

# Why is iOS 18 on iPhone 16 expected by many people?

The iPhone's upcoming iOS 18 upgrade is attracting a lot of attention because it is expected that Apple will embed AI into an operating system for the first time...

Apple is rarely a leader when it comes to new technologies. For example, currently, despite the rising trend of folding screen design, the company still has no intention of launching any phone lines with a similar design.

Or nearly a decade after the first mixed reality headset appeared, it was not until this year that the company released its own mixed reality headset. Therefore, this iOS 18 update shows that AI really has such a strong impact that even Apple does not want to be left out of this race.

It is no exaggeration to say that generative AI has created a new wave in the technology field, pushing companies like Google and Microsoft to create their own breakthroughs just overnight after the launch of OpenAI's ChatGPT event. According to Counterpoint Research, more than 100 million smartphones running AI models and using AI to create content are expected to ship by 2024.

## APPLE IS CURIOUS ABOUT WHO IS ON THE NEW PHONE

Apple never discusses a product before it's ready to be announced to the public. However, Apple CEO Tim Cook recently revealed that the company has big plans related to AI: 'I think there is a huge opportunity for Apple with GenAI and AI. We don't know what it will look like yet. But it will be very interesting on iPhone 16'.

"Apple is reportedly in discussions with Google and OpenAI about using their AI models to power new iPhone features."

Bloomberg's report shows that Apple's upcoming iPhone and iPad software updates will integrate many new AI features. This will be one of the most transformative updates in years.

It's unclear what specific features Apple might develop for iOS 18, but according to clues from Bloomberg, Apple plans to integrate AI into existing apps and for tasks like summarizing notifications and articles. on Safari, as well as creating text.

The Information and Bloomberg reported that Apple is developing a more complex version of Siri. According to reports from Bloomberg, The New York Times and The Wall Street Journal, the giant is said to be in discussions with Google and OpenAI about using their AI models to support new iPhone features.

Samsung and Google have both integrated AI to transform their smartphones, perhaps providing hints about what to see on Apple's iPhone. Both companies offer features that can rewrite text messages and integrate AI into photo editing tools. It's possible that Apple will adopt a similar approach, although nothing is certain until

iOS 18 is released.

Specifically, both Samsung's Galaxy S24 line and Google's Pixel 8 phones integrate AI into photo editing tools. They also have a feature called Circle to Search, which allows users to launch a Google search for almost anything on the screen simply by circling the object. Samsung's new phone can also translate phone calls into another language in real time.

## **IPHONE SERIES LAUNCHED BEFORE 2018 CANNOT UPDATE IOS 18**

As reported by TF International Securities analyst Ming-Chi Kuo, among the biggest changes expected is the presence of a new dedicated button for video recording and a quad-shaped telephoto lens on the iPhone 16 Pro (Apple currently only equips this type of lens on the larger iPhone 15 Pro Max).

According to MacRumors, Apple's next iPhones will likely have a new processor, with analyst Jeff Pu predicting all four models will have the new A18 chip. Another report by MacRumors says the iPhone 16 Pro and Pro Max may also have a slightly larger screen.

According to Cnet, for iPhone fans, this upgrade is well worth it because they will experience exciting changes to look forward to on the new operating system. Based on previous information, iOS 18 will almost certainly launch in mid-September 2024, as every major iOS release from iOS 6 onwards has started rolling out between September 13 and September 20. .

However, in reality, Apple product lovers won't have to wait until September because Apple often announces new iOS versions at WWDC (WWDC 2024 starts on June 10). Apple will then release a developer preview, and a public beta.

However, according to some sources, it should be noted that with iOS 18, Apple will stop supporting updates for iPhone models launched before 2018 such as iPhone XR, iPhone XS and iPhone XS Max. That means iPhone users need an iPhone 11 or newer if they want to update to this new operating system.

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