

# Apple Special Event

## Company Participants

- Timothy D. Cook, Chief Executive Officer
- Unidentified Speaker

## Presentation

### Timothy D. Cook {BIO 14014370 <GO>}

Hello and welcome back to Apple Park for our first event of 2021. After the challenges of this past year, we're optimistic that brighter days are just in front of us. As we move forward, we feel it's important that Apple continues to make a difference in people's lives through our products and our values. So we're glad you could join us today for some exciting updates and announcements.

This week marks the Annual Earth Day Celebration, and I couldn't be more proud of the environmental initiatives and commitments we are making at Apple. Today, Apple is carbon-neutral for our global corporate operations with all of our offices, stores and data centers running on a 100% renewable energy. And by 2030, Apple will be a 100% carbon-neutral across our entire end-to-end footprint including our supply chain and the use of our products. This month, we launched the Restore Fund in partnership with Conservation International and Goldman Sachs. This pioneering new investment fund will provide returns that are measured not only financially, but by the tons of atmospheric carbon removed by each investment. Our goal is to remove more than 1 million tonnes of carbon every year. At Apple, our values and principles make us who we are. They drive us to create products and services that are better, easier and more enjoyable.

Now I'd like to turn to some updates on our services, beginning with Apple Card. With Apple Card, we set out to completely reinvent the credit card and enable people to live a healthier financial life. Our customers are loving all the benefits of Apple Card, and we believe it's the most successful credit card launch ever. One of the things that became apparent to us in the beginning was a lack of fairness in the way the industry calculated credit scores. When there were two holders of a credit card; one got the benefit of building a good credit history and the other did not. We want to reinvent the way this works too. So today, we're happy to announce that Apple Card will allow spouses and partners to share and merge their credit lines, have equal rights on their account and build credit equally. This solution helps deliver financial equity and it's a game changer, and Apple Card can now be used by anyone in your family over the age of 13 with optional spending limits and controls for kids. We call this set of features Apple Card family. These benefits reflect our ongoing mission to reinvent the credit card and help you and those closest to you experience a healthier financial life.

Now let's talk about Apple Podcast. As you know, Apple help launch the podcast industry 15 years ago, and this is what it look like. The day we launched Podcast and iTunes, we had 3,000 shows in the directory. Today, there are millions to choose from and Apple Podcast is the best place to listen to all your favorites and we're making the biggest change to Apple Podcast since its debut. This starts with a newly designed Apple Podcast app. Every show and episode has a beautiful new page making it easy to follow, listen and share. We're also introducing channels to help you find new shows from your favorite creators. And you'll get recommendations for new channels to explore. We're also introducing Apple Podcast subscriptions, which enables you to unlock new content as well as additional benefits like ad free listening, early access and much more. So now you can help your favorite podcasters build their business and fuel their creativity. Apple Podcast subscriptions launches in a 170 regions and countries next month. These major updates will make listening to podcast easier and more enjoyable than ever before.

Now let's turn to iPhone. iPhone 12 is the most popular smartphone in the world and people love its amazing features. Super Retina XDR displays with ceramic shield, incredible camera systems and 5G, and of course they love the stunning design and selection of beautiful colors. And we have another beautiful color perfect for spring.

(Video Presentation)

We're so excited to introduce a new gorgeous purple. It looks stunning with the precision milled back glass and new design. It has elements of sophistication and brightness with the color matched aluminum edges. It's absolutely beautiful. Purple joins the iPhone 12 line-up for pre-order this Friday, and it will be available on April 30th. What are the things that customers love about the iPhone experience is Find My, and we have some exciting news to share. Here's Carolyn to tell you more.

(Video Presentation)

## Unidentified Speaker

One of the most helpful features we pioneered is finding your iPhone through Find My. Over time, we made Find My even more powerful. Find My includes a vast end-to-end encrypted and anonymous network approaching a billion Apple devices that can help locate a missing iPhone, Apple Watch, iPad and Mac even when it's offline. We also opened the Find My network, so you can use Find My to find third-party products, and this is just the beginning. Today, we're adding to this growing ecosystem of the new iPhone accessory that makes finding things even easier.

