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IPAD SPECIAL

PRO LITE?



Apple have held the new iPad 2024 event and there's quite a bit to unpack. From a new iPad Pro (which we knew was on its way) to the new iPad Air. It looks like predictions were right regarding the Apple Pencil, as well with a new and more advanced version launching alongside. There's also a cheaper entry point into iPad, with the previous design now being discontinued. For the most part nothing has radically changed on the new iPads. They don't fold, their not transparent like sci-fi movies keep teasing, but they are improved, especially the Pro, so lets dive in.

The new iPad Air will be available in 11-inch, and for the first time a 13-inch variant. The Air gets a spec bump coming with Apple's M2 chip providing a 50% performance boost over the previous model. These are still incredibly powerful chips! The 12MP front camera with Centre Stage is now featured on the landscape edge which is where it appears it is being moved on all new iPads. This makes a lot more sense, given how iPads usually sit in front of users, especially when coupled with keyboard accessories. All of this to me really adds up to a new iPad Air that has taken a lot of its design and spec cues from both older and newer iPad Pro's. We don't get the Mini-LED display from the previous Pro model, but it is still a great P3 wide colour, 600 nit True Tone display with a resolution of 2732x2048 (13-inch). For those looking for Pro power in a cheaper package, the new iPad Air looks like it will tick a lot of boxes.

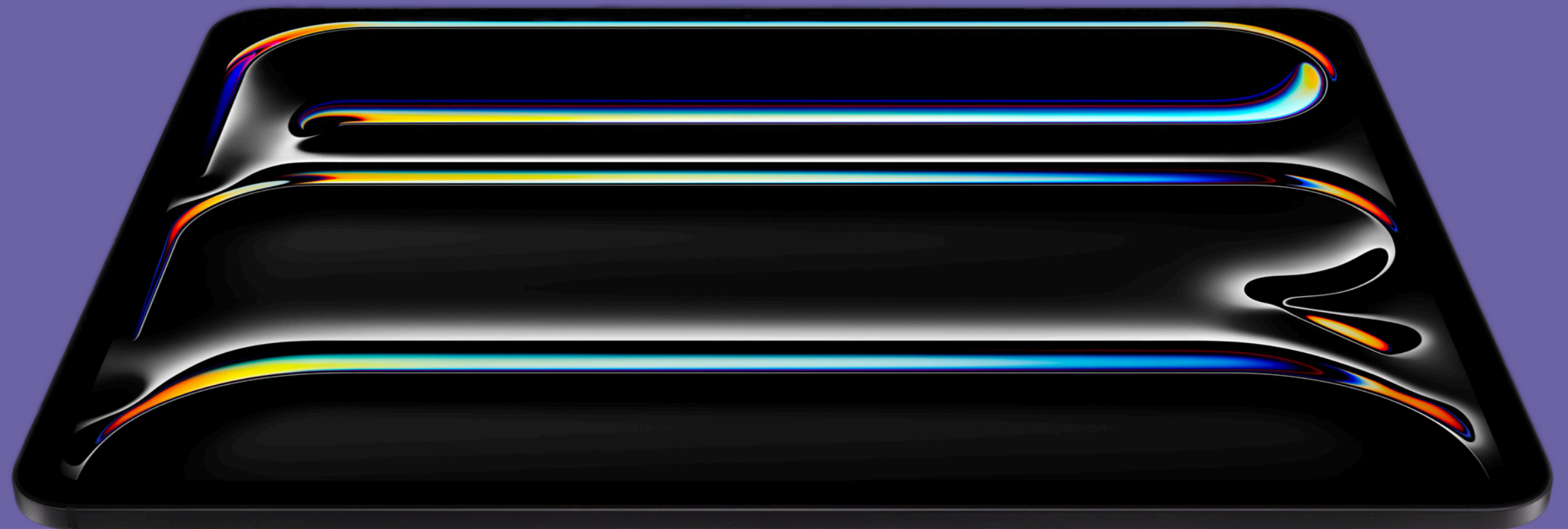
The new iPad Air can be ordered now for delivery on the 15th May starting at £599.00/AU\$999.00 for the 11-inch and £749.00/AU\$1,299.00 for the 13-inch.

