

Has Apple found a way to beat ChatGPT?

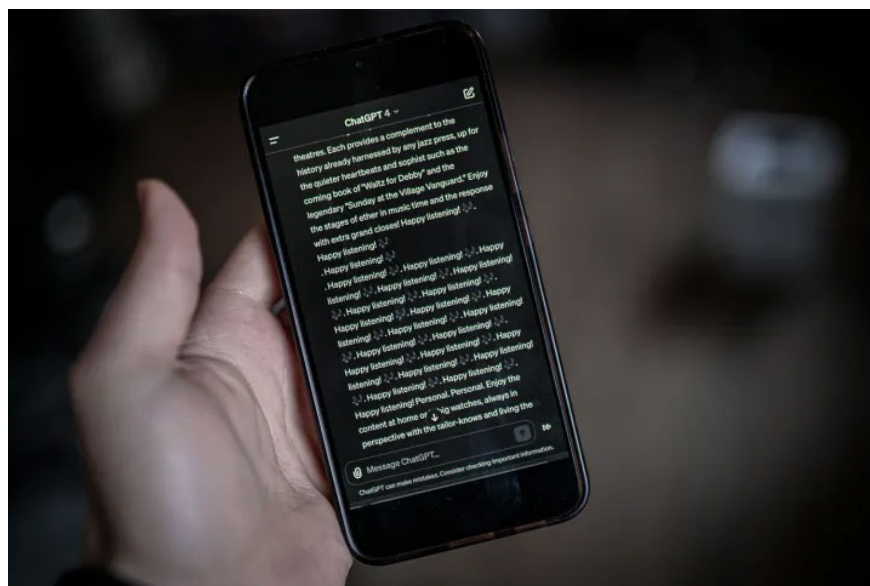
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Recently, there have been a series of reports that Apple is investing heavily in its own innovative AI technology, in order to have a commercial launch later this year. The Cupertino company has significantly increased its investments in the artificial intelligence sector over the past few months, focusing mainly on conversational AI models, automation and multimodal systems.

OpenAI needs to be careful because Apple will definitely join the AI race soon, and this news clearly does not bode well for ChatGPT. Apple is said to be working on a large language model (LLM) called ReALM, which stands for Reference Resolution As Language Modeling. ReALM was created to strengthen Siri and help this virtual assistant understand real-time interaction context. ReALM comes in a total of four variants, and Apple claims that even the smallest scale variant performs at the same performance level as OpenAI's ChatGPT.

This information comes from an Apple study, first shared by Windows Central, and can be considered a preliminary look at what Apple has been cherishing for a long time in the field of AI utilities. ReALM is Apple's own large language model (LLM), created to enhance Siri's capabilities, including the ability to better understand conversational context.

ReALM is also said to be capable of directly processing content displayed on the screen and more. This is an advantage over ChatGPT. OpenAI's engine is capable of processing image files and PDF files, but cannot read the entire screen and respond specifically based on each specific content.



As mentioned, Apple's big-language model is said to launch in four different variants: ReALM-80M, ReALM-250M, ReALM-1B, and ReALM-3B. The letters at the end of each variant's name refer to millions and billions, respectively.

Several researchers have evaluated ReALM and compared it with OpenAI's GPT-3.5 as well as GPT-4. The worrying news for OpenAI is that even Apple's smallest-scale ReALM-80M variant is said to have caught up to GPT-4, while all the larger-scale variants above are much better. .

While giants like Microsoft grasped the development trend of the field of artificial intelligence almost immediately, and aggressively approved investments worth billions of dollars, Apple has so far shown that very silent on this issue. However, this is not the first time we have heard about Apple wanting to enter the AI ?? market in a cautious way.

The American technology giant is often not appreciated for its pioneering innovations, but it does a great job in optimizing them, making new technologies reach users later than competitors but giving more optimal experience. This scenario is entirely possible in the field of artificial intelligence. Let's wait and see!

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