

iPads, Macs get new screens as Apple pushes creativity

October 30 2018, by Anick Jesdanun And Mae Anderson



Apple CEO Tim Cook speaks during an event to announce new products Tuesday Oct. 30, 2018, in the Brooklyn borough of New York. (AP Photo/Bebeto Matthews)

Apple's new iPads will more closely resemble its latest iPhones as they ditch a home button and fingerprint sensor to make more room for the

screen.

As with the latest iPhone models—the XR and XS —the new iPad Pro will use facial-recognition technology to unlock the device and to authorize app and Apple Pay purchases.

Apple also unveiled new Mac computers, including an overdue refresh of the MacBook Air laptop, now with a high-resolution screen.

Better screens come with price increases for both iPads and Macs.

Tuesday's announcements took place at an opera house in New York, where the company emphasized its products' ability to create music, video and sketches. Neither the Mac nor the iPad generates as much revenue for Apple as iPhones.

Tablet sales have been declining overall, though Apple saw a 3 percent increase in iPad sales last year to nearly 44 million, commanding a 27 percent market share, according to research firm IDC. Apple has been promoting its high-end iPad Pro as ideal for artists, photographers and other creators.

D.A. Davidson Co. analyst Tom Forte said Apple did "a nice job of rolling out next-generation devices with features customers want to sustain momentum" in iPad sales growth.



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The smaller of the two new Pros will have a wider display than before when held horizontally. Its screen is 11 inches rather than 10.5 inches, measured diagonally. It starts at about \$800, or \$150 more than the 10.5-inch version.

For the larger, 12.9-inch model, Apple is fitting the same-size display into a smaller device—about the size of a standard sheet of paper. That starts at about \$1,000, a price hike of \$200.

The new iPads will have an LCD screen similar to the iPhone XR rather than the more vibrant one found in the top-of-the-line iPhone XS models. The displays on the new iPads don't run to the edges as much as

they do on iPhones.

An updated pencil, still at \$99, will attach magnetically to the iPad for storage and charging.

Apple is bringing a high-resolution display to its low-end MacBook Air, something until now limited to pricier models such as the MacBook Pro products. But the starting price goes up \$200 to about \$1,200.



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The Air also joins higher-end Pros in sporting a fingerprint sensor,

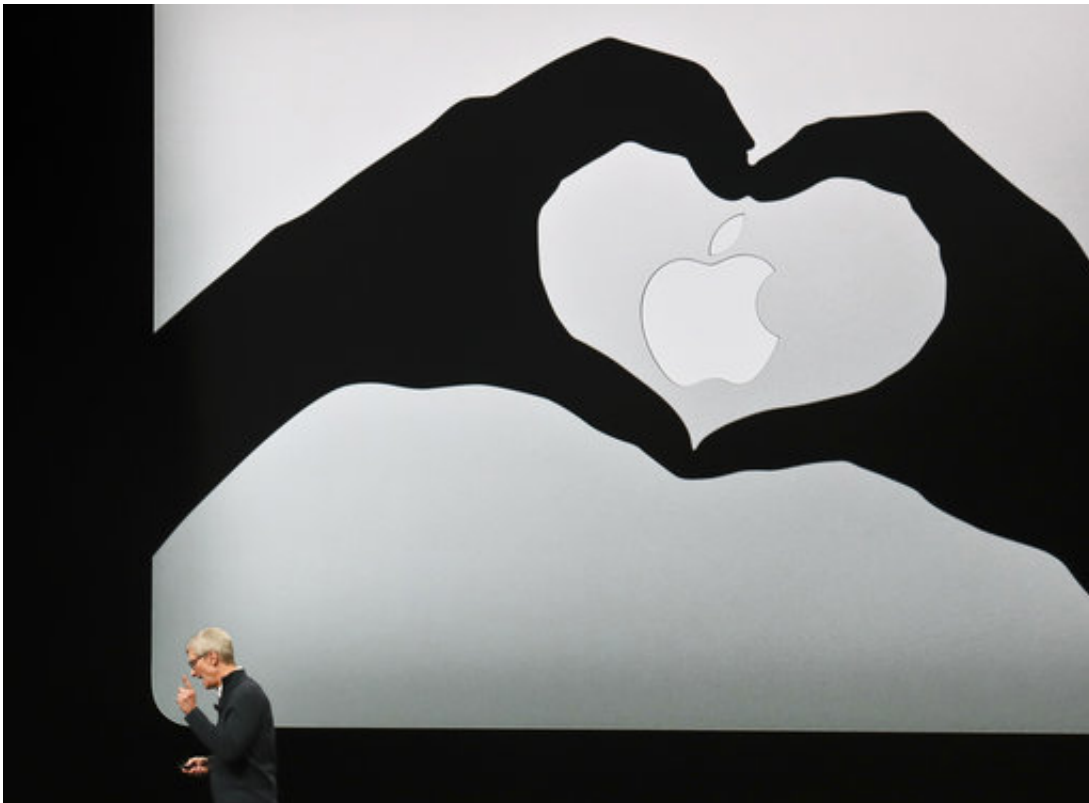
something the iPad just lost.

Apple also announced an updated desktop computer, the Mac Mini, starting at about \$800.

The company said both Macs will use aluminum left over from producing iPads and other products.

The new MacBook Air and iPad Pros will now use a standard, oval-shaped connector called USB-C. That means accessories using the iPad's old Lightning port will need adapters, sold separately. The change will allow people to charge their iPhones through the iPad.

The Air also loses the slot for camera memory cards. An adapter costs \$39.



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Patrick Moorhead, founder of Moor Insights & Strategy, said the refreshed products are likely to please Apple fans and users.

"The company hadn't updated the Mac Mini for years, and the MacBook Air for a while, so these are very welcome changes," he said. But he said the new Mac features aren't significant enough to draw many people away from Windows computers.

"Overall some nice improvements, but I don't think these are game changers," he said.

All the new products come out Nov. 7.

Apple also is releasing a free software update for iPhones and iPads on Tuesday with previously announced features such as group video chats on FaceTime.



John Ternus, Apple's V.P. of Hardware Engineering, discuss the latest development for the iPad Pro during an event to announce new products Tuesday Oct. 30, 2018, in the Brooklyn borough of New York. (AP Photo/Bebeto Matthews)



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An iPad Pro is reviewed after an event announcing new products Tuesday Oct. 30, 2018, in the Brooklyn borough of New York. (AP Photo/Bebeto Matthews)



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The new iPad Pro with its accessory keyboard and pencil is tested during a pre-release showcase after an event announcing new products Tuesday Oct. 30, 2018, in the Brooklyn borough of New York. (AP Photo/Bebeto Matthews)



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Apple iPad Pros are displayed after an event announcing new products Tuesday Oct. 30, 2018, in the Brooklyn borough of New York. (AP Photo/Bebeto Matthews)



Japanese artist Mako Oke draws on the new iPad Pro using its pencil accessory after an event announcing new products Tuesday Oct. 30, 2018, in the Brooklyn borough of New York. (AP Photo/Bebeto Matthews)

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