

Apple is preparing to launch an AI tool to rival ChatGPT and Perplexity

Apple is developing a new AI system called World Knowledge Answers, which will be integrated into Siri, Safari, and Spotlight. The tool promises to be a rival to ChatGPT, Perplexity, and Google AI Overviews, with the ability to process text, images, and intelligently summarize information.

Apple is reportedly developing a new AI search engine that will integrate directly into Siri. The idea is to help Siri handle queries that require digging up information from the internet, acting like a real web search engine.

'World Knowledge Answers' tool

According to Bloomberg, Apple is developing a new system internally called **World Knowledge Answers**, which will be integrated into its Siri voice assistant.

Now, when a user asks a complex question or needs to do an in-depth internet search, Siri will forward the request to ChatGPT, a feature that has been around since Apple introduced Apple Intelligence last year.

However, Apple's new 'answer engine' could be integrated not only into Siri, but also expanded to Safari and Spotlight. This search AI tool is expected to officially launch next year.



The AI ??'battlefield' and Apple's move

In the AI race, Apple is considered quite slow compared to Microsoft and Google, when they launched Copilot and Gemini to upgrade their digital assistants. The appearance of ChatGPT and Perplexity made Siri even more 'weak' in the eyes of users.

However, with the new project, Apple seems to have the answer. Bloomberg said:

'Apple's goal is to make Siri and its operating system the place where users can search for information across the entire internet — in a similar way to ChatGPT, Google's AI Overviews, or many other emerging AI applications.'

This AI search engine is also capable of processing both text and images, and provides information summaries similar to Google AI Overviews.

Additionally, Apple is also developing a completely new version of Siri with deeper built-in artificial intelligence, called **LLM Siri**, expected to launch in 2026.

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