(Video Presentation)

This is AirTag. The next time the couch eats your keys, AirTag will help find them. AirTag uses the Find My network so iPhone can help you keep track of and find your things. You can personalize your AirTag to make it your own even with emoji. AirTag is easy to use by itself for beautiful accessories we've designed so you can attach it to just about anything, like you're backpack, luggage or whatever else you have.

Eases helpful overlays to guide you directly to a lost item when its nearby, we call this precision finding.

As you move, precision finding uses our U1 chip to get the precise distance to your AirTag. iPhone fuses that data with input from the camera, accelerometer and gyroscope to give you visual, haptic and audible feedback guiding you right to your AirTag.

At Apple, we believe privacy is a human right and that's why we designed it into AirTag and the Find My network. With the Find My network everyone can participate without sharing their location to anyone, including Apple. AirTag is designed to track items, not people so we included safety features to discourage unwanted tracking like unwanted tag detection, rotating identifiers and audible alerts from unknown tags. These capabilities are an industry first and are driven by our commitment to privacy, so that's AirTag. AirTag is just \$29 and because you likely have more than one important item in your life, a four-pack is just \$99. Orders start this Friday and AirTag will be available April 30th.

We also worked with Airmix on a special hand crafted leather collection, a bag term, luggage tag and key ring, each including an AirTag as to Airmix signature. With AirTag in the Find My network, iPhone can now help you find even more things.

And now back to Tim.

**Timothy D. Cook** {BIO 14014370 <GO>}

(Video Presentation)

Now let's talk about Apple TV and how we're making the time we spend at home more entertaining and more enjoyable. Apple TV brings you the very best cinematic experience, giving you access to the world's leading video services. This starts with Apple TV+ and it's line up of critically acclaimed and award winning Apple originals, including global hit drama The Morning Show, Academy Award nominated Wolfwalkers, the Billie Eilish documentary, the Oprah Conversation and of course the incredibly popular comedy Ted Lasso. Ted Lasso was one of my favorites, and I'm so excited for the second season.

So here's a sneak peek at what's coming next.

(Video Presentation)

Ted Lasso returns this July, and I can't wait. And of course the best way to enjoy it and everything on Apple TV+ is with Apple TV 4K. To tell you more about what's new with Apple TV 4K. Here's Cindy.

**Unidentified Speaker**

(Video Presentation)

What makes Apple TV truly unique is its deep integration of Apple hardware, software and services. Apple TV is built on the same world-class Apple silicon we put into iPhone, and it runs TV OS, the most powerful TV operating system, giving Apple TV all of this power. Power that smart TVs just don't have, plus you magically transform your living room. So you can get in your morning workout with Apple Fitness Plus, show off your school project using AirPlay, battle it out on Apple Arcade and even sneak in a late night movie with AirPods. The ability to do all of these things and so much more is why we've put so much power into Apple TV. And it's why I'm so excited to share with you the next generation of Apple TV 4K.

Apple TV 4K is now built with the A12 Bionic, bringing a new level of performance that will be a massive upgrade to your TV. Delivering the highest visual quality possible has always been core to Apple TV. It already supports high dynamic range format such as Dolby Vision, revealing more realistic colors in greater detail. And with the A12 Bionic, the new Apple TV 4K can now play HDR in high frame rate. This allows video to play more smoothly and appear more lifelike than ever before, which will be great for fast moving action like sports. We're working with leading providers across the globe as they begin to stream in high frame rate HDR.

And it's not just professionally produced programs that will look amazing. For those of you with an iPhone 12 Pro you can already record in Dolby Vision at 60 frames per second. And to enjoy all these moments in the best quality on the new Apple TV 4K, we've enhanced AirPlay to support high frame rate HDR. We want everything you watch on Apple TV to look amazing, but because every TV settings are different, it's challenging to know if you're getting the best picture until now. With our new color balance feature, Apple TV will work with your iPhone and its advanced sensors to improve your TV's picture quality. Your iPhone uses its camera and proximity sensor to guide you to an on-screen target, color measurement starts automatically. Apple TV uses the light sensor in your iPhone to compare your TV's color balance to the industry standard specifications used by cinematographers worldwide.

