

# Apple Event

## Company Participants

- Deirdre O'Brien, Senior Vice President, Retail + People
- Jay Blahnik, Senior Director of Fitness for Health technologies
- Jeff Williams, Chief Operating Officer
- Laura Legros, Vice President, Hardware Engineering
- Lisa Jackson, Vice President, Environment, Policy and Social
- Lori Malm, Director of Services
- Sumbul Desai, Vice President, Health
- Ted Merendino, Product Marketing, iPad
- Tim Cook, Chief Executive Officer

## Presentation

### Tim Cook {BIO 14014370 <GO>}

Good morning and welcome. We are so pleased that you could join us today. We've got some really exciting product announcements to share with you as we all continue to make our way through these difficult times and face the challenges that COVID-19 is causing in our communities around the world. It's so inspiring how people everywhere have adapted, working remotely, learning from home and gathering virtually to stay close to family and friends, and it's been gratifying to see the important role our products have played in helping people come together carry on and move forward. We know that life won't always be like this and we're all looking forward to better days. Here, at Apple, we feel a deep responsibility to keep innovating, to continue making products that enrich people's lives in meaningful ways.

Today, we're focusing on two products that have played integral roles in people's everyday lives, Apple Watch and iPad. Let's get started with Apple Watch. Apple Watch revolutionized what a watch can do. If you think about it for over a 100 years, the traditional watch really focused on just one thing, time. Today, it's incredible what Apple Watch enables you to do right from your wrist. I use my Apple Watch and its amazing features throughout the day. Before I go out in the morning, I check the weather; at work, Apple Watch notifies me with everything from messages to news alerts and keeps me right on schedule. I'm doing my best to stay in shape, so it's great that Apple Watch keeps track of my workouts and motivates me to close my rings. When I get home, I use it to open the garage, unlock my door and turn on the lights, and when I am ready to settle in, I use Apple Watch to stream my favorite music. And it's so reassuring for millions of customers that Apple Watch has introduced great health features like heart monitoring, cycle tracking and fall detection and even the ability to take an ECG, no wonder, Apple Watch is the most loved Watch in the world.

I love reading the many messages I get every day from Apple Watch users telling me how the watch has changed and in some cases saved their lives, like Ray from Texas, she had been experiencing pain in her stomach, but didn't think it was too serious. When her Apple Watch alerted her to an elevated heart rate, she realized it really was. She went to the ER where it was determined she was in septic shock. Ray got immediate intervention but she could have died without that warning from her Apple Watch. Or Enrique from Spain who is blind and uses his watch for everything from speaking, to time, to reminding him when his appointments are, to calling taxis and helping him keep fit. For Enrique, his Apple Watch has become an essential part of his day-to-day life. Now, I'd like you to meet a few more of these people and hear their stories.

(Video Presentation)

I really love hearing those stories about how Apple Watch helps people and enriches their lives, and healthcare providers, insurance companies, and businesses are also seeing the benefits of offering Apple Watch. They know it can make a big difference in the lives of their patients, customers and employees. Recently, the Mount Sinai Health System in New York launched the new Warrior Watch Study. Using data from Apple Watch, researchers are studying the impact of COVID on the psychological well-being of front-line healthcare workers by identifying early signs of stress, while also looking to predict infection before symptoms appear.

Singapore has one of the world's leading healthcare systems. This fall, Singapore will become the first country to leverage the benefits of Apple Watch by offering incentives for people to use it to stay healthy and active. Apple Watch helps people understand so much about their health and fitness and to live a better day. This year, we're going to take it even further. Here's Jeff to tell you what's next. (Music Playing)

## **Jeff Williams** {BIO 16886071 <GO>}

Apple Watch has made a profound impact on so many of our customers' lives and we continue to be inspired, and this year, watchOS 7 had several important health features that take advantage of the powerful technology in Apple Watch. The new sleep app uses the motion sensors to track your sleep, automatic hand-washing detection recognizes the motion and sound when washing your hands and encourage you to continue for the recommended 20 seconds and watchOS 7 now uses your motion in heart rate to measure a lower range of VO2 max values.

Now the American Heart Association recommends routinely assessing cardio fitness levels and VO2 max is the most accurate way to capture this. The problem is it's usually only measured in specialty clinics, but watchOS 7 can now measure a full range of VO2 max which is a powerful predictor of your overall health and coming later this year, you can receive a notification if your VO2 max drops to those lower levels. Each year, Apple Watch raises the bar adding new features and technology that improve our lives. This year, Apple Watch takes another big leap forward and I am excited to show it to you now.

