

# Apple Intelligence Preview



## First Look

Apple Intelligence is the personal intelligence system that puts powerful generative models right at the core of your iPhone, iPad, and Mac. It draws on your personal context to give you intelligence that's most helpful and relevant for you, and is deeply integrated into system experiences and throughout the apps you rely on every day across iOS 18, iPadOS 18, and macOS Sequoia, all for free. And it's built with privacy from the ground up, protecting your information at every step.<sup>1</sup>

Apple Intelligence powers a host of features that are delightful, intuitive, and easy to use to enhance your creativity and productivity. Like Writing Tools so you can rewrite, proofread, and summarize text throughout the system and feel more confident in your writing; Image Playground so you can create totally original images to express yourself in everyday conversations from just a description or from photos and people in your library; and a major step forward to Siri, which has more capabilities than ever and uses Apple Intelligence's understanding of your personal context to give you assistance and help you take actions that are most relevant for you.

---

<b>Availability</b>	Apple Intelligence is free for users and will be available in beta as part of iOS 18, iPadOS 18, and macOS Sequoia this fall in U.S. English, with some features, additional languages, and platforms coming over the course of the next year. Apple Intelligence will be available on iPhone 15 Pro, iPhone 15 Pro Max, and iPad and Mac with M1 and later.
---------------------	--

---

## Capabilities

### Language

With its deep understanding of natural language, Apple Intelligence unlocks new ways to boost your productivity. From minimizing distracting notifications to helping you write and convey your ideas, it will make so many of your day-to-day tasks faster and easier.

### Images

Apple Intelligence powers new ways to create images that help you express yourself visually. You can create totally original images to make group chats with friends and family even more fun, and because Apple Intelligence understands the people in your photo library, you can personalize these images too.

### Action

Your apps can already help you do so many things, and Apple Intelligence understands the actions available to you across apps, enabling it to carry out tasks on your behalf. This puts the power of your apps within reach of your voice, so you can just describe what you want, and get results.

### Personal context

What's truly unique about Apple Intelligence is its deep understanding of the rich context across your device. It can index and organize your information across apps and understand what's on your screen to identify just the right data to best assist you in the moment.

## Architecture

### Generative models

Apple Intelligence includes highly-capable large language models (LLMs) that can process and reason over language, and diffusion models that can generate images. These are specialized for your everyday tasks, and adapt dynamically to your current activity.

### On-device processing

On-device processing is the cornerstone of Apple Intelligence. Generative models run locally, harnessing the power of the most advanced Apple silicon—the A17 Pro chip, the M-series of chips, and the systems around them. This delivers fast results and your information never needs to leave the device.

### On-device semantic index

Information from across your apps is organized into a semantic index kept on your device. Apple Intelligence can tap into this index to identify relevant personal data, and use it with the generative models so they have the personal context to best assist you.

### Private Cloud Compute

Private Cloud Compute allows Apple Intelligence to flex and scale its computational capacity, drawing on even larger, server-based models for more complex requests, without compromising your privacy. It runs on Apple silicon servers, and includes groundbreaking privacy protections that can be publicly verified by independent experts.

## Experiences



### Siri

With Apple Intelligence, Siri is becoming more natural, contextually relevant, and personal than ever. Siri has richer conversational capabilities and expansive product knowledge. A brand-new look and feel comes with the option to move fluidly between typing and speaking to Siri, and Siri's voices have been enhanced too. Over the course of the next year, Siri will understand what's on your screen, and gain insight into your personal context and the ability to take hundreds of actions in apps across the system, making it even more personal and more capable.



### Writing Tools

With just a tap or click, you can rewrite, proofread, and summarize text virtually anywhere you write. You can even use the open-ended field to create something entirely different.



### Image Playground

The new Image Playground experience lets you turn a thought, photo, or sketch into an entirely new, fun image in a set of unique styles across apps like Messages, Notes, Freeform, Pages, Keynote, and third-party apps. You can also experiment with creating images in a new Image Playground app.



### Genmoji

Genmoji opens up entirely new ways to communicate, letting users create a new emoji to match any moment, right from the keyboard. Just type what you want to create and see your new Genmoji appear. They can be used in-line as you type, or shared as Stickers and Tapbacks.



### Photos

Apple Intelligence makes it magical to create your very own memories. Now you can create a memory movie about the specific story you want to see. You can also search for almost anything in your photos and videos using natural language search, and remove background distractions in photos with the Clean Up tool.



### Mail

To help you manage your email, Apple Intelligence will surface your most urgent messages in the new Priority Messages section, and show you summaries across your inbox and within threads. Smart Reply can help you quickly respond to emails and move on.



### Messages

You can now get through your Messages even more quickly with summaries that show you the key points of a thread and Smart Reply to help you craft your response.

### Notifications

See the most important notifications come to the top of your list with Priority Notifications, and summarized notifications help you get the gist both on screen and when announced via audio.



### Focus

The new Reduce Interruptions Focus understands the content of your notifications to surface only the most urgent notifications for you.



### Notes

Complement your note-taking with related visuals by using the new Image Wand to create images. Select a sketch, or even empty space to create a new image that draws from the context of your note. Also, you can now record and transcribe audio, and Apple Intelligence will automatically generate a summary for you.



### Phone

Record and transcribe live calls directly from the Phone app.<sup>2</sup> Apple Intelligence automatically generates a summary, so you can get to the most important information at a glance. Participants in your call are notified before any recording begins.

### ChatGPT integration

Apple is integrating ChatGPT from OpenAI into experiences within iOS 18, iPadOS 18, and macOS Sequoia. Within Siri and Writing Tools, you can draw on its broad world knowledge and expertise without needing to jump between tools. You control when ChatGPT is used and will be asked before any of your information is shared.

Features are subject to change. Some features, applications, and services may not be available in all regions or all languages. <sup>1</sup>Apple Intelligence will be available in beta on iPhone 15 Pro, iPhone 15 Pro Max, and iPad and Mac with M1 and later, with Siri and device language set to U.S. English, as part of iOS 18, iPadOS 18, and macOS Sequoia this fall. Some features, additional languages, and platforms will be coming over the course of the next year. <sup>2</sup>Transcription will be available in English (U.S., UK, Australia, Canada, India, Ireland, New Zealand, Singapore), Spanish (U.S., Mexico, Spain), French (France), German (Germany), Japanese (Japan), Mandarin Chinese (China mainland, Taiwan), Cantonese (China mainland, Hong Kong), and Portuguese (Brazil).

For informational purposes only. Not for customer use.

© 2024 Apple Inc. All rights reserved. Product and company names mentioned herein may be trademarks of their respective companies. Product specifications are subject to change without notice. June 2024