Using this data, Apple TV will then automatically tailor its video output to compensate for any inaccuracies in your TV's picture settings. So you'll now see much more accurate color without you ever having to adjust your TV. The results can be dramatic, with more natural colors and improved contrast making your TV look better than ever. Of course the way you interact with Apple TV is with the Siri remote. So this year, we completely redesigned it with new functionality and controls.

It starts with a new one piece aluminum design that fits perfectly in your hand. And with contrasting controls, you can easily find and hit just the button you want. We also have a brand new ClickPad with five way navigation for better accuracy and the entire ClickPad is touch enabled preserving the fast directional swipes users love, and we did something pretty cool with the outer ring, we've given it a new circular adjuster that turns it into a jaw control, perfect for finding just the scene you're looking for. We've also made it the only remote you need for your TV, it now has a

power button that controls your TV's power and another from you, and we've moved the SIRI button to the side, just like on your iPhone. The enclosure is made from 100% recycled aluminum joining Apple TV 4K and all of our products and furthering our commitment to reducing our environmental impact. So that's the new Apple TV 4K. It'll be available for \$179 with 32 gigabytes or \$199 with double the storage capacity, perfect for enjoying even more apps and games. You can order them on April 30th and they will be available in the second half of May. With the power of A12 Bionic, the realism of high frame rate HDR and a totally redesigned SIRI remote, the new Apple TV 4K brings the absolute best entertainment experience to your home.

Back to Tim.

## **Timothy D. Cook** {BIO 14014370 <GO>}

Now let's talk about the Mac. There has never been a more exciting time for the Mac. We've recently announced that we were embarking on a two-year transition to Apple silicon and we're off to an incredible start. The reception to the new MacBook Air, MacBook Pro and Mac Mini with M1 has been off the charts. WIRED called M1, a Mac revolution. M1 delivers incredible performance, custom technologies and revolutionary power efficiency. With a giant leap in performance per watt, every Mac with M1 is transformed into a completely different class of product. This isn't just an upgrade, it's a breakthrough. Our customers agree as Mac continues to lead the industry in customer satisfaction. And our Mac business has never been stronger, our M1 products have continued to fuel the Mac's incredible growth and now represent the majority of our Mac sales.

Today, M1's profound impact on the Mac continues as we are about to take another exciting step forward. To tell you more, here's John.

## **Unidentified Speaker**

(Video Presentation)

M1 has been a gigantic leap forward for the Mac. It has redefined the MacBook Air, MacBook Pro and Mac Mini shattering expectations of what each of them can do. They've shown how M1 plus macOS Big Sur can bring breakthrough performance and power efficiency to the Mac. Users have been absolutely blown away by the responsiveness and amazing battery life. And developers have been busy delivering universal versions of their apps, in fact, there are now thousands of universal apps available that take full advantage of M1 and Big Sur, including Photoshop, Twitter, Microsoft Office, Quicken, Slack, Affinity Publisher, Zappos, 1Password and DaVinci Resolve, and there are more arriving every week.

These Macs demonstrate how M1 can dramatically move the Mac forward, but there's even more that they can do. With its system on the chip architecture, M1 allows us to push the Mac far beyond what was previously possible and that's why we're here, because today we're thrilled to introduce the Mac that has been built from the ground up around M1, and here it is.

(Video Presentation)

The all-new completely redesigned iMac is more personal, more powerful and more capable than ever and it's incredible from every angle. It's bursting with color from both the front and the back and it practically disappears when you view it from the side.

Let's take a look at its revolutionary design. iMac's new form is stunning with the spectrum of vibrant colors, so you can choose the one that fits your own personal style. We wanted it to feel light and optimistic while instantly brightening up any space. From the front, iMac is clean and simple, with a single sheet of glass covering the entire surface. The softer colors and light grey borders ground the iMac in your environment and allow you to focus on your content. In contrast to the more neutral front, the back is designed to really celebrate color with bold richly saturated shades. In many places, the back of iMac is the first thing you'll see, so we created colors, that would bring a sense of joy to any space.

