

Apple bought AI startup with ambition to dominate the Alexa and Google Assistant applications market?

According to reports from Axios, Apple has officially announced the completion of the acquisition of a San Francisco-based artificial intelligence startup called PullString.

According to reports from Axios, Apple has officially announced the completion of the acquisition of a San Francisco-based artificial intelligence startup, PullString, to help the world's largest technology company push. furthermore, the construction and development of smart talk applications.

PullString is an ambitious startup, founded and run by Pixar's former chief technology officer - Oren Jacob in 2011. Although it was established not long ago, the company has become one of the famous names. Turn on in the field of artificial intelligence. Up to now, PullString is best known in the high-tech industry as the company behind the series of intelligent voice systems for popular smart toys, such as dolls. Hello Barbie can talk and series of other creative products.



1. Detecting a serious security vulnerability on macOS, this 18-year-old youth refused to disclose it because Apple did not pay the bonus

Of course, Apple did not disclose details of the terms of the deal in the deal, but it could be affirmed that the deal will be worth no more than \$ 100 million, including \$ 44 million. in PullString venture capital fund that the company has accumulated since its establishment.

Going back to the real purpose behind this acquisition, in addition to toys and innovative products, PullString has also had years of collaboration with different businesses to help them build skills and applications. suitable for Amazon Alexa and Google Assistant platforms. In that sense, it is likely that Apple's decision to buy PullString is aimed at promoting further expansion in the scale of application development and features offered by Siri, which is still very dreary compared to regulations. tens of thousands of utilities, skills as well as

applications that Amazon and Google are supporting virtual assistant platforms in the market.



Let's wait and see how Apple will launch products in the future, after having been added a significant source of strength from PullString.

1. Apple opened selling iPhone X refurbished, prices starting at 769 USD

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