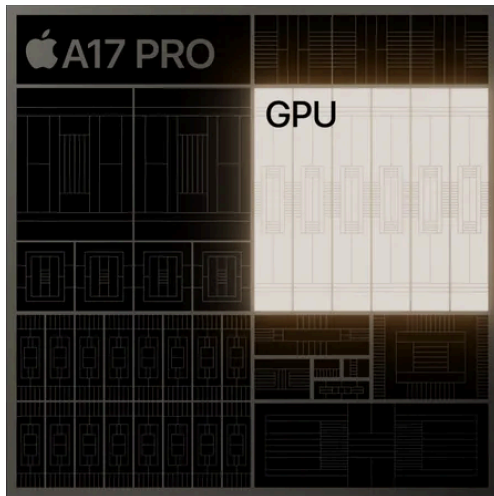


## **Apple Launches the Powerful New iPad Mini with A17 Pro Chip**

*bring a new experience with enhanced performance, graphics, and connectivity*

**Stony Brook, NY:** On October 15, 2024, Apple announced the launch of the new iPad mini in California. The new iPad mini is equipped with the A17 Pro chip and Apple Intelligence for enhanced performance and personalized experiences. Its lightweight design, paired with four new color options and an 8.3-inch Liquid Retina display, delivers a unique aesthetic and visual experience. The device supports Apple Pencil Pro and has a 12MP rear camera optimized for productivity. With an all-day battery life and the latest iPadOS 18, it ensures an exceptional user experience throughout the day.

Bob Borchers, Apple's VP of Worldwide Product Marketing, emphasized that the iPad mini's popularity stems from its blend of powerful performance and portability, along with its personalized and private smart features. The new iPad mini offers an amazing iPad experience with the A17 Pro chip, faster connectivity, and support for Apple Pencil Pro, making it a great value in a compact design (Apple).



The new iPad mini features the powerful A17 Pro chip, delivering a significant boost in performance and energy efficiency. It delivers a 30% CPU boost and 25% better graphics performance compared to the previous model. It supports hardware-accelerated ray tracing, providing faster graphics processing and a more realistic gaming experience. The iPad mini also supports Apple Intelligence, powered by Apple silicon, to streamline tasks and enhance app experiences. The new iPad mini features faster connectivity with Wi-Fi 6E, offering twice the performance of its predecessor, and 5G support for on-the-go file access and data backups. The transfer speed of the USB-C port reaches 10Gbps,

which improves the import efficiency of photos and videos. The new iPad mini is equipped with a 12MP rear camera and supports smart HDR 4 for more vivid and detailed shooting results.

Alongside performance, Apple has prioritized sustainability. The new iPad mini is also designed with the environment in mind. It features a 100% recycled aluminum enclosure, 100% recycled rare earth elements in all magnets, and multiple circuit boards with 100% recycled gold plating.

and tin soldering. It meets Apple's high energy efficiency standards and is free of mercury, brominated flame retardants, and PVC. The packaging is 100 percent fiber-based, which helps Apple reach its goal of completely plastic-free packaging by 2025.

Pre-orders for the new iPad mini are available from October 15 on [apple.com/store](https://apple.com/store) and the Apple Store app, with availability beginning October 23.

About Apple Inc: Apple Inc. is a global technology company known for its innovative products, such as the iPhone, iPad, and Mac. Founded in 1976, Apple focuses on creating seamless hardware, software, and services. Apple is also committed to privacy, security, and sustainability, aiming to be carbon-neutral by 2030.

- Apple. *Apple Introduces Powerful New iPad Mini Built for Apple Intelligence*. Apple, Oct. 2024, <https://www.apple.com/newsroom/2024/10/apple-introduces-powerful-new-ipad-mini-built-for-apple-intelligence/>.