

Microsoft's CEO called China's DeepSeek a "new benchmark" for the company's success in AI.

He emphasized that this project, created by the efforts of just 200 people, demonstrated how fundamental research can quickly turn into a commercially successful product—their AI model R1 topped the App Store.

Microsoft has already deployed R1 on Azure Cloud and is currently investing \$80 billion in the development of AI and data centers. However, top executives point out that it's not just about investing but also learning to work faster and more efficiently—like the DeepSeek teams.

Additionally, Microsoft introduced its own Muse model for gaming and confirmed that Copilot will receive improvements in the coming months.

Among the challenges is the growth in resource consumption, which hinders the company's goals of achieving carbon neutrality by 2030. However, leadership is confident that with AI, Microsoft will still be able to "surprise the world" within five years.