

**EXHIBIT 24**



## Your new favorite way to do just about everything.

iPad can be whatever you want it to be. It's your web browser. It's your inbox. It's your favorite novel. It's a way to chat face-to-face with your best friend across the country without ever leaving home. It's all the typical — and not so typical — things you do made smarter, more intuitive, and way more fun.



## Safari. Clearly the best way to browse.

The web is even more captivating on iPad thanks to the Retina display. Text is sharp and crisp. Colors are vibrant and true to life. And browsing is fast and responsive.

### Browse faster.

Speedy Wi-Fi or fast cellular data connections and a powerful A6X chip mean web pages load in a blink.<sup>1</sup>

Tap, pinch, or scroll, and you'll notice the incredible response.

### Read articles without distractions.

Just tap the Reader icon and clutter instantly disappears. All you see is the article. Not enough time to read it? Add the article's link to your Reading List and finish it later. No Internet connection? Safari saves web pages — not just links — in your Reading List, so you can catch up even when you're offline.

### Share the sites.

If you're on a web page you find interesting and want to share it, you can. Easily. One tap opens a menu that lets you email a link to the page, tweet about it, or post it on Facebook.

### Safari and iCloud.

iCloud keeps your Reading List, bookmarks, and tabs up to date across all your devices automatically. So you can pick up on one device where you left off on another.





## Mail. It's better to send. And receive.

Email, fun? On iPad it is. Because you can flick through your inbox. Tap to open attachments. Pinch to zoom. And turn iPad from portrait to landscape to change your view.

Use the smart keyboard.

Writing and replying to email is easy with the smart keyboard. It suggests words, corrects spelling, and inserts punctuation. It recognizes email addresses from your contacts. And it supports over 50 languages.

Keep track of conversations.

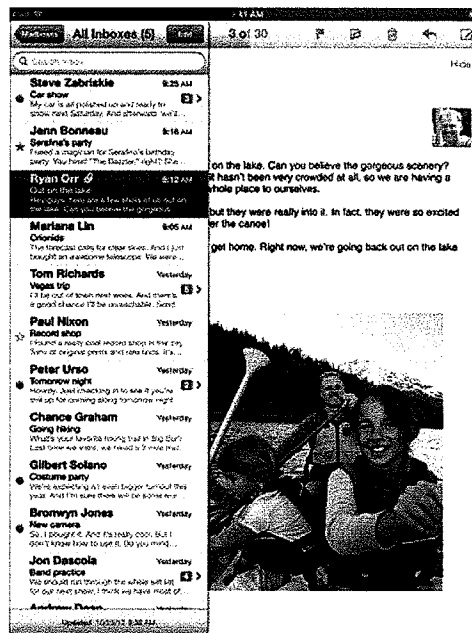
Mail makes it easy by grouping messages in a thread. The original email and its many replies appear under the most recent message. Of course, some emails are more important than others. So Mail lets you set up a VIP list. It designates emails from VIPs with a star and alerts you when you receive one. And iCloud recognizes VIP email on all your devices.

View attachments.

If an email contains images and photos, you'll see them right in the message and you can save them to your Camera Roll. Mail also lets you open PDF, iWork, and Microsoft Office files with a tap. It's even easy to attach photos and video without leaving the Mail app.

Add all your accounts.

Mail works with popular email providers including Google Gmail, Microsoft Exchange, Yahoo! Mail, Hotmail, and AOL — along with most industry-standard IMAP and POP systems.



## iBooks. Very well read indeed.

Both a way to read books and a way to buy them, iBooks transforms the simple act of reading into something simply delightful.

Download iBooks free from the App Store

Shop the iBookstore.

The iBookstore features the best of what's new right at the top of the page. Browse over 1.5 million books and counting, including Multi-Touch textbooks.<sup>2</sup> The books you buy download right to your iPad, and iCloud makes

them available on your other iOS devices.

