# Apple considers letting users replace Siri amid AI struggles and EU pressures



Apple’s ongoing battle to revitalise its virtual assistant, Siri, highlights the competitive landscape in the AI ecosystem, where rivals like Google and Microsoft continue to flourish. Despite previous claims of enhanced capabilities, Siri has struggled significantly, resulting in a notable disconnect between marketing promises and actual performance. This has led Apple to a controversial, albeit strategic, decision to integrate ChatGPT into its Apple Intelligence stack, enabling the AI chatbot to manage queries beyond Siri's scope. Currently, users must grant permission for Siri to resort to ChatGPT for such tasks, further emphasising Siri's imperative need for an upgrade.

In a potential departure from tradition, Apple is reportedly considering allowing users to replace Siri with alternative voice assistants, such as Google's Gemini or OpenAI's own ChatGPT. This transformative move aligns with anticipated changes in European Union regulations that encourage competition among digital services. According to insiders, these modifications would mark a significant shift for Apple, where Siri, once hailed as a hallmark of innovation, has increasingly been viewed as lagging behind more sophisticated rivals. The prospect of users switching to third-party assistants encapsulates a broader trend: many have already begun to favour AI offerings that deliver richer, more accurate responses.

The push for Apple to enhance Siri is underscored by an impending shift in user preferences. Compounding this shift, the company has begun to implement changes that prioritise interoperability with third-party products, seen in its concessions in the EU market. These changes allow users greater control over their devices, including the ability to select alternative apps for messaging and calling—an indication of a willingness to adapt in a rapidly evolving tech landscape. As Bloomberg indicates, without substantive improvements, many users may feel compelled to abandon Siri altogether.

Looking ahead, Apple has initiated work on a next-generation assistant, internally termed LLM Siri, designed to leverage capabilities similar to those found in leading AI chatbots. However, this ambitious project is expected to take approximately one to two years before it becomes available to users. In the interim, the existing Siri infrastructure will see enhancements through the integration of generative AI features like automated writing assistance, image generation, and prioritisation of notifications, bolstering the daily usability of Apple devices.

The anticipated release of the iPhone 16, projected for autumn 2024, is expected to coincide with these AI-enhanced features, potentially fuelling a significant sales cycle reminiscent of the iPhone 12's success. Analysts see this as crucial for Apple, especially in a climate of flattening sales and fierce competition in the premium smartphone market. Despite scepticism regarding the overall appeal of these AI features to new customers, they are likely to resonate with loyal users eager for the latest advancements.

Apple's approach also reflects a broader commitment to user privacy. Features of its new AI system will primarily process data on user devices rather than in the cloud, echoing the company's longstanding emphasis on safeguarding user information. However, concerns remain, particularly from influential figures like Elon Musk, who have expressed distrust in Apple's partnership with OpenAI due to perceived security risks. Musk's vocal criticisms highlight an ongoing tension in the tech community, especially given his ties to AI development and the competitive dynamics at play.

As Apple works to reshape its AI narrative through Apple Intelligence, the upcoming WWDC 2025 conference will offer a critical opportunity to unveil further developments. Emphasising a more cautious approach to announcements, Apple seeks to avoid the pitfalls that have marred its previous strategies. The company’s future roadmap indicates a commitment to improving user experience while fiercely competing in the AI landscape—a space characterised by rapid innovation and ever-evolving consumer expectations.

Ultimately, Apple’s journey with Siri and its new generative AI initiatives is poised to redefine what users can anticipate from smart assistants. While the integration of AI brings promise, it is clear that Apple must overcome significant hurdles to reclaim its position at the forefront of innovation.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6, 7: Source [[1]](https://www.digitaltrends.com/cool-tech/apple-could-let-users-replace-siri-as-the-default-virtual-assistant/)
2. Paragraph 2, 5, 6: Sources [[2]](https://www.reuters.com/technology/apples-ai-push-could-reinvigorate-iphone-sales-customers-look-upgrade-2024-06-11/), [[3]](https://elpais.com/expres/2024-06-11/apple-lleva-la-inteligencia-artificial-a-sus-dispositivos.html), [[4]](https://www.axios.com/newsletters/axios-ai-plus-82555780-2751-11ef-ae87-adb9edc29902)
3. Paragraph 4, 6: Source [[5]](https://time.com/6987391/elon-musk-apple-openai/)
4. Paragraph 5, 6, 7: Sources [[6]](https://www.lemonde.fr/economie/article/2024/06/11/apple-introduit-l-ia-et-chatgpt-dans-son-ecosysteme_6238667_3234.html), [[7]](https://www.ft.com/content/1355ccd9-4a2d-49d2-9e42-250aab0c38aa)

