

Apple began promoting the Clean Up function – an artificial intelligence tool that allows you to remove objects from photos.

However, it was precisely the possibility of Google in 2021 called Magic Eraser on Pixel 6 smartphones. Then users could circle extra objects in the pictures, and the algorithm removed them with a realistic background.

Now Apple demonstrates a similar function in the iPhone 16 advertising. In the video, a man washed with a photo of a home cat named Garrett, and then returns him so as not to upset his wife.

Everything works on the basis of Apple Intelligence – available only on the iPhone 15 Pro, 15 Pro Max and the entire iPhone 16 line.

To activate the function, open a photo, click “edit”, turn on the auto processing and select “Clean Up”. The user can circle an excess element and AI will remove it.

Apple also borrowed from Pixel the Hold For Me function, which allows you not to listen to the “waiting music” during calls. In iOS 26, it will be called Hold Assist.