#### Customize your view.

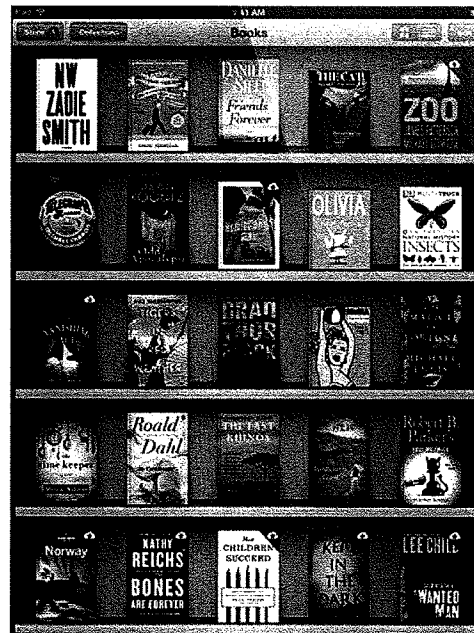
How you read is up to you. Flick from page to page. Change text size. Select a different font. Adjust the brightness. Or choose a white, sepia, or nighttime-friendly theme.

#### Use reading tools.

You can highlight or underline text, make notes, look up a word in the dictionary or on the web, or search inside the book. You can even use VoiceOver to have iPad read to you.

#### iBooks and iCloud.

All your purchased books appear in your iBooks library, but they're stored in iCloud. Which means you can download and read a favorite on one iOS device and finish it on another.



## Photos. No more fuzzy memories.

Whether you're shooting, viewing, or managing photos, they look great on iPad. The high-resolution Retina display makes your photos look so good, you'll be compelled to show them off.

#### Edit photos.

If you want to do a quick touch-up, remove red-eye, or crop a photo, tap Edit. To make your pictures look their absolute best, try iPhoto for iPad.

#### Make a slideshow.

Take your favorite shots and your favorite music and make a slideshow that's way beyond typical. Then show off your slideshow on your iPad or on your HDTV using AirPlay.

#### View photos by location.

Looking for the photos you took in Spain? The Places feature can help. Pins appear on a map to show you all the places you've taken photos. Tap a pin and the images taken in that location fill your iPad screen.

#### Share with Photo Stream.

Share just the photos you want, with just the people you choose. With Shared Photo Streams and iCloud, it's never been easier. Select a photo, tap the Share button, choose who you want to share your photos with, and they're on their way. Friends can like photos and leave comments



for everyone to see.



## FaceTime. Talk face-to-face. Over Wi-Fi and cellular.

You can tell them how you're doing. Or you can show them. FaceTime lets you have it both ways — and in more places, over Wi-Fi or cellular networks.<sup>3</sup>

Tap FaceTime to make a video call.

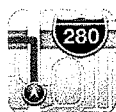
FaceTime closes the distance between you and the people you care about — from miles to inches. To make a video call, tap FaceTime. Then select a name, wait for the person to accept the call, and smile big. FaceTime works over Wi-Fi or cellular networks, so you can wave hello from practically anywhere.

Switch between cameras during a call.

On the front of iPad is a FaceTime HD camera. On the back is an iSight camera. You can switch between them anytime during a call. So one minute your friends see you, and the next they see what you see.

Start with your Apple ID.

All you need to start making FaceTime video calls is a free Apple ID. If you've purchased anything from the iTunes Store or the App Store, you already have one. If you need an Apple ID, you can create one at My Apple ID.



## Maps. A whole new way to find your way.

Find a café. Find a restaurant. Or find yourself looking down on the Empire State Building. Beautifully designed from the ground up, Maps will change the way you see the world.<sup>4</sup>

More beautiful maps.

Elements in Maps are vector based, so graphics and text are incredibly detailed — even when you zoom all the way in — and panning is smooth. Use the tilt and rotate gestures to view an area, and Maps keeps the names of streets and places where they belong.

