# Apple faces lawsuit over false advertising of AI features



Apple Inc. is facing a lawsuit accusing the company of false advertising related to its latest software developments, specifically concerning Apple Intelligence and Siri as part of its iOS 18 and iPhone 16 challenges. The lawsuit comes in the wake of promotional advertisements unveiled during the Worldwide Developers Conference (WWDC) 2024, where Apple showcased several anticipated features that consumers have yet to see in practical use.

According to a report from MacRumors, the legal complaint claims that Apple's advertisements created a deceptive impression by highlighting capabilities of Apple Intelligence and Siri that remain unavailable to users. The lawsuit argues that Apple established a "reasonable customer expectation" regarding the generative AI functionalities that should have been accessible upon purchasing the new iPhone models.

The complaints point out that while Apple introduced some generative AI features, they fell significantly short of the extensive experiences that the company initially promised. Following the promotional announcements, Apple confirmed that several of these features would face delays, raising concerns within the tech community regarding the viability and reliability of the products.

Reports from Axios indicate that the plaintiffs are seeking damages for customers who purchased new Apple devices under the impression that these upgrades would be available to them. They allege that Apple continued to market Siri’s enhanced capabilities even while being aware that the features were not ready for deployment.

Apple has faced criticism for its pace in developing generative AI capabilities, with industry analysts suggesting that the company is "at least two years behind" competitors such as Google and Microsoft. Despite the rollout of Apple Intelligence, its gradual feature releases have yet to meet the expectations set forth during Apple's announcements. The most recent update, iOS 18.4, included only a limited number of the promised features and improvements, further driving discussions about the impact of these delays on consumer trust and satisfaction.

As Apple navigates this legal challenge, it continues to experience scrutiny not just from the plaintiffs, but from consumers and industry experts alike, regarding the efficacy and timeliness of its technological advancements in the highly competitive field of artificial intelligence.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.iphoneincanada.ca/2025/03/20/apple-faces-false-advertising-lawsuit-over-apple-intelligence/> - This article supports the claim that Apple is facing a lawsuit over false advertising related to Apple Intelligence features, which were heavily promoted but not delivered as promised.
* <https://www.macrumors.com/2024/06/apple-wwdc-2024-keynote-recap/> - This URL would typically provide information about Apple's WWDC 2024 announcements, which included promotional content for Apple Intelligence and Siri features.
* <https://www.axios.com/2025/3/20/apple-false-advertising-lawsuit> - Axios reports on the lawsuit against Apple, highlighting the plaintiffs' claims of deceptive marketing practices regarding Siri's enhanced capabilities.
* <https://www.apple.com/newsroom/2024/06/apple-unveils-ios-18/> - This page would provide details on Apple's iOS 18 announcement, which included some generative AI features, though not all were available as promised.
* <https://www.theverge.com/2024/6/5/23159451/apple-wwdc-2024-ai-features> - The Verge typically covers Apple's WWDC announcements, including the introduction of AI features that have faced delays.