# Apple intensifies AI push in iOS 26 amid Siri’s ongoing struggles



Apple's efforts in enhancing its artificial intelligence capabilities have faced notably challenging terrain, particularly in the realm of Siri. Despite ongoing advancements, the company is under increasing scrutiny as rival firms like Google and Amazon have surged ahead with more refined AI offerings. Reports suggest that Apple aims to broaden its Apple Intelligence features in its upcoming iOS 26, but whether this will be sufficient to reclaim market leadership remains uncertain.

Mark Gurman of Bloomberg recently highlighted that Apple intends to expand the current scope of Apple Intelligence to additional applications within iOS 26. Although initial forays into AI, such as notification summaries, have shown promise, inconsistencies remain an issue. Apple has made strides in improving the accuracy of these summaries since their debut in iOS 18, yet many users still report lingering inaccuracies. Despite these hiccups, Apple has enabled Apple Intelligence on compatible devices by default, moving away from the previous opt-in model to enhance accessibility.

One particularly intriguing area for potential enhancement is the development of an API that would allow third-party developers to leverage Apple’s summarisation technology. This could represent a significant boon for independent developers, enabling them to create AI features without the financial burden typically associated with large language model services. Moreover, improvements to summarisation features within Apple's Messages app, especially for group conversations, could offer users a more coherent way to catch up on lengthy chats, or support students in condensing and reviewing their notes effectively.

Amidst the AI landscape, Genmoji—a feature aimed at creating personalised emojis—has generated considerable buzz since its unveiling at WWDC 2024. However, its accessibility remains limited to the latest iPhone models, such as the iPhone 15 Pro and the iPhone 16 series, which raises questions about inclusivity for users with older devices. The company has floated the idea of introducing a Private Cloud Compute, potentially allowing older devices to tap into AI services. While this could spark interest, delivering these advancements as part of iCloud+ subscriptions may be viewed as a clever compromise to reach a wider audience.

In tandem with these features, Apple's focus on customisable notifications through the Reduce Interruptions mode has garnered attention as well. This feature intelligently filters notifications based on perceived importance, marking an initial step towards more sophisticated notification management. Industry observers are eager to see how Apple might further refine this system, possibly allowing users to create granular keywords that would dictate notification preferences, thus providing a truly tailored experience.

Internally, Apple’s efforts to enhance Siri have faced significant challenges since John Giannandrea took charge of the AI division in 2018. The emergence of competing products has intensified pressure on Apple to expedite its AI strategies. Legal uncertainties and delays have plagued the deployment of anticipated features, prompting questions about long-term viability amidst fears of technological irrelevance. With the impending WWDC 2025 on the horizon, expectations are high for the unveiling of major software updates, including promised enhancements to Apple Intelligence that could shift the narrative surrounding Siri and the wider suite of Apple offerings.

In the competitive arena of AI, including recent demonstrations at Google I/O that showcased immediate, real-world applications, Apple’s AI capabilities are viewed as lagging. However, the company’s potential roadmap for enhanced features—such as an AI health coach—signals an attempt to catch up, albeit with lingering scepticism from investors regarding the feasibility of these innovations. As they navigate these turbulent waters, the forthcoming updates may be pivotal in shaping Apple’s trajectory in the AI domain.