**Turn-by-turn navigation.**

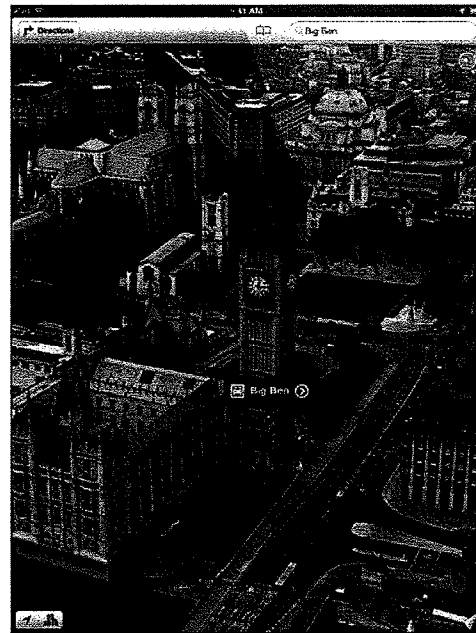
As you approach a turn, Maps speaks the directions, so you can watch the road. Follow along with 3D views: Signs and arrows make it easy to see where you're headed. And if traffic's bad, Maps offers alternative routes.

**Traffic info.**

Maps uses real-time traffic conditions to calculate your ETA. You'll also get details about incidents that are causing traffic jams, so you can tell if there's a major accident ahead or just a temporary slowdown.

**Flyover.**

See the world from a whole new perspective with photo-realistic and interactive 3D views of select major metro areas. Explore like never before as you zoom, pan, and rotate around a city and its landmarks.



## Siri. Ask even more of Siri.

Siri is the intelligent assistant that understands what you say, knows what you mean, and has the answers you need. And now Siri understands more languages, so it does more things in more countries.<sup>5</sup>

**Get things done.**

Say something like "Text my wife... I'll be there in 15 minutes." Or "Find a good Italian restaurant nearby." Siri figures out the right apps to use, then, just like a personal assistant, it replies with the answer. Siri makes FaceTime calls, sends messages, schedules meetings, sets reminders, and more.

**Get ready for movie night.**

Ask Siri to find upcoming showtimes, look up movie facts, play trailers, and more. Siri can also show you ratings and reviews from Rotten Tomatoes.

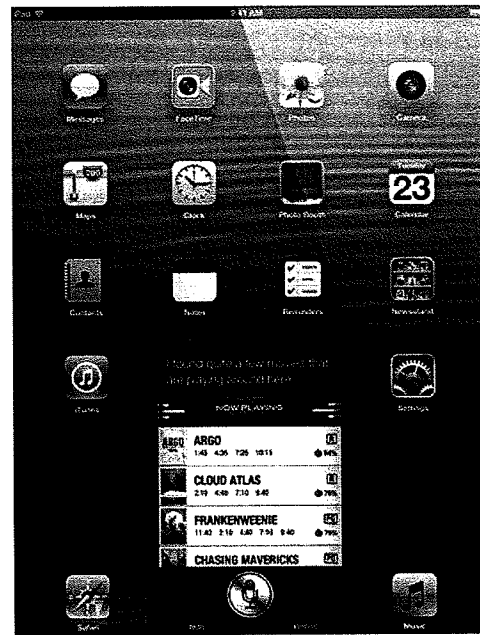
**Get sports scores and stats.**

Find out scores from live games and the current season's past games, schedules, team rosters, and player stats for baseball, basketball, football, hockey, and soccer. They're all just a question away.

**Get restaurant recommendations.**

Siri helps you find restaurants by cuisine, price, location, outdoor seating, or a combination of choices. Siri will show you Yelp stars and reviews — even make a

reservation for you via OpenTable.  
Learn more about Siri



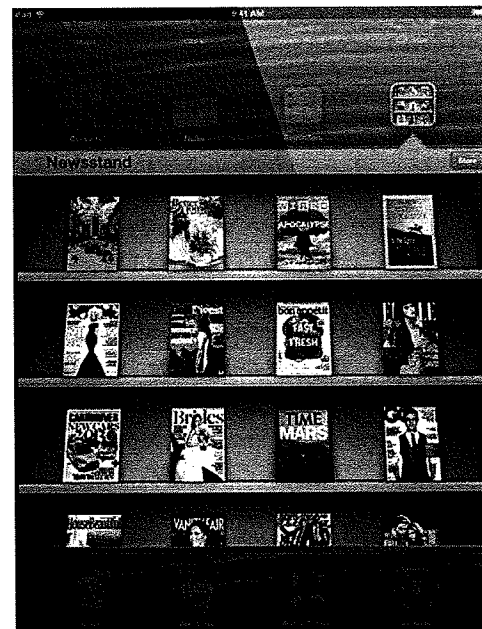
## Newsstand. Every story told beautifully.

