# Apple faces critical AI test at WWDC 2025 amid technology and leadership challenges



As Apple Inc. gears up for its Worldwide Developers Conference (WWDC) on June 9, 2025, it faces mounting challenges in the artificial intelligence (AI) landscape. According to statements from Bloomberg's Mark Gurman, the company’s AI platform, Apple Intelligence, has not met expectations since its highly publicised launch a year ago. Once seen as a potential game-changer, the platform has been critiqued for prioritising marketing over genuine technological innovation, with features such as Writing Tools and Genmoji deemed useful yet unremarkable compared to offerings from competitors like OpenAI and Google.

The anticipation surrounding WWDC is palpable, but industry insiders suggest that Apple may struggle to create a significant impact in AI this year. With the rapid advancements achieved by rivals, particularly in high-performing language models and applications, Apple finds itself under pressure not only to showcase its capabilities but also to establish its relevance in an increasingly competitive marketplace. The most notable announcement expected is the release of Apple's Foundation Models to third-party developers, enabling them to harness Apple’s on-device technology for lightweight tasks like text summarisation.

Hardware vulnerabilities have compounded Apple’s AI challenges. Many iPhones are limited by 6GB of RAM, which stifles the processing power required for more advanced AI functionalities. This limitation has prompted the company to consider hardware upgrades in future devices and the adoption of a software development kit for app developers, positioning the upcoming iOS 19 as a critical juncture for refining its AI strategy. Observers note that without significant improvements, Apple risks falling even further behind its competitors, which have begun integrating more dynamic AI functionalities.

Internal dynamics at Apple have also played a key role in the company's AI struggles. Since the hiring of John Giannandrea in 2018, the vision for AI enhancement has encountered delays, largely attributed to a lack of cohesion in leadership and development oversight. After Giannandrea's departure from control over product development, Mike Rockwell took the helm of the AI strategy, but concerns about internal alignment and focus persist. The fallout from Apple's slower pace in AI innovation, highlighted by the release of ChatGPT in 2022, has led to high levels of frustration within the organisation, emphasising the urgent need for rapid adaptation or risk technological irrelevance.

As Apple prepares for WWDC, the stakes have never been higher. The planned introduction of features such as smarter Siri capabilities, intelligent battery management through machine learning, and advanced developer tools in iOS 19 aims to infuse some much-needed innovation. However, the combination of existing hardware limitations, internal restructuring challenges, and a rapidly evolving competitive landscape raises critical questions about Apple's future in AI. This pivotal moment demands an ambitious vision, as stakeholders watch closely to see if Apple can sufficiently recalibrate its strategy to reclaim its position as a leader in technology innovation.

Meanwhile, upcoming hardware developments, such as the delayed launch of a new HomePod with a screen, further underscore Apple's commitment to integrating AI throughout its ecosystem. Although rumored for WWDC, its release may coincide with the launch of the iPhone 17, indicating a strategic approach to reinvigorate interest in Apple's smart home offerings amid fierce competition.

As the conference approaches, all eyes will be on Apple to see whether it can truly shift gears in its AI ambition or risk being outpaced entirely by more agile competitors.

## Reference Map:

* Paragraph 1 – [[1]](https://www.benzinga.com/news/topics/25/06/45712700/apples-ai-struggles-to-keep-pace-with-rivals-ahead-of-wwdc-2025), [[2]](https://www.tomsguide.com/ai/apple-intelligence/apple-has-gotten-in-the-way-of-its-own-ai-rollout-heres-how-it-can-get-apple-intelligence-back-on-track)
* Paragraph 2 – [[1]](https://www.benzinga.com/news/topics/25/06/45712700/apples-ai-struggles-to-keep-pace-with-rivals-ahead-of-wwdc-2025), [[4]](https://cincodias.elpais.com/smartlife/smartphones/2025-05-27/ios-19-cambio-radical-iphone.html), [[5]](https://www.laptopmag.com/phones/iphone/wwdc-2025-preview)
* Paragraph 3 – [[3]](https://elpais.com/economia/negocios/2025-05-31/siri-me-puedes-decir-que-le-pasa-a-apple.html), [[6]](https://cincodias.elpais.com/smartlife/gadgets/2025-05-27/el-apple-homepod-llegara-en-2025-pero-mas-tarde-lo-que-esperabamos.html)
* Paragraph 4 – [[7]](https://as.com/meristation/mexico/apple-esta-en-problemas-en-la-carrera-de-la-inteligencia-artificial-n/)

