

# Apple CEO Tim Cook speaks out about the DeepSeek AI storm

Apple CEO Tim Cook has spoken out about DeepSeek AI.

## Apple CEO Tim Cook has spoken out about DeepSeek AI.

The emergence of DeepSeek AI, a Chinese AI company with a large R1 language model that directly competes with ChatGPT, has attracted the attention of the technology world. In a recent meeting with investors, Apple CEO Tim Cook also had some notable shares about DeepSeek AI.

Advertisement



Advertisement

CEO Tim Cook has praise for DeepSeek.

When asked about Apple's view on the rise of DeepSeek AI, Tim Cook did not hesitate to praise the company's improvements in the cost of developing and operating AI models. He said: "Innovation that drives efficiency is a good thing, and that's what you see in that model."

However, Tim Cook also affirmed that Apple will continue to pursue a strategy of tight integration between hardware and software, focusing on AI processing on devices and in the private cloud. He emphasized Apple's

cautious and deliberate approach to investing in AI, and believed in the hybrid model that the company is pursuing.

Currently, Apple is working with OpenAI to integrate ChatGPT into its products. However, with the emergence of DeepSeek AI and other potential AI models, Apple could definitely expand the collaboration in the future.

CEO Tim Cook's praise for DeepSeek AI shows that Apple is closely following developments in the field of artificial intelligence. Will DeepSeek AI become Apple's next partner? The answer will be revealed in the future.



Saved post successfully

You can review saved articles on the Saved Articles page.

Agree

You finished reading the article "**Apple CEO Tim Cook speaks out about the DeepSeek AI storm**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.