The charm and selection of a corner newsstand are on your iPad. Newsstand puts all your newspaper and magazine subscriptions in one place.

Get the latest issues automatically.  
With Newsstand, every new issue is delivered right to your iPad. And it all happens in the background, without interrupting what you're doing.

Find new reading material.  
Tap the Store button in Newsstand and you're transported to a section of the App Store featuring newspapers, magazines, and journals. Tap to add new favorites to your newsstand, and they begin downloading right away.

Interact with what you read.  
With some newspapers and magazines, you'll find interactive elements that let you dig deeper into an article with just a tap or a pinch.





# Messages. Keep the conversation going.

iMessage lets you send text messages to iPhone, iPad, iPod touch, and even Mac computers. The best part: If you're texting over Wi-Fi, it's free and unlimited.<sup>6</sup>

Send more than words.

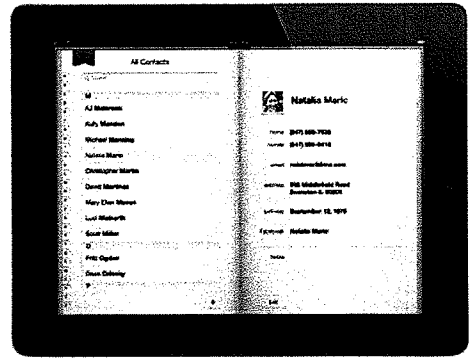
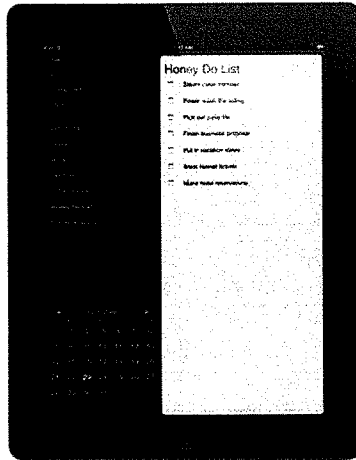
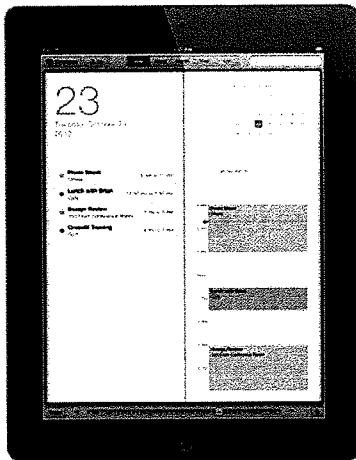
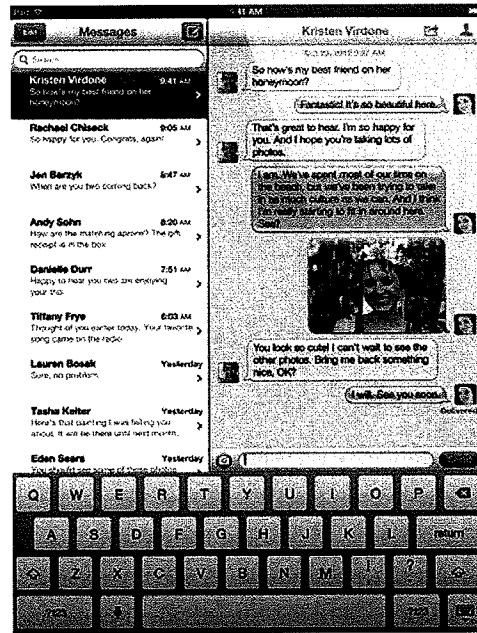
In addition to text, you can send photos, videos, locations, and contacts. Messages are securely encrypted. And if you have more than one iOS device, iMessage keeps the conversation going across all of them.