(Video Presentation)

This is the new Apple Watch Series 6, the perfect combination of powerful features and beautiful design. Series 6 is our most colorful lineup ever, there is a new blue aluminum case, there's updated classic gold stainless steel finish, a new gray black stainless steel color graphite, and for the first time, a stunning new Apple Watch product Red. Now on the inside, Series 6 is packed with incredible technology, including a new health sensor that enables an amazing new capability. Let's take a look.

(Video Presentation)

With Apple Watch Series 6, you can measure your blood oxygen right from your wrist. The new health sensor in Series 6 turns red in infrared light on to your wrist and measures the amount of light reflected back. Advanced algorithms use this data to calculate the color of your blood which indicates the amount of oxygen present. The new blood oxygen app lets you take a measurement in just 15 seconds. And Series 6 also captures periodic background readings and stores them in your health app, so if you wear your Apple Watch to bed, it can record background measurements while you sleep.

I'll hand it over to Sumbul to talk more about blood oxygen and its importance to your health.

### **Sumbul Desai** {BIO 22291272 <GO>}

Blood oxygen saturation, also known as SVO2, is like a vital sign. It's a key measurement that contains critical information about your breathing and circulation. Apple Watch is already a powerful health tool with apps that measure heart rate and heart rhythm and now adding blood oxygen brings another valuable health measurement to users. Blood oxygen and pulse oximetry are terms that we've heard a lot about during the COVID pandemic. As you breathe, your heart and lungs work together to deliver oxygen throughout your body. Blood oxygen saturation is an indication of how well this system is functioning and of your overall respiratory and cardiac health, and pulse oximetry is how you measure it. Now the blood oxygen app on Series 6 lets you measure your blood oxygen for fitness and wellness purposes from your wrist anywhere and at any time.

This is a great new tool for your overall well-being and to enable future medical discoveries, we're launching three new health research studies to learn how longitudinal blood oxygen measurements along with other health metrics from Apple Watch can help manage conditions that affect the heart and lungs. First, to study how to better manage and control asthma using physiological signals from Apple Watch or collaborating with the pulmonary experts at the University of California Irvine and Anthem. Second, to learn more about how metrics including blood oxygen can be used to manage heart failure we're partnering with one of the largest research organizations in North America, the University Health Network and the investigators at the University of Toronto. And finally, as we all continue to learn

more about COVID and understand the interplay with influenza, we're partnering with the investigators of the Seattle Flu Study and faculty from the University of Washington School of Medicine. We will explore how changes in blood oxygen and heart rate can be early signals of the onset of these respiratory conditions. So that's the new blood oxygen feature, we're so excited to bring this important new health capability to our users.

Now, back to Jeff, to tell you more about the new Apple Watch Series 6.

**Jeff Williams** {BIO 16886071 <GO>}

Whether you are measuring blood oxygen, making a phone call on your watch or simply checking your activity rings, it's all made possible by Apple silicon. Inside Series 6 is our sixth generation system in package. It's a purpose-built designed, it's absolutely unique in the industry. It includes a high performance dual-core processor based on the A13 Bionic in iPhone 11 but optimized for Apple Watch. The S6 is up to 20% faster than the previous generation. Series 6 also has great new features that are perfect for when you're out and about. Let's get outside and take a look.

(Video presentation)

Because of its energy efficient design, Series 6 has always on display. Again, easier to read your watch in sunny days without having to wait for display, now it's 2.5 times brighter outdoors when your wrist is down. Series 6 also features a new always-on altimeter that provides continuous elevation throughout the day. So on your next hike, you can see your elevation change in real time right on your watch face, and at any time, no matter where you are, you can measure your blood oxygen saturation right from your wrist.

Now let's talk about watch faces. The watch face is fundamental to the Apple Watch experience and we are taking faces further this year. Starting with some great new designs and we'd like to share them with you now.

