

Google released the advertising teaser of her new Pixel 10 smartphone, hinting at the current difficulties of its main competitor, Apple, in the development and implementation of AI. It is reported by The Verge.

The Pixel 10 presentation is scheduled for August 20, and in the commercial, the emphasis is on the support of the latest technology AI. The video emphasizes that the Pixel 10 is ideal for users seeking innovation and waiting for the implementation of functions, which, in their opinion, should have been available a year ago.

Observers indicated that Google clearly hinted at delays in the development and implementation of AI in Apple. In October 2024, Apple introduced the iPhone 16, equipped with AI support, but the full operation of the neural network on smartphones began only in early 2025 and was limited to certain geographical regions. The global launch of the Apple Intelligence system was never implemented, despite the promises of the vendor.