Get delivery and read receipts.

You'll get a delivery receipt letting you know your message went through. You'll know it's been read, too, if your friend has enabled read receipts.

Text a group of people at once.

Just add their names in the To field to start a group messaging session. When someone replies, everyone sees it.







## Calendar

Meetings, appointments, engagements, birthdays, anniversaries, and now Facebook events all have their time and place with Calendar. It makes your schedules easy to manage — even when everything happens at once. And iCloud keeps them in sync across all your devices.



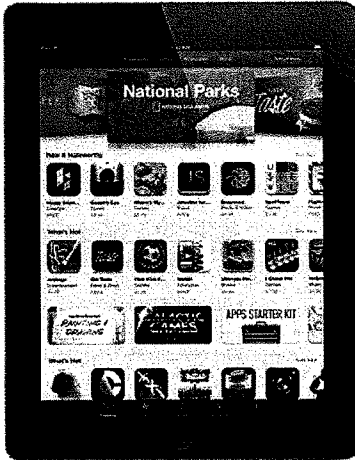
## Reminders

Forgetting happens way too often. That's why iPad helps you remember with Reminders. Create a list of have-to-dos, want-to-dos, or whatever you like. Set a due date, and Reminders notifies you so you stay on track. iCloud even keeps all your reminders on all your devices.



## Contacts

Contacts isn't just names and numbers. It's email addresses, IM nicknames, birthdays, anniversaries, websites — even your Facebook friends' profile information. So when they update their email address or phone number, you automatically stay up to date. And in sync across all your devices, thanks to iCloud.



## App Store

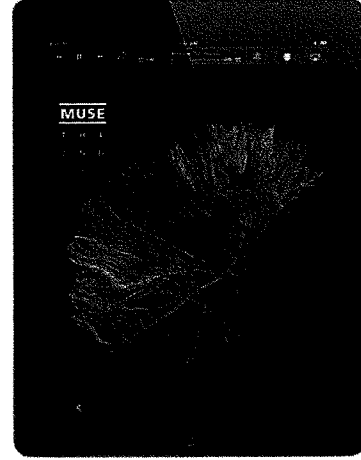
The App Store is home to over 275,000 apps made for iPad.<sup>2</sup> Many of them are free. Just sign in with your Apple ID — the same one you use to buy music from iTunes — to download any app instantly. And keeping your apps up to date is a cinch, because iPad lets you know when updates are available.

Learn more about apps for iPad



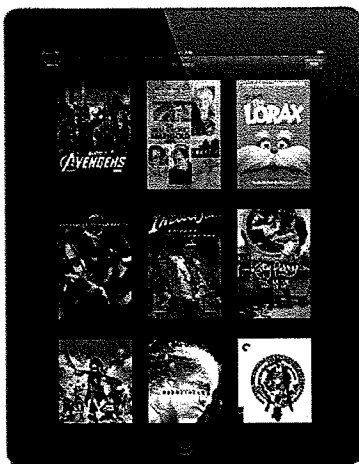
## iTunes

Shop the redesigned iTunes Store and browse millions of songs and thousands of HD movies and TV shows. You can Like your favorites on Facebook. Even see what your friends Like. Then download anything directly to your iPad. iCloud lets you access everything you purchase on every device you use.



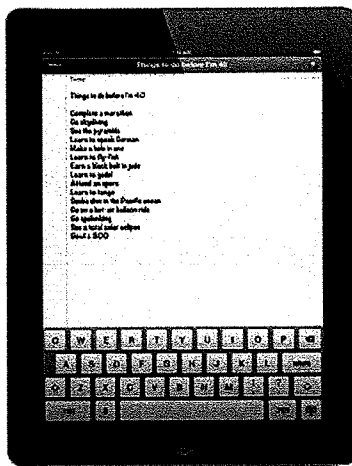
## Music

If you love listening to music, you'll love seeing it, too. The Retina display brings colors to life. So album art looks like a work of art. Tap to flip an album over to see a list of tracks, rate it with one to five stars, or pick a song Genius can use to create a Genius playlist.



