , which was released in 2013 . Although complete support , some newer features such as AirDrop that were released to newer models were not supported . This is the similar support that was also given on the iPhone 4S .

iOS 8 is also supported by the iPad 3rd Generation . However , some features have been stripped down .

iOS 9 supports the third @-@ generation iPad as well . It is the fifth major iOS release that this model supports . The iOS 9 public beta was also compatible with it . This model has been supported for more than 3 years .

iOS 9 @.@ 3 @.@ 3 is the latest version to support the iPad 3rd Generation . Unlike the iPad 4th Generation , the iPad 3rd Generation will not support iOS 10 due to hardware limitations .

= = = Jailbreaking = = =

Researchers demonstrated within hours of the product release that the third @-@ generation iPad can be " jailbroken " to use applications and programs that are not authorized by Apple . The third @-@ generation iPad can be jailbroken with Redsn0w 0 @.@ 9 @.@ 12 or Absinthe 2 @.@ 0 . Jailbreaking violates the factory warranty . One of the main reasons for jailbreaking is to expand the feature set limited by Apple and its App Store . Most jailbreaking tools automatically install Cydia , a

native iOS APT client used for finding and installing software for jailbroken iOS devices . Many apps unapproved by Apple are extensions and customizations for iOS and other apps . Users install these programs to personalize and customize the interface , adding desired features and fixing annoyances , and simplify app development by providing access to the filesystem and command @-@ line tools . However , Apple often patches the exploits used by jailbreaking teams with iOS updates . This is why the iPad 3rd Generation is not always jailbreakable .

= = = Hardware = = =

The device has an Apple A5X SoC with a 1 GHz dual @-@ core 32 @-@ bit Cortex @-@ A9 CPU and a quad @-@ core PowerVR SGX543MP4 GPU ; 1 GB of RAM ; a 5 @-@ megapixel , rear @-@ facing camera capable of 1080p video recording ; and a VGA front @-@ facing videophone camera designed for FaceTime . The display resolution is 2 @, @ 048 by 1 @, @ 536 (QXGA) with 3 @. @ 1 million pixels ? four times more than the iPad 2 ? providing even scaling from the prior model . The new iPad is thicker than its predecessor by 0 @. @ 6 mm and is heavier by 51 grams for the Wi @-@ Fi model (652 grams) . The Wi @-@ Fi + Cellular models (both at 662 grams) are 49 grams heavier for the AT & T model and 55 grams heavier for the Verizon model compared to the respective iPad 2 3G models (AT & T 3G iPad 2 is 613 grams , and Verizon 3G iPad 2 is 607 grams) .

There are four physical switches on the third @-@ generation iPad , including a home button near the display that returns the user to the home screen , and three plastic switches on the sides : wake / sleep and volume up / down , plus a software @-@ controlled switch whose function varies with software update . The display responds to other sensors : an ambient light sensor to adjust screen brightness and a 3 @-@ axis accelerometer to sense orientation and to switch between portrait and landscape modes . Unlike the iPhone and iPod Touch 's built @-@ in applications , which work in three orientations (portrait , landscape @-@ left and landscape @-@ right) , the iPad 's built @-@ in applications support screen rotation in all four orientations , including upside @-@ down . Consequently , the device has no intrinsic " native " orientation ; only the relative position of the home button changes .

The tablet is manufactured either with or without the capability to communicate over a cellular network ; all models can connect to a wireless LAN . The third @-@ generation iPad optionally has 16 , 32 , or 64 GB of internal flash memory , with no expansion option . Apple sells a " camera connection kit " with an SD card reader , but it can only be used to transfer photos and videos .

The audio playback of the third @-@ generation iPad has a frequency response of 20 Hz to 20 @, @ 000 Hz . Without third @-@ party software it can play the following audio formats : HE @-@ AAC , AAC , Protected AAC , MP3 , MP3 VBR , Audible formats (2 , 3 , 4 , AEA , AAX , and AAX +) , ALAC , AIFF , and WAV . A preliminary tear @-@ down of the third @-@ generation iPad by IHS iSuppli showed the likely costs for a 16 GB Wi @-@ Fi + Cellular model at \$ 358 @. @ 30 , 32 GB at \$ 375 @. @ 10 , and 64 GB at \$ 408 @. @ 70 respectively .