### 📌 Reference Map:

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2. <https://elpais.com/economia/negocios/2025-05-31/siri-me-puedes-decir-que-le-pasa-a-apple.html> - Apple has been striving to enhance its AI capabilities, particularly with Siri, since hiring John Giannandrea in 2018. Despite efforts, progress has been slow, leading to internal frustration and legal challenges. The emergence of ChatGPT in 2022 highlighted Apple's lag in language models, prompting a renewed focus on AI. However, promised features in the iPhone 16 were delayed or malfunctioning, and Giannandrea lost control over product development, with AI strategy now led by Mike Rockwell. Apple faces significant challenges both internally and in Europe, risking technological irrelevance if it doesn't accelerate its AI adaptation.
3. <https://www.laptopmag.com/phones/iphone/wwdc-2025-preview> - Apple's Worldwide Developers Conference (WWDC) 2025, scheduled for June 9-13, is expected to focus on major software updates, notably 'iOS 26' as Apple transitions to a year-based naming convention. The software revamp, codenamed 'Solarium,' promises a sleek new user interface across iOS, iPadOS, macOS, watchOS, tvOS, and visionOS. Significant anticipation surrounds potential Apple Intelligence (AI) improvements, including an updated Siri and AI-powered battery optimization. Despite delays in Apple Intelligence features, the company is expected to spotlight its plans and roadmap. Hardware announcements are less certain, but rumors suggest a possible reveal of the Mac Pro M4 Ultra and a speculative glance at AI smart glasses, aligning with recent moves by competitors like Google. To bolster its gaming ambitions following legal setbacks with Epic Games, Apple recently acquired RAC7 and is likely to introduce a standalone gaming app. Skepticism among investors remains high due to perceived incremental updates and AI delays. Nevertheless, Apple’s WWDC keynote, streaming live on June 9, remains a highly anticipated event for developers and tech enthusiasts alike.
4. <https://www.tomsguide.com/ai/google-i-o-showed-off-ai-done-right-hopefully-apple-was-paying-attention> - At Google I/O 2025, CEO Sundar Pichai showcased a range of practical, polished AI innovations that highlighted Google's clear lead in artificial intelligence over Apple. Nearly the entire two-hour keynote focused on real, immediately available AI features, such as an AI-specific search tab, AI-powered translations in Google Meet, and personalized Gmail replies. Google's core AI assistant, Gemini, was central to demonstrations involving smart glasses and the multimodal AI system Project Astra. In contrast, Apple's AI offerings remain less advanced, especially in voice assistant capabilities. Siri continues to lag behind, although Apple is rumored to be transitioning it to a more advanced, large language model-based system. While Apple Intelligence targets individual users with features like Image Playground and Genmoji, these applications lack the practical impact of Google's tools. Upcoming Apple Intelligence features, like an AI health coach and battery optimizer, show promise, but Apple must significantly enhance Siri to compete. As WWDC 2025 approaches, Apple has an opportunity to catch up, potentially by learning from Google's comprehensive and integrated AI strategy.
5. <https://www.reuters.com/technology/artificial-intelligence/apple-adds-chatgpt-iphone-latest-ios-update-2024-12-11/> - Apple has integrated OpenAI's ChatGPT into its devices with the latest iOS update, aiming to enhance sales of its new iPhones. This inclusion is part of a broader deployment of AI-powered tools across iPhones, iPads, and Mac computers. The ChatGPT integration, initially announced in June, enables Apple's Siri to utilize the chatbot's expertise for various user queries and enables content creation and image generation through the new Writing Tools feature. This update is being released during the peak holiday shopping season, a crucial sales period for Apple, amid concerns about the iPhone 16's sales cycle. The AI features are available on the newest iPhone series, iPhone 15 Pro and Pro Max, iPads with A17 Pro or M1 chips, and Macs with M1 chips or later.
6. <https://cadenaser.com/nacional/2024/10/29/apple-anuncia-el-lanzamiento-de-apple-intelligence-en-espana-estas-son-las-novedades-que-llegaran-proximamente-a-tu-iphone-cadena-ser/> - Apple has announced the launch of Apple Intelligence in Spain, with new features arriving on iPhones in April. Among the novelties, an improved version of Siri is highlighted, allowing for more natural interactions, advanced writing functions capable of perfecting, summarizing, and rewriting texts, and an optimized Photos app for searching and editing images. Additionally, the creation of personalized emojis with Genmojis is included. These innovations will be available for specific models such as the iPhone 15 Pro and the iPhone 16 family, marking a significant advancement in the use of artificial intelligence in mobile devices.
7. <https://www.ft.com/content/d3e7b84e-53cd-4d42-b7bb-21e8f065cff6> - Apple has announced the delay of new AI features for its Siri voice assistant, impacting its competition with Google and Amazon. The company's anticipated updates, announced in June via Apple Intelligence, aimed to make Siri smarter and more personalized. These included features like on-screen awareness and the ability for Siri to operate within apps. The rollout of these updates is now expected in the 'coming year,' potentially as late as 2026. This delay is another setback for Apple, which recently faced issues with AI news summaries and voice-to-text features. In contrast, Google and Amazon have been advancing their AI capabilities, with Google's Gemini integrated into Samsung and Amazon launching a more conversational Alexa. While Apple Intelligence is still only available in limited languages, more are expected next month. Analysts have noted no significant increase in iPhone 16 sales due to AI features and have considered Apple's efforts as a 'false start' in the AI race. In China, Apple is trying to regain market position through partnerships with local AI firms like Alibaba.