Apple is reportedly increasing talks with OpenAI to help bring generative AI features to the iPhone despite continuous discussions with Google.

The report was revealed via Bloomberg's Mark Gurman, who noted that Apple has "renewed discussions with OpenAI about using the startup's technology to power some new features coming to the iPhone later this year."

Earlier this year, a discussion between the two companies took place but things had turned quieter, according to Gurman. This occurred while Apple and Google continued to discuss the licensing of Gemini, the Google's chatbot, for use on the iPhone.

Gurman confirms that the discussion could lead to nothing while Apple was found authenticating deals with both OpenAI and Google, according to iMore.

However, a bunch of AI-focused features are anticipated to be offered by iOS 18 as headline additions to the iPhone's operating system. Additionally, multiple reports have indicated that whichever company Apple collaborates with will work to make available a chatbot-style interface.

Alongside OpenAI, the makers of ChatGPT, AI startup Anthropic of the Claude 3 chatbot, have also been involved in talks to some extent, as per Gurman.

The current curiosity is whether the iPhone 16 will experience the debut of new generative AI features that make use of the A18 chip as Apple initiates pivoting hardware to help on-device execution of AI tasks.