This iPad uses an internal rechargeable lithium @-@ ion polymer (LiPo) battery . The batteries are made in Taiwan by Simplo Technology (60 %) and Dynapack International Technology . The iPad is designed to be charged with a high current of 2 amps using the included 10 W USB power adapter and USB cord with a USB connector at one end and a 30 @-@ pin dock connector at the other end . While it can be charged by an older USB port from a computer , these are limited to 500 milliamps (0 @. @ 5 amps) . As a result , if the iPad is in use while powered by a computer , it may charge very slowly , or not at all . High @-@ power USB ports found in newer computers and accessories provide full charging capabilities .

Apple claims that the battery can provide up to 10 hours of video , 140 hours of audio playback , or one month on standby ; people say the battery lasts about 8 hours doing normal tasks . Like any rechargeable battery , the iPad 's battery loses capacity over time . However , the iPad 's battery is not user @-@ replaceable . In a program similar to iPod and iPhone battery @-@ replacement programs , Apple promised to replace an iPad that does not hold an electrical charge with a refurbished unit for a fee of US \$ 99 plus \$ 6 @. @ 95 shipping . User data is not preserved /

transferred . The refurbished unit comes with a new case . The warranty on the refurbished unit may vary between jurisdictions .

= = = Accessories = = =

The Smart Cover , introduced with the iPad 2 , is a screen protector that magnetically attaches to the face of the iPad . The cover has three folds which allow it to convert into a stand , which is also held together by magnets . The Smart Cover can also assume other positions by folding it . While original iPad owners could purchase a black case that included a similarly folding cover , the Smart Cover is simpler , easily detachable , and protects only the screen . Smart Covers have a microfiber bottom that cleans the front of the iPad , and wakes up the unit when the cover is removed . It comes in five colors of both polyurethane and the more expensive leather .

Apple offers several other accessories , most of which are adapters for the proprietary 30 @-@ pin dock connector , the only port besides the headphone jack . A dock holds the iPad upright at an angle , and has a dock connector and audio line @-@ out port . The iPad can use Bluetooth keyboards that also work with Macs and PCs . The iPad can be charged by a standalone power adapter (" wall charger ") compatible with iPods and iPhones , and a 10 Watt charger is included .

= = Reception = =

= = = Critical reception = = =

The third @-@ generation iPad received many positive reviews , receiving praise for its Retina display , camera , processor and LTE capabilities . According to Walt Mossberg of All Things Digital , the new model " has the most spectacular display ... seen in a mobile device " and holds the crown as " the best tablet on the planet . " Jonathan Spira , writing in Frequent Business Traveler , claimed that it " seems to make everything sharper and clearer . "

= = = = Issues = = = =

= = = = = Cellular Problems = = = = =

Criticism followed the news that in markets outside the US , the tablet cannot communicate with LTE due to its use of 700 MHz and 700 / 2 @, @ 100 MHz frequencies , respectively , versus 800 MHz , 1 @. @ 8 GHz and 2 @. @ 6 GHz used elsewhere . Soon after the launch , the Australian Competition and Consumer Commission (ACCC) took Apple to court for breaking four provisions of Australian consumer law . They alleged that Apple 's promotion of the tablet in Australia as the ' iPad Wi @-@ Fi + 4G ' misled customers , as the name indicates that it would work on Australia 's then @-@ current 4G network . Apple responded to this by offering a full refund to all customers in Australia who purchased the Wi @-@ Fi + Cellular model (when it was previously named " Wi @-@ Fi + 4G ") of the iPad .

