# Apple unveils new AI framework in bid to revitalise Siri and catch up with rivals



Apple, once regarded as a trailblazer in consumer technology, finds itself grappling with a critical challenge: its perceived inadequacy in the realm of artificial intelligence (AI). The company has notably fallen behind industry frontrunners such as Google, Microsoft, OpenAI, and others, who have rapidly advanced their AI capabilities through innovative generative models and language processing technologies. As competitors integrate these cutting-edge solutions into their ecosystems, concerns are mounting about Apple’s stagnation, particularly regarding Siri, its virtual assistant, which has faced growing scrutiny for its outdated functionality and inability to handle even basic queries convincingly.

In an introspective commentary, Joanna Stern of The Wall Street Journal highlighted this disconnect, illustrating the frustrations users experience with Siri. When prompted with concerns about the future, Siri provided a generic response about COVID-19, underscoring how the assistant has not evolved to meet the current demands for contextual understanding. While tech giants like Google and Microsoft routinely unveil advancements, Apple’s silence and reliance on its hardware fundamentals have spurred speculation about its strategic direction for AI.

This sentiment is echoed by industry analysts who note that Apple's AI efforts appear reactionary rather than proactive. Reports indicate that internal restructuring has commenced in response to these criticisms, as Apple aims to reshape Siri's future. However, the question looms large: can Apple regain its former glory in the AI space? Some argue that the company must significantly increase its investment in AI, paralleling efforts made by its rivals, to avoid being perceived as a laggard in innovation.

Recent developments suggest a renewed commitment to AI. Apple is set to unveil its new “Apple Intelligence” framework, incorporating enhanced functionalities and robust integrations designed to rejuvenate user engagement with the iPhone. Features such as custom emoji generation, an advanced version of Siri, and a writing assistant aim to address the shortcomings that have plagued its digital assistant. Analysts anticipate that this move could catalyse an upgrade wave akin to the enthusiasm seen during the iPhone 12 launch.

Notably, as Apple gears up for the fall release of these features, it faces scrutiny not only from competitors but also from influential figures like Elon Musk. Musk has voiced concerns regarding Apple's partnership with OpenAI, suggesting that integrating its technology could present security risks. He described the potential necessity for stringent privacy measures in a rather dramatic manner, advocating for the need to secure devices from external access. In contrast, Apple has emphasized its commitment to user privacy, asserting that the new AI enhancements will primarily process data on users’ devices, minimising external data access.

Despite these challenges, some within the industry remain cautiously optimistic about Apple’s future in AI. The integration of Apple Intelligence, coupled with broader software expeditions, demonstrates a strategic pivot that may bolster iPhone sales and re-establish the company's innovative edge. These ambitions align with a broader narrative surrounding AI; as investment in the sector grows and competition intensifies, Apple’s forthcoming measures could determine its standing among tech giants in an increasingly AI-centric market.

In conclusion, while Apple appears to be taking steps toward revitalising its AI capabilities, the journey ahead will require significant effort to overcome the scepticism that has developed during its relative decline. The stakes are high, not just for Siri’s fate but for Apple’s reputation as a leader in technological innovation. With considerable pressure from both competitors and industry insiders, Apple is at a pivotal juncture, where its decisions could redefine its future in the fast-evolving landscape of artificial intelligence.

#### Reference Map

* Paragraph 1: [[1]](https://macdailynews.com/2025/05/09/can-apple-catch-up-in-ai-and-fix-its-embarrassing-siri-digital-assistant/)
* Paragraph 2: [[1]](https://macdailynews.com/2025/05/09/can-apple-catch-up-in-ai-and-fix-its-embarrassing-siri-digital-assistant/), [[2]](https://www.ft.com/content/c379e056-e734-4c8d-ad4f-7c59b3382b12)
* Paragraph 3: [[3]](https://www.reuters.com/technology/apples-ai-push-could-reinvigorate-iphone-sales-customers-look-upgrade-2024-06-11/), [[4]](https://www.axios.com/newsletters/axios-ai-plus-82555780-2751-11ef-ae87-adb9edc29902)
* Paragraph 4: [[5]](https://apnews.com/article/da497f4fd3b7cbb49f1970690d901cd7), [[6]](https://time.com/6987391/elon-musk-apple-openai/)
* Paragraph 5: [[7]](https://www.laptopmag.com/phones/inside-apples-ai-budget-cuts-delays-siri-upgrade)

