What’s New for Business
Spring 2020

Updates to iPhone, MacBook Air and iPad Pro increase productivity and performance. iPadOS adds trackpad support and Shared iPad, making iPad an even more powerful and versatile tool for organizations everywhere.

New iPhone SE
The most affordable iPhone comes in a compact design that features a 4.7-inch Retina HD display, industry-leading Touch ID, and the best-ever single-camera system. Compatibility with existing accessories as well as dust and water resistance ensures iPhone SE can be used in all types of working environments. With the A13 Bionic chip, employees can handle the most demanding tasks while benefiting from support for the latest iOS features.

New MacBook Air
MacBook Air now features the new Magic Keyboard for a comfortable and quiet typing experience. With the brilliant 13-inch Retina display, all-day battery life, and twice the standard storage capacity, MacBook Air is the notebook that employees everywhere love to use—all at a more affordable price.

New iPad Pro
iPad Pro redefines what iPad is capable of. It features the world’s most advanced mobile display, and is faster and more powerful than most PC laptops. Pro cameras and pro audio enable new pro workflows. The breakthrough LiDAR Scanner makes iPad Pro the world’s best device for AR. And the new Magic Keyboard (sold separately) features a floating design and trackpad for a whole new way to interact with iPad Pro.

Trackpad support in iPadOS
iPadOS introduced many performance and productivity enhancements, such as desktop-class browsing in Safari, new ways to multitask and updates to the Files app with support for external storage. iPadOS 13.4 now adds trackpad support to all iPad models, making iPad even more capable and versatile. The reimagined cursor experience has been designed specifically to work in a touch-first environment. New Multi-Touch gestures let users perform useful actions from the trackpad, opening up new ways to use iPad.

Productivity and collaboration updates
Pages, Numbers, and Keynote now include trackpad support, gorgeous new templates, drop caps, and new shapes. Collaboration between colleagues is now easier with support for iCloud Drive folder sharing and editing shared documents while offline. And a new option coming soon to Apple Business Manager will enable employees to automatically start collaboration for documents, notes, files, and folders they share.

Shared iPad
A new iPadOS feature for organizations that share devices between employees and still want to enable a personalized experience. Before each shift, employees can pick up any device and sign-in with a company provided Managed Apple ID. Authentication is federated with Microsoft Azure AD so that credentials are the same as what employees use already. Data is stored in the cloud and cached on the device to ensure that each user’s apps and content appear exactly as they left them.

Temporary session for Shared iPad
Shared iPad also enables organizations to deploy devices with a standard configuration that employees can use without requiring any kind of authentication. When each employee signs out, all of their data from that session is automatically removed so iPad is ready for the next user. This enables new types of use-cases and streamlines the deployment process for environments where a device does not need to be personalized to a specific user.

Domain verification
Apple Business Manager now requires customers to prove domain ownership before creating Managed Apple IDs on that domain. This ensures that only authorized domain users can use that name space for Managed Apple IDs. Apple uses an industry standard process of adding a TXT file to domains.

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1. iPhone SE is splash, water, and dust resistant and was tested under controlled laboratory conditions with a rating of IP67 under IEC standard 60529 (maximum depth of 1 meter up to 30 minutes). Splash, water, and dust resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.
2. Battery life varies by use and configuration. See www.apple.com/batteries for more information.
3. Compared with the previous generation.
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