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## Bibliography

1. <https://www.benzinga.com/news/topics/25/06/45712700/apples-ai-struggles-to-keep-pace-with-rivals-ahead-of-wwdc-2025> - Please view link - unable to able to access data
2. <https://www.tomsguide.com/ai/apple-intelligence/apple-has-gotten-in-the-way-of-its-own-ai-rollout-heres-how-it-can-get-apple-intelligence-back-on-track> - Apple's AI platform, Apple Intelligence, faces challenges due to hardware limitations, particularly the 6GB RAM in many iPhones, hindering on-device processing of large language models. To address this, Apple plans to increase RAM in future devices and release a software development kit for app developers. Despite these efforts, Apple remains behind competitors and may need to consider integrating third-party AIs like Google Gemini to stay competitive. The upcoming iOS 19 release is seen as a critical moment to refine Apple's AI strategy.
3. <https://elpais.com/economia/negocios/2025-05-31/siri-me-puedes-decir-que-le-pasa-a-apple.html> - Since hiring John Giannandrea in 2018, Apple aimed to enhance its AI capabilities but has faced delays and internal frustrations. The launch of ChatGPT in 2022 highlighted Apple's lag in language models, leading to rushed developments. Promised AI features in the iPhone 16 were delayed or malfunctioning. Giannandrea lost control over product development, with AI strategy now led by Mike Rockwell. Apple faces internal and regulatory challenges, risking technological irrelevance if it doesn't accelerate AI adaptation.
4. <https://cincodias.elpais.com/smartlife/smartphones/2025-05-27/ios-19-cambio-radical-iphone.html> - Apple is preparing to launch iOS 19, a revolutionary update to be officially presented at WWDC 2025, aiming to transform the iPhone experience. This version integrates advanced artificial intelligence, enabling Siri to provide more precise and adaptive responses, automate tasks, and anticipate user needs. iOS 19 also includes enhanced tools for developers to create AI-based applications and intelligent battery management through machine learning, extending device lifespan. The system's interface will be modernised for greater cohesion with Apple's ecosystem, aligning with visionOS aesthetics and functionalities.
5. <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 optimisation. Despite delays in Apple Intelligence features, the company is expected to spotlight its plans and roadmap. Hardware announcements are less certain, but rumours 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.
6. <https://cincodias.elpais.com/smartlife/gadgets/2025-05-27/el-apple-homepod-llegara-en-2025-pero-mas-tarde-lo-que-esperabamos.html> - Apple plans to launch a new HomePod with a screen in 2025, though its presentation has been delayed more than expected. Originally speculated to be revealed during WWDC 2025, along with a security camera, reliable journalist Mark Gurman indicates that the smart speaker with a screen will be presented towards the end of the year, possibly in September alongside the iPhone 17 or in October, coinciding with new iPads and MacBooks. The device would combine smart speaker functions with a 6 to 7-inch LCD touchscreen, designed to control smart home devices, access security cameras, and utilise Apple Intelligence. While pricing details are still unknown, Apple aims to offer a more comprehensive and competitive product compared to alternatives like Amazon's Echo Show, intending to perform better in the market than the original HomePod, whose high price limited its success.
7. <https://as.com/meristation/mexico/apple-esta-en-problemas-en-la-carrera-de-la-inteligencia-artificial-n/> - Apple faces significant challenges in the AI race. Despite promising AI features at WWDC 2024, many technologies remain unavailable or function limitedly. The iPhone 16 Pro Max, marketed as a pioneer in AI, has left users dissatisfied due to technical issues and lack of promised functionalities. Additionally, feature releases have been gradual without live demonstrations, raising doubts about their effectiveness. The lack of AI advancements and a business model focused on hardware and services may put Apple at a disadvantage compared to competitors like Xiaomi, Honor, and Realme, who have made significant strides in this field. The future of Apple's AI strategy is uncertain, and the company could face major difficulties if it doesn't adapt and fulfil its promises.