Next let's check out the striking side profile, where you really see the profound impact of M1. With every generation, iMac has moved closer to our vision, to make the computer disappear. And while we've had the same great design for several years, we haven't had the technology to take the next big step until now, because M1 has enabled us to get closer to that vision than ever before. For comparison, let's take a look at the previous iMac, the logic thermals were huge because of the power hungry processor and the CPU/GPU and other components were all separate chips in the system. Now with the System on a Chip architecture of M1, these are all consolidated into this much smaller logic board, and because M1 is far more power-efficient, the bulky thermal system is replaced by just two small fans. This keeps the system cool, while running exceptionally quiet. In fact for typical use, iMac stays under 10 decibels, which is barely audible to the human ear. Together, these two components help reduce iMac's overall volume by over 50%, the result is a design that's much more compact and just a 11.5 millimeter thin. And with an even smaller footprint, it fits easily into many more spaces.

Next iMac has always been about its best-in-class display. So on the new iMac, we made the display and expansive 24 inches. By narrowing the borders, we did a significantly bigger display and a design that's only slightly larger than the 21.5 inch iMac, and it has nearly 11.3 million pixels in its 4.5K Retina display, so you can see your content in all its glorious detail and with a feature-wide gamut and over a 1 billion colors, plus 500 nits of brightness, every image is brilliant and vivid. It also has True Tone, which automatically adjusts the color temperature as you're environment changes for more natural viewing experience. And it has a coating with industry-leading low reflectivity for greater comfort and readability. iMac's new design with this immersive display is awesome and we're just getting started. We also pushed every other aspect of the experience forward.

First, we've taken iMac's camera, mics and speakers to a whole new level. And to tell you more, here's (inaudible).

(Video Presentation)

We've all been spending more and more time on video calls. So with the new iMac, it was important to us to enhance the core technologies that keep us connected. Let's start with the camera. iMac, now has the 1080p Facetime HD camera, which doubles the resolution for much higher quality video and with a larger sensor, the camera performs great in low light. The camera's paired with M1 which has Apple's latest image signal processor or ISP, this works to further enhance the image quality with computational video.

Let's take a look at the processing pipeline. As you use the camera, the ISP goes through a series of steps to analyze and enhance each pixel at over a trillion operations per second. For example, it works with M1's Neural Engine to make more intelligent exposure and bypass adjustments. So your lighting is always just right. It utilizes advanced noise reduction algorithms to bring a new level of clarity to video and it uses tone mapping to deliver enhanced dynamic range, bringing more detail to bright highlights and dark shadows. This camera will make you look like a rock star. In fact, it's the best camera we've ever put in a Mac.

And to complement the camera, we gave iMac, a studio-quality three-mic array. The mics are engineered to reduce feedback from the rest of the system, so conversations flow more naturally and you'll interrupt each other less. And beamforming allows these mics to better ignore background noise and focus on your voice, which means you will come through loud and clear on video calls or when recording an audio track. This is also the best mic system ever in a Mac.

Now with this amazing camera and mic array, you know we leveled up the speakers too. To create big room filling sound, speakers need to displace a lot of air. In order to do this, we increased the power driving the iMac sound system. Now while iMac needed to have big sound, it also had to deliver accurate sound, so we gave it two pairs of force-cancelling woofers that produce an incredible base response while reducing unintended vibrations from that increased power and we balanced each set with a high performance tweeter. The result is a six speaker system that produces a massive sound stage with strong articulate base and crystal clear mids and highs. All of these speaker innovations coupled with advanced algorithms enable iMac to support spatial audio when playing video with Dolby Atmos. On the beautiful 4.5K retina display, it's an outstanding movie watching experience. With its dramatic improvements in balance, vocal clarity and instrument separation, iMac delivers a remarkably robust and high quality audio experience. Simply put, it's the best sound system ever in a Mac and we can't wait for you to hear it.

Back to you, Colin [ph].

With these camera and audio features and its stunning display, iMac delivers an entirely new level of capability. Now adding the power and performance of M1 and macOS Big Sur, this experience is simply unrivaled. You can feel the difference immediately, as iMac wakes almost instantly and your apps launch with blazing

speed, everything you do on macOS Big Sur is extremely responsive and the apps you use every day are fast and fluid, like in Safari you can browse even faster and run hundreds of tabs at once. And photos you can apply through to your iPhone images.

