

# Mobile AI showdown: Google Gemini vs. Apple Intelligence

Article

**The news:** Google is working on tighter integration of its Gemini AI chatbot into Android 16 that will allow Gemini to perform actions within applications—ostensibly unlocking an AI agent in millions of people’s pockets.

The new API enables “app functions,” which would allow trusted system apps like Gemini to securely execute tasks such as ordering food or booking rooms, per [Android Authority](#).

**Competition in mobile AI is heating up:** Both Gemini and **Apple's Apple Intelligence** aim to enhance user experience by allowing AI to act within applications. **Gemini's new API would facilitate direct control over apps**, potentially surpassing [Apple Intelligence's current capabilities](#).

- Gemini is accessible on a broad range of devices, including Android phones with at least 2 GB of RAM running **Android 10** or later. In contrast, Apple Intelligence is limited to specific models, such as **iPhone 16, iPhone 15 Pro, and iPads and Macs** with M1 and later chips.
- **Gemini offers support for over 40 languages**, including English, Arabic, Chinese, and Spanish. **Apple Intelligence currently supports only US English**, with plans to expand to additional languages over the next year.

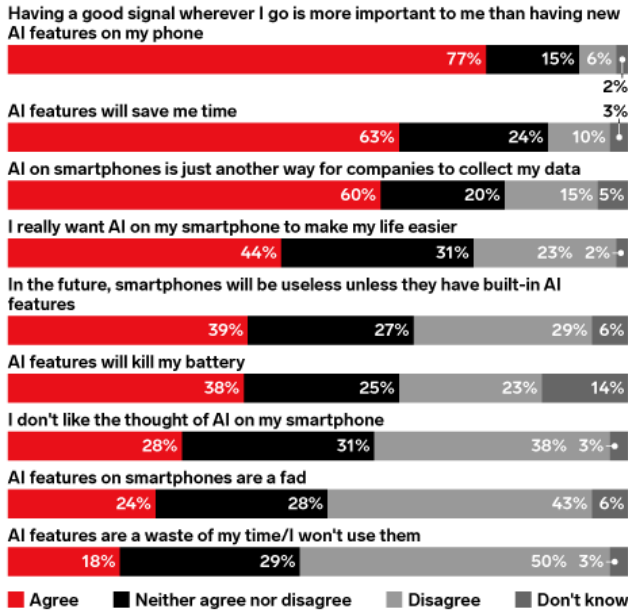
**The challenge:** **Successfully marketing the benefits of on-device AI will be an uphill battle**, especially considering 60% of US adults believe AI on smartphones is just another way for companies to collect their data, per YouGov.

- Apple's attempts to make Apple Intelligence enticing to consumers through their "I am Genius" [ad campaign](#) portrays forgetful or lazy people using AI to seem smarter and more thoughtful.
- Google took flak for its [Gemini ad for the 2024 US Olympics team](#) in which a parent used AI to write their child's heartfelt letter to Olympian **Sydney McLaughlin-Levrone**.

**Our take:** Through Gemini's "app function" in Android 16, Google has the opportunity to seize the narrative for on-device AI use and push wider adoption, provided it can market compelling use cases that don't cast AI use in a bad light.

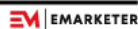
## Attitudes Toward AI Features on Smartphones According to US Adults, Sep 2024

% of respondents



Note: ages 18+; numbers may not add up to 100% due to rounding  
Source: YouGov as cited in company blog, Sep 30, 2024

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