# Apple delays AI home devices as Siri revamp faces budget and timing hurdles



Apple's ambition to enhance its ecosystem with advanced artificial intelligence features is set against the backdrop of significant delays affecting its flagship voice assistant, Siri. The company has reportedly stalled the release of two innovative home hub devices—one a wall-mounted iPad-like screen for managing smart home technology (code-named J490) and the other an interactive tabletop device with a robotic arm (J595). Both products will only launch following a major overhaul of Siri, which is expected to introduce on-screen awareness critical for their functionality.

Recent developments have placed the responsibility for the Siri upgrade in the hands of Mike Rockwell, who leads the Apple Vision Pro team. The revamped Siri is crucial for enhancing user interaction, making it more contextual and responsive through the integration of Apple’s new AI technology, 'Apple Intelligence.' Currently, the wall-mounted device is anticipated for release by the end of 2025 or early 2026, while the more complex tabletop device is projected to arrive later, likely lacking some of its intended features upon initial release.

Apple's decision to delay these products highlights the importance of a successful Siri upgrade, which had originally been planned for release in spring 2025. Internal challenges have arisen, reportedly due, in part, to budget constraints imposed last year. For instance, a crucial request for an expanded GPU budget to support AI initiatives was curtailed, affecting Apple’s ability to keep pace with competitors in the rapidly evolving AI landscape. However, with the iPhone 16 launch in autumn 2024 bringing additional AI enhancements, analysts believe there is potential for a substantial upgrade cycle reminiscent of the iPhone 12's successful release in 2020.

Despite concerns regarding the effectiveness of these AI initiatives in attracting new customers, the expected advances could resonate strongly with existing Apple users keen on upgrading to devices equipped with 'Apple Intelligence.' This initiative not only aims to enhance Siri by incorporating features inspired by OpenAI’s ChatGPT but also focuses on further personalising user experiences. CEO Tim Cook emphasised the need for these enhancements to be impactful and privacy-conscious, a sentiment echoed by Apple’s strategy to run AI models locally rather than in the cloud.

Moreover, the response from the market has been mixed. Following the announcements related to AI capabilities, Apple shares experienced a notable dip, suggesting that investor confidence remains fragile. The higher expectations placed on these advancements underscore the importance of a successful rollout, especially in light of Apple's ongoing reliance on iPhone sales.

As Apple navigates these challenges, the focus remains firmly on the integration and enhancement of AI within its product ecosystem. This strategy not only addresses immediate competitive pressures from rivals like Microsoft and Google but also sets the stage for future innovations that could play a vital role in redefining how users interact with their devices. Ultimately, the success of Siri's revamp and the subsequent launch of the AI-powered home devices will be pivotal in determining Apple's trajectory in the evolving tech industry.

## Reference Map:

* Paragraph 1 – [[1]](https://appleinsider.com/articles/25/05/25/apples-ai-smart-screen-devices-will-have-to-wait-on-siri-revamp), [[4]](https://www.laptopmag.com/phones/inside-apples-ai-budget-cuts-delays-siri-upgrade)
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* Paragraph 6 – [[1]](https://appleinsider.com/articles/25/05/25/apples-ai-smart-screen-devices-will-have-to-wait-on-siri-revamp), [[3]](https://apnews.com/article/4217d67977f95ead880835a71ecce098), [[7]](https://www.reuters.com/technology/heres-everything-apple-announced-wwdc-2024-06-10/)