## Videos

The gotta-see-it-to-believe-it clarity of the Retina display lets you watch 1080p videos at their full HD resolution. So get ready for more gripping entertainment than you ever thought possible.



## Notes

A great idea could strike at any moment. Before you lose it, pull out iPad and jot it down in Notes. With iCloud, all your notes stay with you on every device you use. So you can think of Notes as the keeper of anything important or anything, period.



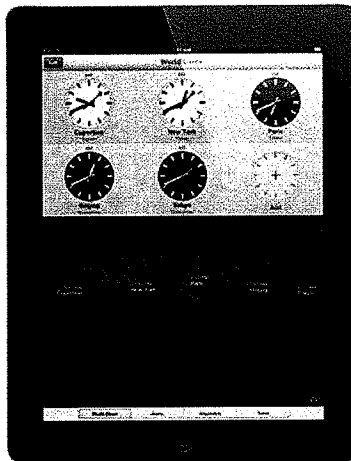
## Camera

Unbelievable moments get believable when you capture them on iPad. Its 5-megapixel iSight camera has HDR support for perfectly balanced exposures. If the moment calls for motion, shoot a video instead. iPad does that, too — in 1080p HD.



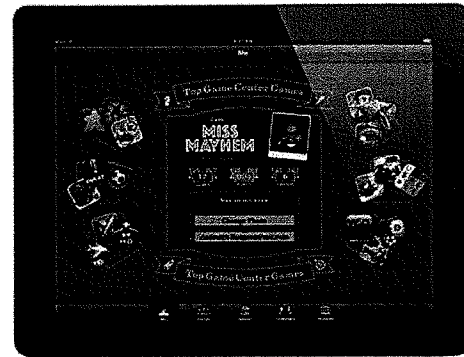
## Photo Booth

Make that face and it'll stay that way, courtesy of Photo Booth on iPad. It lets you take some downright nutty pictures of yourself. Or of your friends. Pose for the camera, apply an effect, and dare yourself to share it.



## Clock

One look and you'll want more than the local time. The World Clock simultaneously displays the time of locations you choose across different time zones — you'll even see if it's day or night. The stopwatch, alarm, and timer each make the most of the iPad display.

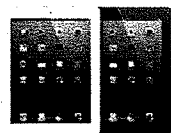


## Game Center

In the world of Game Center, taking pleasure in bringing someone down is a cardinal rule. Challenge your friends or complete strangers. Play one on one or as a group. When the dust settles, visit the leaderboards to see who reigns supreme.

# iPad

Starting at \$499



Compare iPad models  
Buy iPad 2. Starting at \$399



### Shop online.

Order your iPad online and have it engraved and shipped to your door — free.

Shop iPad



### Visit a store.

Buy iPad at your favorite Apple Retail Store and we'll set it up just the way you like.

Find a store



### Call Apple.

Get answers about iPad before you buy. Talk with a knowledgeable Specialist.

1-800-MY-APPLE



Get the Apple Store app to shop, make appointments, and more. Download now

1. Cellular data connections require data plan (sold separately).
2. Refers to the total number worldwide. Not all content is available in all countries.
3. FaceTime video calling requires a FaceTime-enabled device for the caller and recipient and a Wi-Fi connection. Availability over a cellular network depends on carrier policies; data charges may apply.
4. Some features may not be available for all countries or all areas. [Click here to see complete list.](#) Cellular data charges may apply.
5. Siri is available in Beta and requires Internet access. Siri may not be available in all languages or in all areas, and features may vary by area. [Click here to see complete list.](#) Cellular data charges may apply.
6. Normal carrier data rates may apply. Messages may be sent as SMS when iMessage is unavailable; carrier messaging fees apply.

iCloud requires an iCloud-enabled device. Some features require a Wi-Fi connection. Some features are not available in all countries. Access to some services is limited to 10 devices. Content is available on the App Store, iBookstore, and iTunes. Title availability is subject to change.