

# Apple is about to encroach into the creative AI segment with the 'super project' Apple GPT

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In the face of the extremely hot development trend of the general AI market recently, a big name in the technology world like Apple will of course not be able to stay out. A new report from Bloomberg shows that Apple is stepping up research into new tools and services that leverage Generative Artificial Intelligence technology to compete with services from major competitors such as OpenAI's ChatGPT, Google's Bard and many others. The news sent Apple's shares up 2%, to a record high.

Last year, Apple 'was caught off guard' when OpenAI, Microsoft and Google simultaneously 'burned the stage', launching versions of chatbots that take advantage of advances in Generative AI technology and have had countless initial successes.

Currently, Apple's focus is on entering the AI space through a potential artificial intelligence project called "Ajax", which aims to create large language models (LLMs) along with a ChatGPT-like chatbot called "Apple GPT". The report notes that Apple established the Ajax platform last year to unify machine learning development, but currently the Generative AI technology is mainly focused on AI technologies.

In fact, over the past few months, Apple has ramped up efforts to develop a compressed AI system that could fit well into the company's ecosystem. A team of company engineers is also working to address the privacy concerns surrounding the technology.

CEO Tim Cook himself said in an interview in May that he used ChatGPT and kept a close eye on the field. However, he also realizes that innovative AI technologies still have a long way to go with her number of issues to be improved.



According to sources close to the matter, Apple has implemented "Apple GPT" internally for employees to take advantage of at work. The rollout was halted last year due to security concerns but was quickly reopened. Currently, Apple does not allow employees to use any data generated by Apple GPT for customer-related features. According to the initial disclosure, the chatbot looks like Google Bard or Microsoft Bing AI, and can be accessed through a web browser, but "does not include any new features or technology".

According to the report, Apple still has no specific plans for the tools it is developing, but the company is planning to make an important announcement related to AI technology next year.

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