(Video presentation)

In watchOS 7, we also gave developers new tools to build even more specialized watch faces. So if you're into surfing, there is a watch face for that with apps, like dawn patrol to check surf conditions or if you're into photography, there is a watch face for that with apps like Leumi to help you track the sun's position or if you're a healthcare provider, there's a watch face for that, with apps like Notable to see your upcoming appointments. Watch faces have always been a great way to personalize your Apple Watch. Another is interchangeable bands. Now, traditional watch bands have a clasp or buckle and they are limited to a few preset sizes for fit, well, today we're excited to introduce something completely different. We call it the Solo Loop. The Solo Loop is remarkably simple, no clasp, no buckle, no overlapping parts, just one continuous piece. Made from custom liquid silicone, the Solo Loop is stretchable so you can easily slip it on and off your wrist. It looks great and it's durable and it's swim-proof, so it can go anywhere. It's available in a range of sizes,

so you can find your most comfortable fit, and it comes in 7 fantastic colors. This new band style is so comfortable, we did another version called the braided Solo Loop, it's made from a 100% recycled yarn that's meticulously braided with ultra-thin Silicon threads and it will be available in five colors. We're also offering a new take on the leather band with the new leather linked with no loop back or clasp of any kind, there are also great new updates for Apple Watch Nike with five new sport band and Sport Loop colors, plus a new Nike watch face and for Apple Watch Hermes, we are introducing the new Attelage band in both single tour and doublet tour.

That's Apple Watch Series 6, the most advanced Apple Watch ever.

We think you're going to love all the amazing new features. This year, we're doing two additional things to make Apple Watch available to even more people. And the first is an entirely new way for families to use Apple Watch and here's Deirdre to tell you all about it.

## **Deirdre O'Brien**

Apple Watch is essential for staying connected to those you love, whether that's a child or an older adult. Right now, Apple Watch needs to pair with an iPhone, which something they might not have. This is why we are excited to introduce Family Setup. With Family Setup, you can use your iPhone to pair watches for your children or older members in your household who don't have their own phones, and they will have their own phone number and account. Let me show you how it works.

Family Setup enables greater independence for your kids or older parents, and you have the comfort of knowing they're just a call away. You get the safety and communication features that technology can deliver in a device that can be managed responsibly, for example, you can specify which contacts your kids can communicate with when using messages and more, and you can set up automatic location notifications, so whether it's grandma's house, school or basketball practice, you will get the reassurance your child is exactly where you expect them to be. To help them stay active, kids can now track movements and use all the other great features of activity and workout in a way that works best for them. Kids can create a Memoji with just their watch and share the stickers and messages or in the new Memoji watch face. Whether they're learning at home or in the classroom, the new school-time mode helps kids stay focus with do not disturb, restricted interaction and this distinctive look which teachers or parents can recognize at a glance.

These are just some of the ways Family Setup provides kids and older adults with the powerful and unique benefits of Apple Watch even if they don't have an iPhone. Family Setup requires a cellular model of Apple Watch Series 4 and later and will be available at launch with these carrier partners in these regions around the world with more coming later this year. And that's Family Setup. Back to Jeff.

## **Jeff Williams** {BIO 16886071 <GO>}

We think Family Setup will keep families more connected, giving kids greater independence and agency and you more peace of mind. The second thing we're doing to make Apple Watch available to even more people is to create a new model that combines elements of Series 6 design with the most essential features of Apple Watch all at a more affordable price. We call it Apple Watch SE. Apple Watch SE has the features customers love. It has everything you need to stay connected, be more active and keep an eye on your health, and like Series 6, Apple Watch SE uses our largest and most advanced watch display allowing you to see so much more at a glance, more information and apps on your watch face, more in messages, calendar and maps and larger and easier to read metrics while you're working out, and for fast access to information in apps, Apple Watch SE uses the S5 chip for up to 2 times faster performance than Series 3, and staying connected is even easier with the cellular models, which allow you to make phone calls and messages and more even without your phone and with Family Setup, cellular models of Apple Watch SE will also be great for kids.

Customers love using Apple Watch for fitness and working out and Apple Watch SE has the same accelerometer, gyroscope, compass and altimeter as Series 6, and because it has the latest motion sensors, Apple Watch SE also supports fall detection, a feature that's made a lifesaving difference for many Apple Watch wearers. With all of these features and more including the new capabilities in watchOS 7, we think Apple Watch SE will be the perfect watch for many new customers. Apple Watch SE starts at just \$279. In addition, we're announcing Apple Card financing for Apple Watch, so customers can easily pay across 24 monthly payments, Apple Watch Series 6 with a breakthrough new blood oxygen sensor starts at just \$399 and Series 3 continues at its great entry price of just \$199. With three great Apple Watch models to choose from, there really is an Apple Watch for everyone.