On April 20 , 2012 , Apple stated that HSPA + networks in Australia are 4G , even though the speeds are slower than that of LTE . A month later , on June 21 , 2012 , Apple was sued for A \$ 2 @. @ 25 million for false advertising in Australia . In its advertisements Apple claimed that the new iPad was 4G LTE compatible . However , it didn 't work with the Telstra LTE mobile data network in Australia . Apple was fined A \$ 2 @. @ 25 million and was ordered to pay A \$ 300 @, @ 000 in costs .

Apple agreed to remove all references to 4G (LTE) capability in its UK advertising but as of August had not done so . There was no widespread 4G (LTE) network in the UK at the time , and the third @-@ generation iPad would also be incompatible with future 4G (LTE) networks when they did roll @-@ out there . The Advertising Standards Authority received consumer complaints on the matter .

Apple offered to refund customers who bought the device after being misled by the advertising . The result of numerous complaints and lawsuits against Apple regarding the use of the term 4G in their advertisements prompted Apple to rename its " 4G " service to " Cellular " , with this change appearing on Apple 's website on May 13 , 2012 .

===== Overheating =====

Many users reported abnormally high temperatures on the casing of the unit , especially after running 3D games . If used while plugged in , the rear of the new iPad became as much as 12 ° F (6 @. @ 7 ° C) hotter than an iPad 2 . The difference unplugged was 13 ° F (7 @. @ 2 ° C) . Thermal imaging tests revealed that the iPad can reach 116 ° F (47 ° C) . At this temperature it was warm to touch but not uncomfortable when held for a brief period . In a follow @-@ up report , Consumer Reports said , they " don 't believe the temperatures we recorded in our tests of the new iPad represent a safety concern . "

===== Performance =====

The claimed superiority of the A5X over the Tegra 3 processor was questioned around launch time by competitor Nvidia ; some benchmarks later confirmed the iPad 's superiority in graphics performance , while other benchmarks show that the Tegra 3 has greater performance in some areas .

===== Criticism =====

Consumer Reports gave the third @-@ generation iPad a top rating and recommendation , claiming that the tablet was " superb " , " very good " , and " very fast " , and that the 4G network , the Retina display , and overall performance were positive attributes . They elaborated on the display quality , stating that the third @-@ generation iPad was " the best we 've seen . " The iPad 's new display was a large enough improvement to prompt Consumer Reports to rate it " excellent , " and consequently downgraded the display of other tablets (including the iPad 2) from " excellent " to " very good . " As with the preceding models (see the parent article on the iPad) , iOS ' closed and proprietary nature garnered criticism , particularly by digital rights advocates such as the Electronic Frontier Foundation , computer engineer and activist Brewster Kahle , Internet @-@ law specialist Jonathan Zittrain , and the Free Software Foundation who protested the iPad 's introductory event and have targeted the iPad with their " Defective by Design " campaign .

Upon the release of iOS 6 , Swiss Federal Railway accused Apple of copying a trademarked " iconic railway " clock in the " Clock " app that is available on all iPad models that support iOS 6 . On October 15 , 2012 , the Swiss Railway company released a statement saying Apple agreed to pay a licensing fee to use its clock design .

===== Commercial reception =====

Pre @-@ orders were so high for the third @-@ generation iPad that later orders were quoted shipping times of " two to three weeks " after the order was placed . Apple said that " customer response to the new iPad has been off the charts and the quantity available for pre @-@ order has been purchased . " Despite the delayed shipping , many users chose to purchase the iPad online instead of waiting in line at the Apple Store . Approximately 750 people waited outside the Fifth Avenue Apple Store in New York City for the product 's release . According to an Apple press release , three million units were sold in the first three days . The iPad was purchased mainly by a younger , male demographic . Most of the buyers were either " die @-@ hard Apple fans " or had previously purchased an iPad . An Apple retailer in Dayton , Ohio , claimed that the demand for the tablet was " chaotic " and claimed that its launch was " drastically more significant than the iPad 2 launch . " By Q2 of 2012 , Apple would hit an all @-@ time high , claiming 69 @. @ 6 percent of the

global tablet market .

= = Timeline = =