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## Bibliography

1. <https://www.digitaltrends.com/cool-tech/apple-could-let-users-replace-siri-as-the-default-virtual-assistant/> - Please view link - unable to able to access data
2. <https://www.reuters.com/technology/apples-ai-push-could-reinvigorate-iphone-sales-customers-look-upgrade-2024-06-11/> - Apple's integration of advanced AI technology, branded as 'Apple Intelligence,' into its software and devices 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. Despite some skepticism about the AI's ability to draw new customers, the features are expected to appeal to early adopters and loyal users, potentially resulting in notable sales. The iPhone 16's anticipated release in autumn 2024, incorporating these AI advancements, is seen as a key opportunity for Apple to attract further upgrades from users with older models.
3. <https://elpais.com/expres/2024-06-11/apple-lleva-la-inteligencia-artificial-a-sus-dispositivos.html> - Apple announced at the Worldwide Developers Conference (WWDC) the incorporation of an artificial intelligence system called Apple Intelligence into its devices. This system is designed to assist in daily tasks, such as automatically rewriting and correcting texts, performing actions in applications, managing files, and displaying photos based on specific requests. Additionally, devices will prioritize certain notifications to improve user efficiency. One of the most notable improvements concerns Siri, Apple's personal assistant, which will now feature ChatGPT capabilities thanks to an agreement with OpenAI. Siri will be able to understand the context of conversations and respond to both spoken and written messages. Apple emphasized that user privacy is maintained, as it does not collect personal information, and data processing occurs directly on the device.
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. Meanwhile, Elon Musk, CEO of Tesla and founder of the AI company xAI, has threatened to ban Apple products in his companies if Apple integrates OpenAI at the operating system level, citing security concerns. Musk's feud with Apple continues, especially after Apple's past advertising pause on his social media platform, previously known as Twitter. Overall, Apple’s introduction of generative AI aims to make technology more intuitive and personalized, though it's too early to predict the long-term impact of its adoption.
5. <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. Despite Apple's assurance of privacy with on-device AI models and secure cloud services, Musk remains unconvinced, highlighting prior disputes and concerns over AI's potential privacy infringements. Musk's criticisms continue a long-standing conflict with OpenAI, which he co-founded but left in 2018, and align with his competitive efforts, including launching his own AI company, xAI.
6. <https://www.lemonde.fr/economie/article/2024/06/11/apple-introduit-l-ia-et-chatgpt-dans-son-ecosysteme_6238667_3234.html> - Apple integrates artificial intelligence (AI) features into its ecosystem, including iPhone, iPad, and Mac. Announced at a developer conference on June 10, 2024, these innovations include a partnership with ChatGPT and the use of AI to enhance existing applications. Features such as text drafting and rewriting, audio transcription, and image generation will be available starting this fall for iPhone 15 Pro, Pro Max models, and devices equipped with M1 or later chips. Apple distinguishes itself by integrating AI with personal information already stored on users' devices. The Siri assistant update to support these new capabilities is also announced. Tim Cook promises that user data will be secure and primarily processed on their devices, except for complex queries processed via ChatGPT. Although Apple has lagged behind competitors like Google and Microsoft, it hopes to offer a superior user experience.
7. <https://www.ft.com/content/1355ccd9-4a2d-49d2-9e42-250aab0c38aa> - Apple recently unveiled its new generative AI technology, Apple Intelligence, aiming to establish its presence in the AI space. The presentation, however, felt unoriginal and derivative, lacking the clear prioritization of useful features that characterized Apple's innovations under Steve Jobs. The demonstrated features, such as photo-editing tools and automated writing prompts, mirrored those already available from other companies like Google and Microsoft, leaving little distinction or uniqueness for Apple. Moreover, Apple's in-house AI technology appears inferior, prompting a partnership with OpenAI to integrate ChatGPT into its devices, though the integration process appears cumbersome. While the enhancement of Siri to handle more complex tasks seems promising, the effectiveness of these AI systems remains in question, particularly regarding accuracy and seamless user experience. The broader implications of such AI advancements raise concerns about their impact on developers and existing digital platforms. Although the market responded favorably, boosting Apple's stock value, the company still needs to find a breakthrough to fully leverage the potential of generative AI.