Now let's talk about what Apple Watch is doing to protect the environment. Apple's commitment to the environment spans everything we do, from how we design our products, to the materials that go in them, to how they're manufactured, and here's Lisa to share some of the many things Apple is doing to reduce our environmental footprint.

### **Lisa Jackson** {BIO 7568663 <GO>}

We are proud that all of our corporate operations worldwide are carbon-neutral and we've done it by replacing dirty energy with clean renewable power. All of our offices, retail stores and data centers run on 100% renewable energy. We're also proud that we've cut our comprehensive carbon footprint by 35% since 2015, and you may have heard, we are now taking our environmental commitment even further, starting with a promise, by 2030, Apple will be 100% carbon-neutral for our entire end-to-end footprint including our supply chain and products. To keep our promise, we're focusing on not just the energy we use, but the materials needed to make our products.

Let's take a look at Apple Watch. Beginning last year, our aluminum watch cases are made with 100% recycled aluminum, and for Series 6, we're now using 100%

recycled rare earth elements and Tungsten in the Taptic engine. And we go to great lengths to make sure our products are free of harmful chemicals. Like all of our products, Apple Watch is free of BFR, PVC, beryllium and mercury and the display glass is made without arsenic. And all of the fiber in our packaging comes from recycled sources responsibly managed forests. Sometimes it's not what we make but what we don't make that counts. We know that customers have been accumulating USB power adapters and that producing millions of unneeded adapters consumes resources and adds to our carbon footprint. So this year, we are removing the USB power adapter from Apple Watch. We're also helping our Apple Watch manufacturing partners transition to renewable energy, that combined with removing the power adapter will result in eliminating the carbon equivalent of over 50,000 cars from our roads per year. We have lots more to do and we'll have lots more to share in the months and years to come.

Now, back to Jeff.

### **Jeff Williams** {BIO 16886071 <GO>}

These actions are significant and lasting and I'm proud of the great work Apple is doing to protect our planet. So that's our lineup. Apple Watch Series 6 with the new blood oxygen sensor, the most advanced Apple Watch yet. And the very capable and affordable Apple Watch SE, you can order both today and availability starts this Friday.

To celebrate the launch of the new Apple Watch Series 6, we created a video to show you just how far the watch has come and here it is.

(Video Presentation)

Since the beginning, one of the most profound impacts Apple Watch has had it's helping people be more active. We've been working on something that will motivate and inspire you even more on your fitness journey, and here's Jay to tell you all about it.

### **Jay Blahnik**

Being more active is one of the most important things we can do for our health. So over the years, we've built a range of features on the Apple Watch designed to motivate a wide variety of users. We hear from people who have become healthier just by closing their activity rings each day and friends and family who are able to motivate each other and stay connected even from far away with activity sharing, and then there are most competitive Apple Watch users who love earning awards and challenging each other to get fit.

One of the Apple Watch's most popular apps is the Workout App which has been finely tuned with powerful algorithms that accurately track the most important metrics for all the workouts you do. This year, we wanted to push the Apple Watch workout experience even further. So we are creating amazing workouts with

incredible music delivered by the world's best trainers. This is the first fitness service built around Apple Watch, and we'd like to show it to you now.

(Video Presentation)

Introducing Apple Fitness+, a new service for Apple Watch designed to inspire you to get fit and stay fit. The entire Fitness+ experience is powered by the Apple Watch in some really cool ways. Let's take a look at how it works. Apple Watch owners love seeing all of the metrics right from their wrist during the workout. The watch's sensors make it possible to see your heart rate, calories burnt, pace and distance. And that data helps keep you motivated and on track, which is awesome. With Fitness+ you simply choose the workout you want to do from the catalog of videos on your iPhone, iPad or Apple TV, and when you start the video, it automatically starts the correct workout in your Apple Watch Workout App, and it sends those metrics in real time right to the screen you're viewing the workout.

