

Apple is reportedly on the hunt for a big tech partner to integrate artificial intelligence into its iPhones, Engadget reported.

As per reports, Apple is in talks with Sam Altman's OpenAI to bring generative AI technologies into iOS.

However, OpenAI is not the only company Apple is in talks with. The Cupertino-based company is also engaged in negotiations with Google to license Gemini for iOS 18.

According to Bloomberg, Apple could end up signing a contract with both for their AI technology.

The iPhone company is also building its own language models to power some iOS 18 features.

So far, Apple has been quiet about its AI efforts, even as the rest of Silicon Valley has descended into an arms race. But it has been dropping hints for some time now, indicating that something major is going to happen.

During a company meeting in February, chief executive Tim Cook said that Apple was continuing to work and invest in artificial intelligence and was "excited to share the details of our ongoing work in that space later this year".

He claimed that the newly launched MacBook was the "world's best consumer laptop for AI" in addition to announcing that Apple will soon launch AI-centric laptops and desktops later this year.