And in Apple Arcade. Gaming on iMac is better than ever, with awesome and exclusive games like Warp Drive, M1 delivers so much great performance, you can even keep playing while simultaneously taking your next zoom call. And with powerful creative apps optimized for M1, it's easier than ever to explore your passion or find a new one. When it comes to CPU performance and apps like Xcode, Lightroom, and iMovie, iMac is up to 85% faster than the previous 21.5 inch iMac models, so you can compile new apps in Xcode in a fraction of the time, easily work with massive 100 mega pixel photos in Lightroom and export your favorite video projects in iMovie faster than ever.

And when it comes to GPU performance, for certain apps, like Affinity Photo and Photoshop, iMac is up to 2 times faster than the previous models and it's even up to 50% faster than the most powerful discrete graphics in the fastest 21.5 inch iMac, so you can render edits to your next brilliant composition in real-time with Affinity Photo or quickly transform a picture into an oil painting with Photoshop and then Final Cut Pro you can edit up to five streams of 4K footage or one stream of 8K footage without dropping a frame. And machine learning is now to 3 times faster and apps that leverage M1 16 core Neural Engine. So apps like Vectornator, which can swiftly turn a photo into vector layers get even faster on iMac and because iMac has the same chip architecture as iPhone and iPad, you can run iPhone and iPad apps like Headspace and Zillow right on your iMac without breaking your workflow.

Or, you can enjoy games like Sky: Children of the Light while you spread out on iMac and use your keyboard as a game controller. And with outside and continuity it's easier than ever to use iMac and iPhone together. Your calls and text come right to iMac. So no need to switch devices when you're in the zone. And that email you started on iPhone, you can use handoff to finish it on iMac. And you can even copy text and images on iPhone and then paste them right into a document on iMac with the magic of universal support. And all your content is always available and up to-date across all your Apple devices. You're going to love the combination of M1 and macOS on the new iMac. It's the ultimate Big Sur experience, and we're not done yet. iMac has state-of-the-art connectivity for all your data and devices. It has up to four USB C ports, including two thunderbolt ports for super-fast data transfer and support for up to a 6K display like the proto/SDR and we created a new power conductor that attaches magnetically, so it's quick and easy to connect. It has a two-meter color match woven cable that leads to a small power adapter which can be placed on the floor behind your desk.

And for Ethernet checkout this cool innovation, it connects to the adapter and runs through the power cable to keep your desktop less cluttered.

Now let's take a closer look at iMac's new keyboard, mouse and Trackpad options. You can choose from three types of keyboards with gorgeous aluminum enclosures color matched to iMac. First, there is a Magic keyboard with new emoji, spotlight,



dictation and do not disturb keys and a lock key to instantly lock iMac. Next, there is a Magic keyboard with an exciting new feature, Touch ID which comes to the Mac desktop for the first time. Wireless fingerprint data transmission is made possible by a secure processor in the keyboard. It communicates directly with the Secure Enclave and in M1 creating an encrypted channel to protect your fingerprint data from end-to-end. So whether you're making a purchase with Apple Pay or unlocking your iMac, it's fast, easy and secure. And Touch ID also works with fast user switching so you can change to a different user profile with just a touch of the finger, and there is a Magic keyboard with Touch ID and a numeric keypad too.

Magic Mouse loved by iMac users now features color matched aluminum. And Magic Trackpad still by far the industry's best has a refined shape to match the new keyboard. These new accessories complete the system and bring even more capability to iMac. With a colorful cutting edge design, best-in-class features, the power of M1 and macOS Big Sur, the new iMac can do it all dynamically transforming any space into whatever you need it to be.

Let's take a look at the many ways iMac can fit into your life.

(Video Presentation)

With iMac, the possibilities are endless, and like all of our products, iMac has been built to minimize its impact on the environment, 100% of the virgin wood fiber and iMac's packaging comes from responsibly managed forests. And iMac has 100% recycled rare earth magnets in the speakers, fan motor and power connector. And of course iMac meets Apple's high standards for environmental responsibility in materials, renewable energy and energy efficiency. So that's the new iMac, with its extraordinary design, powerful performance and incredible features, it starts at just \$1,299 in four colors and at \$1,499 iMac comes in seven colors with these additional features. You can order the new iMac starting April 30th and it will be available in the second half of May. The new iMac is the first Mac completely redesigned around the revolutionary M1 chip with a 24-inch, 4.5K Retina display, the best camera, mics and speakers ever in a Mac, macOS Big Sur and Touch ID. iMac is the most personal, powerful, capable and simply the most fun it's ever been. We can't wait to see what you do on iMac.