So you have all of your data on your wrist and on the screen in front of you and your metrics come to life, to keep you motivated. For example, when the trainer reminds you to check your heart rate, your numbers get larger, making it easy to see the details you need. When you're in the middle of a tough interval, you see a countdown timer to motivate you to push through every last second. Your activity rings are also right on the screen, so you can see how your workout is helping you make progress towards closing your rings for the day. And if you happen to close one of your rings in the middle of your workout, you won't miss celebration. You'll see it in real time and right on the screen. When the workout is over, you get a comprehensive summary. And all of that data captured from your watch's sensors is shown right on the summary screen, calories burnt, average heart rate, distance, pace, even your current activity rings. Of course, there is a lot more to the experience,

Fitness+ is launching with the most popular workout types. So there is something for everyone, yoga, cycling, dance, treadmill walk and treadmill run, strength, core, hit, growing and even mindful cool downs. You can do the workouts with any brand of equipment and many of the workouts require just a set of dumbbells or no equipment at all. Of course, you can do them wherever it's convenient for you, at home, the gym, outside, or even when you're traveling. We think the flexibility to do the workout you love when you want and where you want makes Fitness+ the perfect workout companion. Each week, our incredible trainer team will deliver a wide variety of workouts from the Fitness+ studio to help keep you engaged. That's fresh new workouts every week across a range of times and instructors. And of course, the trainers will have the best music to keep you motivated whatever your musical taste is from latest hits and hip-hop to Latin grooves and top country.

And if you're also an Apple Music subscriber, it's easy to save the playlist from Fitness+ and then listen to them later in Apple Music whether you're working out or not. And if you're brand new to fitness or it's been a while since you worked out, there is an absolute beginner program built right in. The program will help you get started, learn the basics of movement and fitness and get you safely ready for the



studio workouts. We wanted to make it easy to find all the workouts you love in Apple Fitness+. So they're all located inside the Fitness App on the iPhone right in the center tab, and you can access the same workouts from the new fitness app on your iPad and Apple TV.

To quickly get to your next best workout, you'll find recommendations personalized just for you, intelligent suggestions will make it easy to find what you like and also encourage you to discover new trainers and new workouts to balance out your routine, and that's Fitness+. You get 10 different types of studio workouts, so there is something for everyone, incredible music built into each workout to keep you moving and the world's best trainers, whether you work out every single day, want to add a little more fitness to your life or you just want to get started. We think Fitness+ is going to take your workouts to the next level with convenience, expert coaching and inspiration, and it's all powered by Apple Watch.

As with all of Apple's products and services, we've designed Fitness+ with privacy in mind. All your Fitness+ workout recommendations are powered using on device intelligence and when using Fitness+, neither calories nor the workouts and trainers you choose will be stored along with your Apple ID. The price is \$9.99 per month or just \$79.99 for a whole year and your family will also be able to enjoy Fitness+ for no additional charge. Fitness+ will be available in these countries at launch. The service will be available before the end of the year, and for those purchasing a new Apple Watch, you get Fitness+ free for three months to help make 2021 your fittest and healthiest year ever. And now I'd like to hand it over to Lori to share some more exciting news about our services.

## **Lori Malm**

Apple's Fitness+ joins our collection of world-class subscription services that enrich our customers' lives. These are services that so many of us and our families use every single day and we want to make it easy for everyone to discover and enjoy them. So today, I'm excited to introduce Apple One. Apple One gives you and your family all the services you love in one simple plan. It starts with iCloud, the essential service that safely stores your personal photos, videos and files, you can access them from anywhere. Apple Music registering 70 million songs from all your favorite artists. Apple TV+ with Apple original series and films which have been nominated for 18 Emmy's in just the first year. Apple Arcade with over 100 incredibly fun games, You can play anytime, anywhere. Apple One also includes Apple News+ with leading newspapers and hundreds of magazines, and of course, Apple Fitness+ with its immersive studio workouts powered by Apple Watch.

Apple One makes it easy to get all these services and find the one plan that's right for you, starting with the individual plan which offers the best of entertainment including Apple Music, Apple TV+, Apple Arcade plus 50 gigabytes of iCloud. The family plan lets you share all these services with up to five members of your family, first 200 gigabytes of iCloud, and in countries where available, there is Premier, which as Apple News+, Apple Fitness+ and a massive 2 terabytes of iCloud, it's everything for the entire family for one incredible price. Apple One will be available

this fall, and it includes 30 days free. So you can try any of the services you don't already have. That's Apple One. Now back to Tim.

