First Look
iPad mini 4

iPad mini 4 is astonishingly thin at 6.1 mm, is our lightest iPad ever at 299 grams, and fits easily in one hand. It packs 3.1 million pixels in its new fully laminated 7.9-inch Retina display. It includes the A8 chip with 64-bit architecture, Touch ID fingerprint sensor, new cameras, ultrafast wireless, and up to 10 hours of battery life—all in a solid aluminum unibody enclosure, in three gorgeous metal finishes.

iPad mini 4 comes with iOS 9, which has new multitasking features to make you even more productive—like Slide Over, Split View, and Picture in Picture. And new QuickType features on the onscreen keyboard make formatting and text selection even easier and put shortcuts right at your fingertips.1

<table>
<thead>
<tr>
<th>iPad mini 4 Wi-Fi</th>
<th>iPad mini 4 Wi-Fi + Cellular2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capacity</td>
<td>16GB, 64GB, 128GB</td>
</tr>
<tr>
<td>Finish</td>
<td>Silver, Gold, or Space Gray</td>
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</tbody>
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Key Messages

New thin and light design
- iPad mini 4 has been redesigned to be just 6.1 mm thin and 299 grams light, making it even easier to take with you

Stunning new 7.9-inch Retina display
- Fully laminated Retina display with improved contrast and clarity—so you see richer colors and improved contrast for a more immersive iPad experience
- With 2048-by-1536 resolution and 3.1 million pixels at 326 ppi, it delivers rich detail in images and razor-sharp text
- Custom antireflective coating dramatically improves readability in various lighting conditions

Powerful A8 chip with M8 coprocessor
- The A8 chip features 64-bit desktop-class architecture, with up to 30% faster CPU and 60% faster graphics performance than the A7 chip in iPad mini 2, while still delivering 10-hour battery life
- The M8 coprocessor measures motion data with advanced sensors, including a barometer

Touch ID—fingerprint identity sensor
- A fast, easy, and secure way to unlock your iPad and log in to apps using your fingerprint
- Approve purchases from iTunes, App Store, and iBooks Store with Touch ID

8MP iSight camera
- The iSight camera with 8-megapixel sensor captures great photos, even in low-light conditions
- Supports burst mode, 5x photo zoom, HDR, and timelapse, as well as square and panoramic camera modes
- Record 1080p HD video at up to 30 fps, and capture slo-mo video in 120 fps
- Use Time-lapse mode to create amazing videos

FaceTime HD camera
- Features an improved sensor with face detection, delivering better performance, even in low-light and backlit conditions
- Capture 720p HD video and 1.2MP photos
- Perfect for FaceTime video calling over Wi-Fi and cellular3. Photo Booth, video capture, burst, HDR, and more

Ultrafast wireless
- Fast 802.11ac Wi-Fi with MIMO delivers up to 866 Mbps throughput
- Up to 50% faster LTE than iPad mini 3, supporting even more LTE networks around the world4

Apps from the App Store, plus books, movies, and more5
- More than 850,000 apps designed specifically for iPad—for productivity, creativity, gaming, travel, photos, and more

Quick Demos

Show the new design
- Let the customer hold iPad mini 4 to feel how thin, light, and solid it is, and how easy it is to hold in one hand.

Show the stunning Retina display
- Tap Photos to highlight rich detail and vivid colors in images and low reflectance.
- Tap Safari or iBooks and showcase razor-sharp text with high readability.

Powerful A8 chip
- Open a game and show how quickly the app loads and how rich graphic detail is displayed with incredible responsiveness.

iSight and FaceTime HD cameras
- Tap Camera and show burst mode, as well as Time-lapse, slo-mo, and panorama.
- Switch to the FaceTime HD camera and take a selfie using the timer.

Demo iOS 9 features
- Tap Safari and show how you can get to another app, like Notes, by swiping your finger in from the right edge of the screen using Slide Over, and jot something down.
- Drag the divider to the middle of the screen to run both apps using Split View.
- Play a movie, then press the Home button and open Mail to show how you can use Picture in Picture to keep watching your favorite show while replying to email.
- Open Pages and show the new QuickType keyboard Shortcut Bar and show text selection with Multi-Touch gestures.

Show App Store, iTunes, and iBooks
- Go to the App Store and point out the wide variety of apps designed specifically for iPad to show all you can do. Introduce the enormous selection of content in iTunes and iBooks.

Essential Additions
- Smart Cover or Silicone Case
- Apple TV
- Lightning accessories for iPad

Additional Resources
- iPad
- Compare iPad models
- iPad in Business
- iPad in Education

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1 Some features not available in all regions. Refer to www.apple.com/ios/feature-availability for details.
2 Data plans sold separately.
3 Availability over a cellular network depends on carrier policies. Data charges may apply. FaceTime supported by iPhone 4 or later, iPad 2 or later, iPod touch (4th generation) or later, and Mac with OS X v10.6.6 or later.
4 Refer to www.apple.com/ipad/LTE for details on carriers and countries that support this feature.
5 The App Store, iBooks Store, and iTunes Store may not be available in all countries. To download content from these stores, customers will require an Apple ID.