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## Bibliography

1. <https://appleinsider.com/articles/25/05/25/apples-ai-smart-screen-devices-will-have-to-wait-on-siri-revamp> - 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://apnews.com/article/4217d67977f95ead880835a71ecce098> - Apple has delved into the realm of generative AI, unveiling new features for the iPhone, iPad, and Mac, collectively branded as 'Apple Intelligence.' These enhancements aim to bolster Siri, leveraging OpenAI’s ChatGPT to create a more intelligent and helpful assistant. The updates, to be free as part of software updates later this year, will allow Siri to perform more tasks and become more interactive. CEO Tim Cook emphasized the personal nature of these improvements. The updates require newer Apple devices, such as the iPhone 15 Pro, and will be reflected in a wide range of creative tools. Craig Federighi, Apple's senior vice president, highlighted that these advancements aim to empower users rather than replace them. Despite a lukewarm response from investors and a dip in stock prices, analysts from Wedbush Securities recognize Apple's strategic direction as promising. Additionally, Apple confirmed the rollout of Rich Communications Service to enhance text quality and security on iMessage.
4. <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. Head of AI John Giannandrea initially requested an expanded GPU budget to support AI development, as the existing 50,000 GPUs were outdated. Although CEO Tim Cook approved a budget increase, CFO Luca Maestri significantly slashed it, and the GPUs purchased were from Google rather than industry leader Nvidia. These issues led to delays in launching Apple Intelligence features and a revamped Siri. Originally scheduled for a spring 2025 release, the new Siri's debut was postponed, prompting leadership changes—Mike Rockwell replaced Giannandrea. Siri's AI upgrade is now expected to launch with the iPhone 17 in the fall. Apple will further showcase its AI strategy and updated OS platforms at its Worldwide Developers Conference on June 9.
5. <https://www.ft.com/content/d1194861-d68b-4c4b-8ee3-a2a05f32cb30> - Apple announced a partnership with OpenAI to integrate ChatGPT into its devices, launching a new AI system called 'Apple Intelligence' during their annual developers conference. This system will enhance Siri's capabilities and offer more personalized features using AI. The collaboration aims to prevent Apple from lagging behind competitors like Alphabet, Microsoft, Amazon, and Meta in AI advancements. Apple's approach emphasizes user privacy, running AI models locally on devices. Siri will utilize ChatGPT, but only with user permission. The company also showcased new generative AI features for iOS 18, iPads, and Mac, including image generation and custom emojis. Despite the announcement, Apple shares dipped 1.9%, and Tesla CEO Elon Musk criticized the partnership, citing security concerns. The conference, held at Apple Park with significant fanfare, also included updates on the Vision Pro headset's international availability.
6. <https://www.reuters.com/technology/ai-is-sole-focus-apples-annual-conference-2024-06-10/> - Apple announced their AI strategy at the annual developer conference, introducing 'Apple Intelligence' and integrating OpenAI's ChatGPT into devices. They showcased enhanced Siri capabilities, allowing interaction with messages, emails, calendars, and third-party apps, while emphasizing privacy. Despite these updates, Wall Street was unimpressed, leading to a 2% drop in Apple shares. Analysts noted that Apple's AI moves keep them level with, but not ahead of, competitors like Microsoft and Google. Apple's reliance on iPhone sales continues, and analysts are skeptical about immediate gains from the new AI features. The revamped Siri and ChatGPT integration will be available later this year, with additional AI features powered by Apple's combination of on-device processing and cloud computing. Apple aims to differentiate by prioritizing user privacy and will use proprietary chips to enhance security. The event also included updates to iOS and other products, including broader availability for the Vision Pro mixed-reality headset.
7. <https://www.reuters.com/technology/heres-everything-apple-announced-wwdc-2024-06-10/> - At WWDC 2024, Apple introduced significant AI-enabled features and software enhancements aimed at improving its device ecosystem and bolstering sales. Major highlights include the introduction of 'Apple Intelligence,' which integrates generative AI features into iPhones, Macs, and iPads. Siri received upgraded capabilities to retrieve information from various apps and interact via text. Apple also announced ChatGPT integration for better image and document understanding. New operating systems, iOS 18, MacOS Sequoia, iPadOS 18, and WatchOS 11, offer enhanced functionality and customization options. Updates to applications included satellite messaging for the Messages app, automatic email sorting in Mail, and a new Highlight feature in Safari. Additional tools and improvements include the Image Playground for image generation, improved search in Photos, and enhanced audio recording and transcription in Notes and Phone apps.