## **Tim Cook** {BIO 14014370 <GO>}

Now let's turn our attention to iPad. I love my iPad because it is such an incredibly versatile device, powerful and easy to use, it enables all of us to do so many meaningful things every day. And now more than ever, iPad has become even more important keeping us close to the ones we love when we can't be there in person, helping students learn remotely, helping people express and share their creativity, reshaping how the world communicates, and iPad is providing a critical lifeline for doctors, nurses and patients. It's versatility is what makes iPad such an essential device. With the power OF the App Store and over a million iPad apps, the iPad can do whatever you needed to do.

We are inspired to see how iPad's impact has been felt across the world. This year marks the 10 years since we shipped our very first iPad, and in that time, it has become one of the most successful consumer electronics products ever. We've now sold over 500 million iPads to customers around the world. And more and more new customers are just discovering iPad for the very first time. In fact, more than half of our iPad customers are buying their very first iPad. That's just incredible. And users love their iPads. iPad has been ranked number one in customer satisfaction for 10 straight years, every year since it launched. Our users are doing more than ever with iPad. So we continue to push iPad forward. This is a big year for iPad. Earlier this year, we made some great updates to the iPad Pro including the A12Z chip, new Pro camera system, LiDAR scanner and so much more. Today, we are updating the rest of our full-size iPad line-up starting with most popular iPad and here's Ted to tell you more about it.

## **Ted Merendino**

We are incredibly proud of the role that iPad is playing in the lives of so many people. Users love our iPad seventh generation because it delivers a beautiful 10.2 inch Retina display, with support for Apple pencil and the full-sized smart keyboard on a thin, light and affordable design, and our customers love all the things they can do with it from taking notes as they learn something new, to playing their favorite game.

So this year, we're taking its beloved design and cranking up the performance with this, the new iPad eighth generation, it's more capable than ever and it starts with the A12 Bionic. This chip is a powerhouse. It features a powerful CPU and Superfast GPU. Compared to the already fast chip in last year's iPad, it has a 40% faster CPU and delivers a massive two times jump in graphics. This extra performance is great for everything from working with high-resolution content to immersive gaming experiences, and compared to the competition over the last year, it's not even close. This new iPad with the A12 Bionic is up to two times faster than the top-selling Windows laptop. It's up to three times faster than the top selling Android tablet and it's up to a whopping six times faster than the top-selling Chromebook. iPad leaves

the competition in the dust and all that power is delivered in a thin and light design that's super portable with great cameras and all-day battery life.

Now our A-series chips are more than a CPU and GPU. They include powerful custom technologies like the neural engine for machine learning which comes to our most popular iPad for the very first time. It's capable of processing up to 5 trillion operations per second and it powers some magical experiences on iPad like allowing you to instantly transform the color of your photos or even analyze your tennis game and provide real-time stats like ball speed and body positioning. Altogether, the A12 Bionic takes performance to the next level and makes iPad more powerful than ever.

Now let's talk about accessories. They expand the versatility of iPad. iPad 8th Gen works with the full-sized smart keyboard and keyboards from large tech like the combo touch with track pad and the rugged combo, that's so important for schools, and of course, this new iPad works with one of our most beloved accessories, Apple pencil, with its incredible precision and low latency plus features like pressure sensitivity and tilt, it's the gold standard for creativity and enables artists to bring their vision to life, and we've seen it become an essential tool to Journal and take detailed notes. We are blown away by what we've seen people create with Apple pencil on iPad. There's really nothing else like it.

And taking the Apple pencil experience to a whole new level is iPadOS 14 which adds powerful new pencil capabilities and other new features as well. Let's see it in action.

iPadOS 14 makes iPad even more intuitive, fun and productive because you can get your work done just about anywhere. Hand written text is just as powerful as typed text, iPad OS even understands what you write, letting you take quick actions with just a tap. As you sketch, shape recognition helps you draw perfect circles, stars and more. Smart selection understands the difference between handwriting and drawing making it easy to select only what you want and paste your hand written notes as typed text into another app.

New compact UIs mean you can stay focused on the task at hand. And we know once you start using Apple pencil, you're not going to want to put it away. So we have script which lets you hand right in the any text field even straight in the numbers, or to add a final thought to that document, you've been working.

