

Apple began the development of improved answers for Siri

According to the Bloomberg insider, Mark Gurman, Apple is working on the question-answer system “answers, knowledge and information” to improve the interaction of users with AI Assistant Siri.

Developers strive to improve the voice interface for interaction with Siri and increase the ability of the system to answer questions of various complexity, but primarily to simple ones. The company is developing a system that can look for accurate answers on the Internet.

Apple also considers the possibility of creating a separate chatbot and a new server infrastructure to expand the search capabilities. The head of the company Tim Cook is sure that Apple can become a leader in the field of artificial intelligence, as she did with MP3 players and smartphones. He spoke about this at a corporate meeting.

According to Gurman, Apple is ready for strategic acquisitions to accelerate the development of AI. For example, Vendor became interested in the purchase of Perplexity AI, but an too high rating of the search and system, at \$ 18 billion, makes it unlikely.