

Apple Intelligence makes genAI personal, private, and deeply integrated into its ecosystems

Article

The news: Apple leaned on its large hardware install base and popular apps and services to frame its artificial intelligence pivot during its **Worldwide Developers Conference** keynote

Monday.

Apple CEO **Tim Cook** noted the company's approach to generative AI (genAI) aims to "be powerful, intuitive, integrated, personal, and private."

Interweaving AI into the ecosystem: **Apple Intelligence** is the new umbrella for multimodal generative AI (genAI) features.

- Text editing, image generation, and contextual chatbot functionality will be embedded into the company's upcoming software and in products like **Messages, Mail, Photos, Safari** browser.
- The **Siri** voice assistant will take spoken and written instructions. It will derive data from the users' contacts, message history, calendars, maps, and preferences to generate personalized results.
- A partnership with **OpenAI** will place **GPT-4.o** at Siri's disposal. The feature will be free for Apple customers, and their data will not be used by OpenAI to train models.
- Most Apple Intelligence processes will take place on-device using the company's AI-capable hardware on **iPhones, iPads, and Macs**.

Industry impact: Apple reframing genAI functionality within its ecosystem of popular tools, apps, and services allows it to provide deep personalization features that could make genAI customizable but also secure.

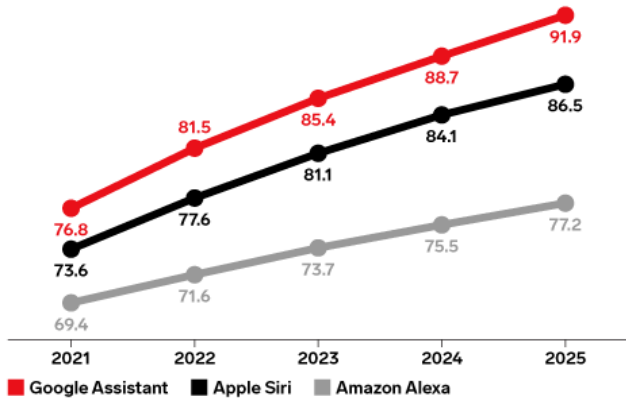
- **The opportunity may lead to increased engagement within the Apple ecosystem**, giving the company a captive audience that might not venture to use other third-party AI tools.
- **Apple's advantage is its install base** of products, apps, and services, which will all receive systemwide AI upgrades.

The caveat: Apple Intelligence features will be available in beta but limited to iPhone 15 Pro, iPhone 15 Pro Max, and iPads and Macs with M1 processors and later.

Key takeaway: AI personalization is Apple's strategy. The company's closed ecosystem and strong focus on privacy could spur AI adoption while accelerating hardware sales as more customers look to benefit from secure AI for business and personal use.

US Voice Assistant Users, by Brand, 2021-2025

millions



Note: individuals of any age who use Amazon's Alexa, Apple's Siri, and Google Assistant via any device at least once per month
Source: Insider Intelligence | eMarketer Forecast, Aug 2023

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