And now back to John.

The new iMac joins MacBook Air, MacBook Pro and Mac mini and our incredible family of M1 Max. And with the new iMac, the strongest line up of Macs we've ever had gets even better. The new iMac is another huge step forward in our transition to Apple silicon, and it brings the amazing M1 experienced even more Mac users. But it's not just Mac users who want to get their hands on.

(Video Presentation)

That's right the M1 chip is not just in the Mac, it's now in iPad Pro and it's going to blow you away. iPad Pro has always use turbocharge versions of our A-series chips to deliver a powerful and responsive experience that's years ahead of anything else. M1 continues that momentum to an entirely new level, with a big jump in performance to run powerful apps and drive a high performance ecosystem. For M1 to fit into its incredibly thin and light design requires power efficiency that's way beyond just being better, it has to be amazing and M1 delivers. And because M1 shares the same fundamental architecture of A series chips, iPad OS is already built to take full advantage of its powerful technology.

The next level performance that M1 unlocks on iPad Pro starts with its powerful CPU, built around the world's fastest CPU core and low power silicon, gate core design of M1 delivers a whopping 50% jump over the industry leading performance of the previous iPad Pro. What's amazing is that compared to the first generation iPad, this iPad Pro now delivers up to 75 times faster CPU performance. It's no wonder apps are pushing the limits of what's possible on iPad from blazing performance for Vector and raster tools and affinity designer to rendering the most detailed designs with Shapr 3D, to adding complex effects to 4K videos in LumaFusion. iPad's expansive display comes bursting to life with M1's amazing graphics performance. The 8 core GPU is in a class of its own delivering up to 40% faster graphics performance.

Again compared to the first generation iPad get ready for this, the graphics of this new iPad Pro is now over 1,500 times faster, that's just ridiculous, so painting with water colors and oils and Adobe Fresco look and feel like the real thing and you can bring the most Intrepid AR models into the real world with GigSpace, you can also play the latest games with console quality graphics at super high frame rates. This raw performance along with the pro motion display, four speakers and now support for the latest Play Station or Xbox game controllers with haptics makes playing games on iPad Pro insanely fun. With this combination of CPU and graphics performance, the new iPad Pro is yet again the fastest of eyes of its kind, it's not even close, but it's bigger than that because powerful custom technologies like our latest 16 core Apple neural engine, advanced image signal processor and unified high bandwidth memory architecture make iPad Pro more capable than ever. And the industry leading power efficiency of M1 enables all of that amazing performance along with all day battery life in the incredibly thin and light design of iPad Pro.

The new iPad Pro also allows users to access their content faster than ever, with up to 2 times faster storage and for our most demanding users a new 2 terabyte configuration gives you enormous storage capacity, so you can keep up to 60,000 pro raw photos at your fingertips or up to 220 hours of 4K HDR video content with you wherever you go.

M1 brings much faster connectivity to iPad Pro as well. The USB C port already support superfast data transfers and now we're adding Thunderbolt with USB 4 support as well, making it the fastest most versatile port ever on an iPad or any other device of its kind. Not only is there 4 times more bandwidth for wired connections up to 40 gigabits per second, Thunderbolt also opens up a massive ecosystem of

high performance accessories, like superfast storage, external displays like the Pro Display XDR now at its full 6K resolution and all connected using high performance cables and docks. iPad Pro now fits perfectly into so many more workflows.

Now on a mobile device like iPad Pro, ultrafast wireless connections are absolutely critical and that's why we've added 5G to iPad Pro, accessing files, collaborating with colleagues and backing up data are fundamental when you're on the go.

This is huge superfast 5G cellular connections lets users be creative and productive wherever they are, download speeds can be as high as 3.5 gigabits per second in ideal conditions. Of course 5G speeds will vary by carrier and region. In the U.S., iPad Pro also supports millimeter wave, the high frequency version of 5G, and with this model, iPad Pro can reach up to 4 gigabits per second peak download speeds in ideal conditions. So no matter where you work takes you, you can live stream from wherever you are.

