

#TECH: Apple to revolutionise user experience with advanced AI

By [Izwan Ismail](#) - June 12, 2024 @ 10:41am



Apple CEO Tim Cook speaks during Apple's annual Worldwide Developers Conference (WDC) in Cupertino, California. AFP pic.

IT looks like artificial intelligence is really taking the mobile industry by storm.

Apple's yesterday's announcement on its AI foray designed for iPhone, iPad, and Mac shows the company's seriousness too.

According to the Cupertino-based company, this technology integrates powerful generative models with personal context to deliver highly relevant and useful intelligence, all while setting a new standard for privacy in AI.

Integrating the operating systems

Apple said its AI is seamlessly integrated into the new iOS 18, iPadOS 18, and macOS Sequoia, utilising the capabilities of Apple silicon to understand and create language and images, perform actions across apps, and streamline everyday tasks.

With Private Cloud Compute, the company ensures a flexible and secure computational capacity that balances on-device processing with larger, server-based models running on dedicated Apple silicon servers.

"We're thrilled to introduce a new chapter in Apple innovation. Apple Intelligence will transform what users can do with our products — and what our products can do for our users," said Apple's chief executive officer Tim Cook at the Worldwide Developers Conference event.

"Our unique approach combines generative AI with a user's personal context to deliver truly helpful intelligence. And it can access that information in a completely private and secure way to help users do the things that matter most to them. This is AI as only Apple can deliver it, and we can't wait for users to experience what it can do," he added.

Better language capabilities

Apple claims that its AI offers advanced language understanding and creation features, enhancing user communication and writing efficiency.

Its systemwide Writing Tools in iOS 18, iPadOS 18, and macOS Sequoia allow users to rewrite, proofread, and summarise text across various applications, including Mail, Notes, Pages, and third-party apps.

Besides that, these tools provide users with multiple versions of their writing, adjusting tone and style to suit different contexts. Additionally, the Proofread function checks grammar, word choice, and sentence structure, offering suggestions and explanations for edits. The Summarise feature allows users to condense text into digestible formats such as paragraphs, bullet points, tables, or lists.

For images and Siri

With the new AI, powers Image Playground, a new feature that enables users to create engaging images quickly. Users can choose from styles like Animation, Illustration, or Sketch and integrate elements from their photo library.

This feature is accessible through various apps, including Messages, Notes, Keynote, Freeform, and Pages, as well as third-party apps that adopt the new Image Playground API.

Apple said that Siri now is also powered by Apple Intelligence, allowing it to offer a more natural and contextually aware interaction experience. This allows for better language-understanding capabilities, such as performing more complex tasks, maintaining context across requests, and providing device support.

With the integration with ChatGPT into iOS 18, iPadOS 18, and macOS Sequoia, allowing users to access its expertise within Apple's ecosystem. Siri can leverage ChatGPT for additional insights, with user consent required for sending data to ChatGPT. Privacy protections are built-in, with IP addresses obscured and data-use policies ensuring user security.

Apple said the ChatGPT feature will be available later this year, powered by GPT-4, offering free access without requiring an account and additional features for ChatGPT subscribers.

Additionally, Apple introduces Genmoji, an evolution of emoji that allows users to create personalized, expressive characters. By typing a description, users can generate Genmoji that can be shared in messages or used as stickers.

In the photo department, Apple said AI enhances the Photos app by enabling natural language searches for specific images and moments within videos.

For example, the new Clean Up tool removes distracting objects from photos, and the Memories feature allows users to create customised stories by simply typing descriptions.

Apple Intelligence also emphasises user privacy by processing many models entirely on-device and extending privacy measures through Private Cloud Compute for more complex tasks. This system ensures data is never retained or exposed, and independent experts can verify the software running on Apple silicon servers.

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