The new iPad and the power of iPadOS 14 are in amazing combination making it possible to express your ideas however you want to, wherever you are. With iPadOS 14, the already amazing experience of Apple pencil gets even better. These powerful handwriting and note taking features join a host of other new features that continue to push what's possible on iPad and it all runs beautifully on the new iPad 8th generation with its 10.2 inch Retina display, huge performance boost from the A12 Bionic, keyboard and pencil support, great cameras and so much more. And it starts to just \$329 and it's just \$299 for education customers, nothing else delivers this

level of performance and capability at such an affordable price. Customers can order iPad 8th generation today and it will be available starting this Friday.

Now back to Tim.

## **Tim Cook** {BIO 14014370 <GO>}

iPad 8th generation with its huge boost in performance and incredible features in iPadOS 14 will enable even more people to do more amazing things and that's not all, as I told you, we're updating our entire full-sized lineup so that brings us to iPad Air. iPad Air was designed to deliver Pro features at a very affordable price and today we are thrilled to introduce an all new completely redesigned iPad Air.

And here, it is.

(Video Presentation)

This is the new iPad Air and to tell you all about it. I'd like to hand it over to the Laura.

## **Laura Legros**

The new iPad Air starts with a gorgeous design. The all new thin and light enclosure and narrow border design features a beautiful all screen display. Each element of iPad Air is meticulously crafted from the precisely machine top button to the scope, the detail around the camera. And the new iPad Air design comes in five core just colors, including a new rose gold, green, sky blue finish. Our customers are going to love these colors, and this new design features stunning Liquid Retina display. In the same footprint as the previous Air, the new iPad Air features a larger 10.9-inch Liquid Retina display with the resolution of 2360 by 1640, that's over 3.8 million pixels for extra crisp text and photos. And it has advanced display technologies like full elimination, white color, True Tone and an anti-reflective coating that combined deliver an amazing visual experience.

To give our customers is beautiful all screen design and then finding a new home for one of the most popular features, touch ID. So we designed a next generation touch ID and integrated it right into the top button. This provides convenient and secure authentication while allowing the display to extend on all sides. This is the smallest authentication sensor we have ever design and it delivers the same performance, ease of use and security you know and trust from touch ID. The technology under the button is really amazing. It uses a sapphire crystal lens and next generation custom sensor that more efficiently captures the details of a fingerprint and it uses a faster Secure Enclave to more quickly authenticate the fingerprint data and using it is as simple as ever, just touch the top button into our iPad, log in to apps or use Apple Pay, it's fast easy and secure.

Another reason customers love iPad Air is its performance. So we're debuting an incredibly powerful new chip which is going to give the new Air a huge leap in

performance. To tell you more, here's (inaudible).

## **Tim Cook** {BIO 14014370 <GO>}

I am super excited to tell you about the powerful new chip, we've built into the new iPad Air, our latest A SERIES processor A14 Bionic. Our goal is to build chips with industry-leading performance powerful, custom technologies and extremely efficient use of energy to make every one of our products best in class. One way we do this by aggressively adopting cutting edge silicon process technology year after year. And now with A14 we'll be the first in the industry to use the breakthrough 5-nanometer process technology, incredibly small scale of this process challenges the laws of physics, in fact, we're talking about a scale so small that the dimensions of these 5-nanometer transistors are measured in atoms.

This means we were able to pack 11.8 billion transistors into A14. That's an increase of nearly 40% over our 7-nanometer chip, we use these additional transistors to deliver new features, increased power efficiency and increased performance in nearly every aspect of the chip. A14 Bionic includes a big update to our CPU. Our architecture runs more instructions in parallel, resulting in great performance and lower power and integrates large high performance caches size to meet the needs of the most demanding applications. For A14's powerful new 6 core design, this results in an enormous 40% increase in CPU performance compared to the previous iPad Air. A14 also features our newest GPU architecture scale to deliver the maximum sustainable performance at the lowest possible power, an approach that also allows us to deliver industry-leading peak performance when it's needed most.

For A14, our new four core design delivers a 30% increase in graphics performance as well and when you compare the new iPad Air with A14 to the best selling laptop and its price range a device nearly 3 times thicker and 4 times heavier, the new iPad Air has up to two times faster graphics performance in its incredibly thin and light design.

So for customers using iPad Air for performance intensive apps like editing 4K videos creating works (inaudible) or playing immersive games incredible performance of A14 can handle them all with ease. In addition to the blazing fast CPU and GPU, A14 is loaded with customer technologies that drive the unique iPad experience like a much faster Neural Engine, which will make iPad Air more powerful for machine learning by doubling the number of cores to build a 16 core architecture, the neural engine in A14 is capable of executing an amazing 11 trillion operations per second.