(Video Presentation)

The blazing speeds of 5G allow you to do just about anything just about anywhere, and there is more. iPad's versatility is further enhanced by its pro cameras. And to tell you more, here's Fiona.

Customers love taking stunning photos and videos on their iPad and with powerful apps, these advanced scanners enable so much more like video capture for mobile journalists and content creators, especially with the built-in stereo quality mics on iPad Pro and with the LiDAR scanner they pave the way to completely new workflows, like motion tracking, reconstruct AR, super accurate depth data makes going from green screen to pre-visualization on location easier than ever. And you can build a final render with greater confidence, or have designers and architects visualize their projects with our key on site at full-scale complete with people occlusion, realistic shadows and real-time lighting or just simply bring your imagination to life.

Check out this new version of clips, which is the LiDAR scanner to transform your living room into a magical space for your next video. How fun is that? And with the more powerful ISP and M1, we got smart HDR 3 where the ISP and the Neural Engine work together to just color, contrast and noise in distinct parts of the photo. And in low light conditions, the ISP and LiDAR scanner quickly and accurately focus images and videos to capture incredible details from almost no light at all. On the front, the TrueDepth camera instantly and securely unlocks iPad with Face ID and takes portraits which look amazing on that large display.

And now more than ever, it plays an important role when collaborating with co-workers and connecting with family and friends. So in the new iPad Pro, we're going to take a huge step forward by updating the TrueDepth camera system to include an all new ultra-wide camera designed specifically for iPad. It features a new 12

megapixel sensor with a 122 degree field of view, which enables something really cool, and we call it, Center Stage.

Center Stage uses the new ultra-wide camera and machine learning to recognize and keep you in the center of the view. What's amazing is as you move around, it automatically pans to keep you in the sharp, and that's not all, when others join in, it recognizes them too and zoom's out to fit everyone into the view. So whether it's a wide porting session with co-workers or a family get together, the experience of connecting is now more engaging than ever. So that's the new ultra-wide camera with Center Stage, video calls never looked so good.

Now back to Roger.

iPad is a magical sheet of glass that can become anything you want it to be, and the center piece of that experience on iPad Pro is its stunning liquid retina display, which features a long list of advanced display technologies, many that we've pioneered on iPad. We introduced it as the world's most advanced mobile display. The liquid retina display delivers nearly 4 million pixels on the 11 inch iPad Pro. Users love being able to take the most powerful iPad experience with them everywhere in a portable one pound design. On the immersive 12.9 inch iPad Pro, it delivers an enormous 5.6 million pixels, this is for those who want the biggest window for their creative workflows, and we have some exciting news here.

We know our users are increasingly creating content with the high brightness and high contrast ratio of HDR. So we first equipped creative users with the Pro Display XDR to view and edit their content. This amazing display delivers extremely high brightness and an extremely high contrast ratio. And now, we're going to take the next big step. We're bringing the stunning frontier screen performance of our Pro Display XDR to a 12.9 inch iPad Pro. So our users can take their XDR workflow wherever they go. This is the new liquid retina XDR display and it delivers a 1000 nits of full screen brightness, a breath-taking 1,600 nits of peak brightness and a phenomenal 1 million to 1 contrast ratio just like Pro Display XDR.

Now due to the ultrathin design of iPad Pro compared to the Pro Display XDR, we had to take an entirely new approach to make this happen. So to tell you all about it, here's (inaudible).

Extreme dynamic range is all about delivering a visual experience that reflects what we see in the real world. This means seeing the brightest highlights, along with several details in the darkest parts of an image, bringing the XDR experience to iPad Pro was an enormous challenge. We had to rethink how the display creates light. So we went back to the drawing board, to achieve way higher brightness we used an array of LEDs across the entire back of the display similar to the Pro Display XDR. And to fit within the ultrathin iPad Pro design, these LEDs need to be incredibly small. So we developed a mini LED, which is over a 120 times smaller in volume than the previous design. And because these mini LEDs are so small, achieving extremely high brightness requires lots of them and I mean thousands of them. In fact, there

are over 10,000 LEDs that deliver XDR level brightness on that stunning 12.9 inch display. That's a massive increase over the 72 LEDs that were in the previous iPad Pro. We then grouped these mini LEDs into over 2,500 local dimming zones, so depending on the content we can precisely adjust the brightness in each zone. The result is an extremely high 1 million to 1 contrast ratio. The light is then shaped by a series of incredibly thin custom design optical films and diffusers, and that's why this display can fit into a design that's just 6.4 millimeters thin, weighs just 1.5 pounds and still delivers all day battery life. So XDR content with the finest specular highlights like Galaxy's and Star fields is more true to life than ever. We're thrilled to deliver the XDR experience on the new iPad Pro.

