

Apple is reported to be developing its own large language model (LLM) to power on-device generative artificial intelligence (AI) features for its new iPhone series.

It is possible that Apple's AI model will run entirely on-device, according to Bloomberg.

Without necessitating internet connectivity, it essentially means Apple's inaugural AI features would work offline.

To offer new AI capabilities, Apple will leverage the Neural Processing Unit (NPU) of the Apple Silicon that powers its iPhones, according to Business Standard.

But it is also likely that Apple's AI tools may be slightly less powerful and knowledgeable. This is a shortcoming that the company could fill by teaming up with the likes of Google and Microsoft-backed OpenAI.

Features offered by such third-party service providers could be processed on the cloud, unlike Apple's proprietary AI tools.

Bloomberg earlier reported that the Cupertino-based giant has been in contact with multiple companies, including Google, Microsoft-backed Open AI, and China's Baidu for a potential partnership to bring AI tools and features to Apple's next-generation operating system.

Apple is also planning on taking a slightly different approach to marketing its upcoming AI features, according to the report.

From June 10 through June 14, Apple is set to host its Worldwide Developers Conference (WWDC), where it will be unveiling the next-generation iOS, iPadOS, macOS, and other platforms.