This increases ML performance by up to 2 times over the previous generation. In addition, our CPU is further optimized with second generation machine learning accelerators, which come to iPad for the first time and accelerate the matrix multiplication frequently used in ML computations at up to 10 times faster than the previous Air.

Now the combination of the new Neural Engine, the CPU ML accelerators and our high performance GPU deliver breakthrough machine learning capabilities to elevate apps built on Core ML to an entirely new level of performance. So that's the new A14 Bionic, it delivers big performance updates for the CPU and GPU, makes iPad Air much more powerful for machine learning and also features the latest ISP for higher quality videos and photos and even faster Secure Enclave for touch ID.

This is by far the most advanced chip we've ever made and we're thrilled to bring it to the new iPad Air. Now back to you, Laura.

## **Laura Legros**

Wow, the A14 is a hugely forward and performance and we worked with a number of developers to see what they can do with the new iPad Air. So let's take a look.

(Video Presentation)

With the A14 chip, the new Air is going to bring incredible performance to customers looking to step up to a more powerful iPad and there is more. Another great feature we're bringing to iPad Air is USB-C. USB-C increases data transfer speeds up to 5 gigabits per second, that's a tenfold jump in performance over the previous Air. It provides a fast connection to a host of external devices like cameras, drives and external monitors of the 4K. The new Air also includes great cameras front and back, the front 7 megapixel FaceTime HD camera supports Smart HDR, improved 1080p video capture and better low light performance for really high quality video calls. And on the back is the same 12 megapixel camera used in the iPad Pro with focus pixels and a larger aperture to capture incredibly sharp photos and stunning 4K video, enhanced with improved video stabilization. So the photos and videos our customers take with the new Air are going to look better than ever. And to elevate the audio experience, we've redesigned the speaker system providing stereo audio and landscape mode great for kicking back and enjoying your favorite movies and TV shows.

The new Air also works with our amazing accessories including Apple pencil which attaches magnetically to the side for pairing, charging and storage and the beautiful Magic keyboard with floating design and built-in track pad. So this is the new iPad Air featuring a 10.9-inch Liquid Retina display, next-generation touch ID, a huge boost in performance with A14 Bionic USB-C, advanced cameras, WiFi 6 and LTE that's 60% faster.

This is by far the most powerful iPad Air ever. Let's check it out.

(Video Presentation)

So that's the new iPad Air and we can't wait to get it into our customers' hands. It will start as \$599, it will be available beginning next month.

And finally, we're very proud that the new Air and 8th generation iPad have been carefully designed to have minimal impact on the environment and support our overall net zero carbon goal. Both iPads use 100% recycled aluminum enclosures and all of the wood fiber in the packaging of both iPad models is recycled or comes from responsibly managed forests. us both iPads use 100% recycled tin solder in their main logic boards and are free of harmful substances. So while our work here is never finished, we're proud of the progress we've made with these new products.

So today, we have our most advanced iPad line-up ever. It's really a huge year for iPad and incredible new iPad Air delivering more Pro features to even more customers and iPad 8th generation with massive jump in performance together with the latest iPad Pro and the mighty iPad Mini combined with the advanced features in iPadOS 14 make these by far the most exciting iPads we've ever shipped.

Now back to Tim.

### **Tim Cook** {BIO 14014370 <GO>}

What a great day of announcements. We will also be releasing major OS updates tomorrow. Beginning with iOS14, a huge released that transforms the core experience of iPhone with redesigned widgets right on the home screen. A new way to organize your apps with the app library and a new and even faster way to experience the apps the moment you need them with app clips.

iPadOS 14, which lets you do even more with Apple pencil, provides huge improvements to iPad apps and takes the iPad experience even further. (inaudible) provides a whole new way to discover and share watch faces, a new sleep app, automatic hand-washing detection and provides additional workouts and fitness metrics and TV OS 14 which makes your big screen experience even better with improved picture and picture audio sharing with AirPods, Apple Music lyrics, secure camera feeds from home kit and multi-user gaming support.

All of these new releases will be available tomorrow and all of the products we announced today will ship with these OS updates. Thank you all for joining us At Apple, our mission is to design products and services has been in power and inspire you and we're so excited to see what you'll do with all of the new innovations introduced today. Everyone, take care, stay safe and have a great day.

(Video Presentation)

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