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## Bibliography

1. <https://macdailynews.com/2025/05/09/can-apple-catch-up-in-ai-and-fix-its-embarrassing-siri-digital-assistant/> - Please view link - unable to able to access data
2. <https://www.ft.com/content/c379e056-e734-4c8d-ad4f-7c59b3382b12> - This article discusses Apple's efforts to advance in the AI sector by integrating new AI functionalities into the iPhone and collaborating with OpenAI. Despite these efforts, Apple is perceived as trailing behind in AI technology, causing their stock to decline by 2%. The piece also touches upon the private equity sector's increasing investment in U.S. accounting firms and political developments in France.
3. <https://www.reuters.com/technology/apples-ai-push-could-reinvigorate-iphone-sales-customers-look-upgrade-2024-06-11/> - Apple's latest developer conference highlighted the company’s integration of advanced AI technology, branded as 'Apple Intelligence,' into its software and devices. This move is seen as a strategy to boost iPhone sales amidst declining revenue and increasing competition. The new AI features, such as custom emoji generation and advanced Siri capabilities, are exclusive to the iPhone 15 Pro and Pro Max, potentially driving upgrades. Analysts predict a significant upgrade cycle similar to the iPhone 12's 2020 release due to these AI enhancements.
4. <https://www.axios.com/newsletters/axios-ai-plus-82555780-2751-11ef-ae87-adb9edc29902> - Apple is aiming for an AI revolution with its latest innovation, dubbed Apple Intelligence, which leverages generative AI to enhance the iPhone's functionality. This initiative, set to launch in the fall, includes capabilities like a writing assistant, image and emoji generators, and an upgraded Siri assistant for more efficient user interaction. Apple's approach prioritizes user privacy by processing information on the device without external access. The article also mentions Elon Musk's criticism of Apple's potential integration with OpenAI.
5. <https://apnews.com/article/da497f4fd3b7cbb49f1970690d901cd7> - Apple unveiled numerous features for iOS 18 at its developers conference, focusing heavily on enhancing Siri and introducing AI tools. The updates, arriving in the fall, aim to boost productivity and creativity for iPhone users. Notable features include generating custom emojis called 'Genmojis' and expanding Siri's capabilities with the new 'Apple Intelligence' platform, which manages tasks, notifications, and text summaries while prioritizing data privacy by processing most functions on the device itself.
6. <https://time.com/6987391/elon-musk-apple-openai/> - Elon Musk criticized Apple's partnership with OpenAI, voicing concerns over integrating OpenAI at the OS level as a potential security risk. Musk stated via his social media platform X that Apple devices could be banned at his companies, and visitors may need to store their Apple devices in a Faraday cage. Apple's CEO Tim Cook announced the partnership as part of launching 'Apple Intelligence,' enhancing Siri's capabilities and integrating OpenAI's ChatGPT. Musk expressed skepticism over Apple's ability to secure privacy with OpenAI's involvement.
7. <https://www.laptopmag.com/phones/inside-apples-ai-budget-cuts-delays-siri-upgrade> - In 2025, Apple has faced multiple setbacks, particularly in its AI development and product performance. The company's year began poorly with weak sales of the Apple Vision Pro and deepened in April when U.S. President Donald Trump announced tariffs affecting international trade. Although smartphones, laptops, and computers were ultimately exempted, Apple's stock still dropped significantly, resulting in a $700 million market value loss. Apple's challenges in AI stem from internal resource constraints dating back to 2023, leading to delays in launching Apple Intelligence features and a revamped Siri.