

Inside AI



For June 10, 2024

Here's a look at today's AI briefing:

- 'Apple Intelligence' and ChatGPT are coming to iPhones, iPads, and Macs.
- Elon Musk threatens to ban Apple devices due to ChatGPT integration.
- Meta to train LLMs on EU social media posts.
- Italian AI startup iGenius seeks to raise \$698M.
- AI events and conferences.

Beth

[p/beth-duckett](#)

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Apple announced "[Apple Intelligence](#)" and a [partnership with OpenAI](#) to incorporate AI across iPhones, iPads, and Macs. AI took center stage during today's Apple [Worldwide Developers Conference](#).

More:

- "Apple Intelligence," the company's generative AI features within apps, is coming to the latest operating systems for iPhones, Macs, and iPads.
- All "Apple Intelligence" features use AI models developed by Apple.
- Most of the AI tasks will rely on on-device processing, while more complex ones will run through a "private" cloud system called [Private Cloud Compute](#), powered by Apple's server chips.
- Apple Intelligence is free and will arrive in the updated operating systems this fall. It will be available on the iPhone 15 Pro, iPhone 15 Pro Max, and iPad and Mac with M1 and later chips.

AI features:

- Apple's AI can manage notifications, summarize and rewrite text across apps, generate images, transcribe phone calls, and more.
- A [Safari Highlights](#) tool summarizes web pages, while "Math Notes" in the Calculator and Notes apps solve math problems using AI.

- Apple also announced a "[Genmoji](#)" feature that creates custom emojis based on text prompts, as well as an AI image generator called [Image Playground](#).
- A clean-up tool erases unwanted objects from photos, while AI enables a more natural search in photo libraries.
- Users will also [experience more natural interactions with Siri](#), which will be able to execute tasks in apps.
- Siri can retrieve info from messages, emails, calendar, photos, and third-party apps. Typing rather than speaking queries is also now an option.

OpenAI partnership:

- For more complex requests, [OpenAI](#) is bringing [ChatGPT](#) to Apple users.
- OpenAI will integrate [GPT-4o](#) into iOS 18, iPadOS 18, and macOS later this year.
- Users can directly connect with ChatGPT for free without a separate account.
- Siri will also [connect to ChatGPT to answer questions](#). The voice assistant will ask permission before sharing requests with OpenAI.



Elon Musk [threatened to ban](#) Apple devices at his companies if Apple integrates OpenAI into its operating systems. Musk, who cited privacy and security concerns, made the threat shortly after Apple [said](#) it's integrating ChatGPT across experiences in iOS, iPadOS, and macOS.

More:

- Musk called the OpenAI integration with Apple "an unacceptable security violation."
- He [said](#) that visitors to his companies would have to hand over Apple devices at the door, where they would be stored in a Faraday cage, which blocks electromagnetic fields.
- The Tesla CEO also [criticized Apple's generative AI](#) efforts, writing "It's patently absurd that Apple isn't smart enough to make their own AI, yet is somehow capable of ensuring that OpenAI will protect your security & privacy!"
- Musk's AI startup, xAI, [competes with OpenAI](#).

Zoom out:

- ChatGPT will be [integrated into iOS 18 with user permission](#), offering the same functionality as the ChatGPT app but with easier access.
- Apple stressed that its AI efforts [prioritize privacy](#) and combine on-device AI processing with a [private cloud compute](#).
- "Your data is never stored or made accessible to Apple," it said. OpenAI also said that "requests are not stored" by the company.



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Meta plans to use public social media posts from its European users [to train its large language models](#). Despite strict EU data privacy laws, Meta said it will use public posts from Facebook, Instagram, and WhatsApp to train its Llama models.

More:

- Since late May, Meta has sent over 2 billion in-app notifications and emails to Europeans explaining the plans.
- The company won't use private messages or posts from European users under 18 to train the LLMs.
- If Meta doesn't train AI on public European content, it won't effectively reflect regional languages, cultures, or trends, [Meta's Stefano Fratta](#) wrote in a blog post.
- Fratta noted that Google and OpenAI have already used European data to train AI.

Zoom out:

- Advocacy group NYOB (none of your business) recently [filed complaints](#) with 11 EU privacy watchdogs about Meta's AI training plans.
- NYOB argues EU privacy regulations require Meta to gain user consent for their data.
- Meta is allowing European users to [opt out](#) of the AI training.



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Italian generative AI startup iGenius [aims to raise €650M \(\\$698M\)](#) at a €1.7B (\$1.83B) valuation. With the valuation, iGenius becomes a unicorn startup, competing with France's Mistral AI and Germany's DeepL in the European AI space.

More:

- iGenius recently released "[Italia](#)," an open-source foundational LLM trained solely in Italian.
- To train Italia, iGenius partnered with Cineca, the largest Italian computing center.
- The first model, Italia 9B, features a 9-billion-parameter Transformer architecture.
- Italia can understand Italian linguistic and cultural nuances and has decades of knowledge in national and international history.



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AI Events and Conferences:

- [Apple WWDC](#): June 10-14, Cupertino, California and online.
- [The AI Summit London](#): June 12-13, London, U.K.
- [AI Hardware & Edge AI Summit](#): June 18-19, London, U.K.
- [Intelligent Automation Summit](#): June 23-25, Berlin, Germany.
- [2024 IEEE Conference on Artificial Intelligence](#): June 25-27, Singapore.
- [RADAR: AI Edition](#): June 26-27, Virtual.
- [Ai4 2024](#): Aug. 12-14, Las Vegas, Nevada.
- [Conversational AI Innovation Summit](#): Sept. 5-6, San Francisco.
- [Efficient Generative AI Summit](#): Sept. 9, San Jose, California.
- [AI Hardware & Edge Summit](#): Sept., 9-12, San Jose, California.
- [The AI Conference](#): Sept. 18-19, San Francisco.

- [World Summit AI](#): Oct. 9-10, Amsterdam, Netherlands.
- [AI Summit Seoul](#): Dec. 10-11, Seoul, South Korea.



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Quick Hits:

- Robinhood CEO Vlad Tenev is [leading funding for Harmonic](#), a startup developing "mathematical superintelligence."
- Tech trade group BSA-The Software Alliance is urging Congress to pass protections against the [misuse of AI digital replicas](#).
- Morgan Stanley [downgraded AMD's stock](#), citing "too high" of investor expectations for the AI business.
- Providence introduced a generative AI tool, Provaria, to [prioritize urgent patient messages](#) in healthcare.

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