# Microsoft Unveils AI-Integrated Computers to Compete with Apple in PC Market



Microsoft unveiled new AI-integrated computers at an event in Redmond, Washington, on Monday, led by CEO Satya Nadella. The company's new AI tech is embedded directly into its PCs and tablets, aiming to enhance the speed and efficiency of AI tools by running them locally rather than through internet connections. This move is designed to position Microsoft competitively against Apple in the PC market.

During the event, Microsoft introduced two AI-powered devices, a laptop, and a tablet, and showcased AI-enhanced computers from other manufacturers including Lenovo, Dell, HP, and Samsung. These devices will feature AI capabilities like photo and video editing, language translation, and advanced search functions within the photo libraries.

The announcement comes shortly after Google revealed new AI features for its products, highlighting the ongoing competition between tech giants to dominate the AI technology space. Microsoft's new computers aim to provide a more personalized and faster user experience, featuring OpenAI's GPT-4 models. The company has positioned these devices as superior in speed and battery life compared to the latest Apple MacBook Air.

Apple is expected to unveil its own AI advancements at the Worldwide Developers Conference on June 10, including updates to its voice assistant Siri and new AI-driven photo editing tools. These updates will be part of the iOS 18 rollout, slated for release before new iPhones launch in September. The upcoming AI integration aims to catch up with competitors, as Apple has faced criticism for lagging in the AI technology sector despite its existing AI hardware capabilities.