The biggest announcement of the iPad event was the new iPad Pro and whilst it's not a revolution, there is still quite a lot to unpack. There's a new chip debuting for the first time on iPad, a new display, new cameras, a new Apple Pencil, and a new Magic Keyboard, and Smart Folio case. Let's take a look.

First up, I don't think anyone has ever said that their iPad needs to be thinner, and given the initial problems with early iPad Pros, but Apple have gone ahead and made the thinnest tablet on the market. The new iPad Pros are 5.3mm thin for the 11-inch and just 5.1mm thin for the 13-inch model, but Apple do claim they are just as strong as the previous models. Whether this is the case we will likely find out very soon, but early reports suggest the size being shaved down does feel really quite good, especially with the weight coming down as well.

The biggest change is the new OLED panel that we talked about last month. In typical Apple fashion this is no ordinary OLED panel, and it of course, has a fancy name. Apple are dubbing it the Ultra Retina XDR. Featuring a Tandem OLED, it stacks two OLED panels on top of each other. This combines the light from both panels for full screen brightness providing 1,000 nits for both SDR and HDR content, and a peak brightness of 1,600 nits for HDR content. On the 1TB and 2TB models the display features nano-texture glass, a first for the iPad, which maintains brightness and contrast whilst scattering ambient light. Be aware though that cleaning should be carried out with a special cloth, so as to not damage the surface. It was probably a good move to not a feature this across all new iPad Pros. The previous iPad Pro display was good but this new

M4



one sounds like quite the upgrade!

The other major upgrade is the inclusion of Apple's new M4 chip. Based on a second generation 3nm process, the chip features four performance cores and six efficiency cores. It also features advanced ML accelerators for 1.5x the performance over the previous generation M2 iPad Pro. The chip's graphics performance has been improved taking cues from Apple's M3 chip. Ten GPU cores with features like Dynamic Caching, hardware accelerated mesh shading and ray tracing, making its iPad debut. With improved memory bandwidth as well, Apple are stating that apps like Octane perform 4x better than before. Energy efficiency has also been improved with M4 providing the same performance using half the power when compared to M2. In comparison to PCs, it can do the same in a quarter of the power. The chip also features a new advanced Media Engine which allows for AV1 decode with better power efficiency when streaming high resolution video content. Apple are pretty keen to point out the AI potential of the new iPad with the Neural Engine of M4 capable of processing 38 trillion operations per second, performing AI-enabled tasks faster than ever before.

The 12MP camera system has been improved and along with the four studio-quality mics which promises more vibrant colours and better low light performance for photo and video. AI and the new True Tone flash also improve document scanning where it takes multiple pictures and stitches them together eliminating shadows. The TrueDepth camera like the iPad Air also moves to the landscape side of iPad Pro, and features a 12MP

ultra-wide and Centre Stage for improved video conferencing. iPad Pro is available to order now starting at £999.00/AU\$1,699.00 for the 11-inch and £1,299.00/AU\$2,199.00 for the 13-inch model, both starting with 256GB storage.

Alongside the launch of iPad Pro is a new advanced Apple Pencil Pro. The new Apple Pencil features a new sensor in the barrel that can detect a user's squeeze. This brings up a new tool palette allowing users to switch tools, line weights or colours. Apple have built-in a haptic engine which provides users with a light tap if they squeeze or double tap. A gyroscope allows users to roll Apple Pencil Pro for precise control of tools. Rotations change the orientation of shaped pens or brush tools just like they do when using a pen and paper, and with Apple Pencils hover ability, users can adjust before making their mark. It also supports Find My so it can be found precisely if misplaced, and connects and charges via a new magnetic interface. It also features USB-C charging.

The new Magic Keyboard is thinner and lighter than the previous but now features a row of function keys for changing display or backlit key brightness or volume. The finish is also nicer featuring an aluminium palm rest and a much larger trackpad, giving it the feel of a MacBook keyboard. Despite this the design still features the floating design that existing users have come to love. The aluminium hinge features a USB-C port for charging and the whole thing connects via iPad Pro's Smart Connector. The new Magic Keyboard comes in either black with a space black aluminium palm rest, or silver with a silver aluminium arm rest.