Back to Roger [ph].

There's never been a display that delivers this kind of visual experience on any other mobile device. So users can now do things they can never do before. Videographers have a large XDR display, they can take with them everywhere and edit true to life HDR content using LumaFusion. Photographers can see even more detail when editing their images right on iPad using Lightroom. And filmmakers can more confidently review and approve HDR content with frame IO, previewing it as its meant to be seen from anywhere on the set.

And everyone can enjoy a mobile cinematic viewing and listening experience with support for HDR video formats like HDR10, HLG and Dolby Vision. And the advanced sound system supports Dolby Atmos as well. So this is our new 12.9 inch Liquid Retina XDR display. With this amazing set of features, it goes beyond any display in the world, and we couldn't wait to put the new iPad Pro with all of its advanced new technologies in the hands of our developers.

Checkout what happened when we did.

(Video Presentation)

We're always amazed by the new capabilities our developers put in the hands of our users. Of course you can talk about iPad Pro and not talk about the phenomenal accessories that make it even more versatile and capable. Apple Pencil transforms iPad Pro into an immersive drawing canvas and the world's best note taking device by far, and scribble now with support for five additional languages allows you to write in any text field so you never have to put Apple Pencil away. And iPad Pro supports the thin and light smart keyboard portfolio and the Magic keyboard with its backlit keys, integrated Trackpad and floating design not only is it a great typing experience, it's now also available in a gorgeous new white color.

Finally iPad Pro has been carefully designed to minimize its impact on the environment and support our overall net zero carbon goal. It uses 100% recycled aluminum for the entire enclosure and 100% recycled rare earth elements in the magnets of the speakers and enclosure. iPad Pro is also free of a long list of harmful

substances. Our work here is never finished, but we're proud of the progress we've made.

Even with M1 and the other incredible new technologies, the 11-inch iPad Pro still starts at just \$799 and the 12.9 inch model adds the stunning Liquid Retina XDR display for just \$10.99 an incredible value for such an incredible device. You can order iPad Pro starting April 30th and it'll be available in the second half of May. We're so excited about the new iPad Pro.

Check this out.

(Video Presentation)

This is the new 11-inch and 12.9-inch iPad Pro, both feature the breakthrough M1 chip making each the fastest device of its kind. Thunderbolt for connection to high performance accessories, the ultra-wide front camera with Center Stage and 5G on cellular models for the fastest cellular connections possible. And in addition to all of that, the 12.9-inch model features the stunning Liquid Retina XDR display with 1,600 nits of peak brightness and 1 million to 1 contrast ratio. This is a display you have to see to believe. This is the most outrageously capable and versatile iPad Pro we've ever made.

Back to John.

In every way this is a giant leap forward for iPad. The new iPad Pro joins the rest of our incredible line up and pushes the iPad experience even further. iPad Pro and iMac have always delivered a best-in-class user experience, and M1 takes both to the next level with its profound impact on their design and capability.

Now back to Tim.

**Timothy D. Cook** {BIO 14014370 <GO>}

(Video Presentation)

What a great day of announcements. We continue our reinvention of the credit card with Apple Card family as well as a major redesign of Apple Podcast. We announced an all new beautiful purple finish for iPhone 12 and iPhone 12 Mini. The new AirTag to help you find the important things in your life. The new Apple TV 4K and redesign Siri remote bring the absolute best entertainment experience to your home. The incredible new iMac that completely reinvents one of the world's most iconic computers and the new iPad Pro with the M1 chip, which is an absolute powerhouse.

At Apple, we continue to be committed to making an impact in people's lives, and we can't wait to get these new products into your hands and see you all of the amazing things you'll do with them. Thank you for being with us today. We look forward to seeing you again soon. Have a great day.

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