# Meta launches standalone AI assistant app powered by Llama 4



Meta Platforms, the parent company of Facebook, has officially launched a standalone artificial intelligence (AI) service app similar to OpenAI's ChatGPT. The announcement took place on 29 March 2024 during Meta's AI developer conference, Lamacon, marking a significant expansion in the company’s AI offerings.

The newly introduced Meta AI app is described by the company as a personalised AI assistant that "understands user preferences and remembers the context of conversations." It is developed using Meta’s latest AI model, Llama 4, which is designed to provide a more tailored AI experience for users. Unlike Meta’s previous AI integrations, which were embedded within existing platforms such as Facebook, Instagram, and WhatsApp, the new app offers voice-centred conversations through a dedicated interface.

Meta's approach leverages its extensive social media ecosystem as a unique advantage. The company highlighted that, by drawing on the vast amounts of user-generated data from platforms like Facebook and Instagram, it can deliver more refined and customised AI services than competitors, including OpenAI's ChatGPT and Anthropic's Claude.

An interactive feature called the ‘discover feed’ has been incorporated into the app, allowing users to both share and explore innovative ways in which others utilise AI. For example, users might ask the AI something creative like, "Express me with three emojis," and then choose to share the AI’s response with friends. Interaction privacy settings let users decide whether their conversations remain private or become public.

Meta CEO Mark Zuckerberg expressed his vision for the AI landscape, stating in January 2024, "This year will be the year in which highly intelligent and personalised AI assistants reach over 1 billion users," and reaffirmed Meta's ambitions by proclaiming, "Meta AI will be the frontrunner."

The introduction of the Meta AI app arrives at a moment when the AI chatbot market is becoming increasingly competitive. As of January 2024, Meta AI reported approximately 700 million monthly active users, a rise from 600 million the previous month, signalling growing traction ahead of the standalone app’s launch.

The Chosunbiz is reporting that this development places Meta directly in competition with ChatGPT, as both companies aim to lead the rapidly evolving AI assistant space. Meta’s new app marks a strategic push to deepen user engagement through personalised AI experiences seamlessly integrated with the social media platforms millions use daily.

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

## Bibliography

1. <https://www.reuters.com/business/facebook-parent-meta-platforms-launches-standalone-ai-assistant-app-2025-04-29/> - This article reports on Meta Platforms launching a standalone app for its Meta AI assistant, aiming to expand its usage beyond integration with Meta's platforms such as WhatsApp, Instagram, Facebook, and Messenger. It also mentions the app being powered by Meta’s latest large language model Llama 4, offering advanced reasoning, multilingual support, and efficiency.
2. <https://www.axios.com/2025/04/29/meta-facebook-ai-app-social-smart-ray-ban-glasses> - This article discusses Meta's new mobile app designed to offer a more social and personalized AI experience, integrating Meta’s latest Llama 4 large language model and introducing a new voice interface capable of natural, conversational interaction, resembling that of ChatGPT or Google's Gemini.
3. <https://www.reuters.com/business/meta-introduces-llama-application-programming-interface-attract-ai-developers-2025-04-29/> - This article reports on Meta Platforms announcing the launch of its Llama API at its inaugural AI developer conference, aiming to attract businesses and developers to build AI products using its Llama models. The API allows simple integration with 'one line of code,' according to Chief Product Officer Chris Cox.
4. <https://www.techradar.com/computing/websites-apps/whatsapp-says-forcing-blue-meta-ai-circle-on-everyone-is-a-good-thing-despite-fierce-backlash> - This article discusses WhatsApp's rollout of the Meta AI assistant, signified by a blue ring in chat screens, across several countries including the EU, UK, and Australia, despite backlash from users frustrated by the inability to disable the feature. It also mentions WhatsApp introducing a new setting called 'Advanced Chat Privacy' to address privacy concerns.
5. <https://www.nbcphiladelphia.com/news/business/money-report/meta-product-chief-says-llama-4-will-power-ai-agents/4125754/> - This article features Meta's Chief Product Officer Chris Cox discussing the upcoming Llama 4 artificial intelligence software, stating it will help power AI agents capable of using a web browser and other tools, with reasoning capabilities and the ability to adapt to decisions in real time.
6. <https://itp.live/news/social-media/meta-2024-brings-advanced-ai-chatbot> - This article reports on Meta's introduction of advanced AI chatbot features across its platforms, including Facebook, Instagram, WhatsApp, and Messenger, allowing users to pose conversational queries directly in the app's search box, powered by Meta's Llama 3 model.
7. <https://news.google.com/rss/articles/CBMiekFVX3lxTE5FOHhVUGZQNUhBb09iRWx5RlNpdmgzbG1jOGoyZGhYc3VKLWhIOFJTRHpXN2JEdVM5RElaTG1TRzhtVWhxT1ktT1k2N1lLZlZpNkJxQnZlV2dZd2piRlhkNnY1aXNBVHRLdTdnSVJCYWVJUlhFeW5iTXpB0gGOAUFVX3lxTE44d3dXa2c1NW1IQTlsV3lTNjhvLVgydTF4VkZrOGNVUi1xVlowUGtXcDJyVE0zVmN5ODhUbXkxQlhSYzl4QmtxajdxWHphbHhzblpqbWdEc3lvZThJNnlJTGdFdDUxSEFXdDJacGd6OTdMYmIxTXZuUVA1dVQxakJCNmt6eHE3eElxOF8wX2c?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data