



APPLE INTELLIGENCE UNLEASHED

AGENDA

Introduction

Writing Tools

Genmoji

Siri App Intents (Indexed Entity)

Transferable Entity

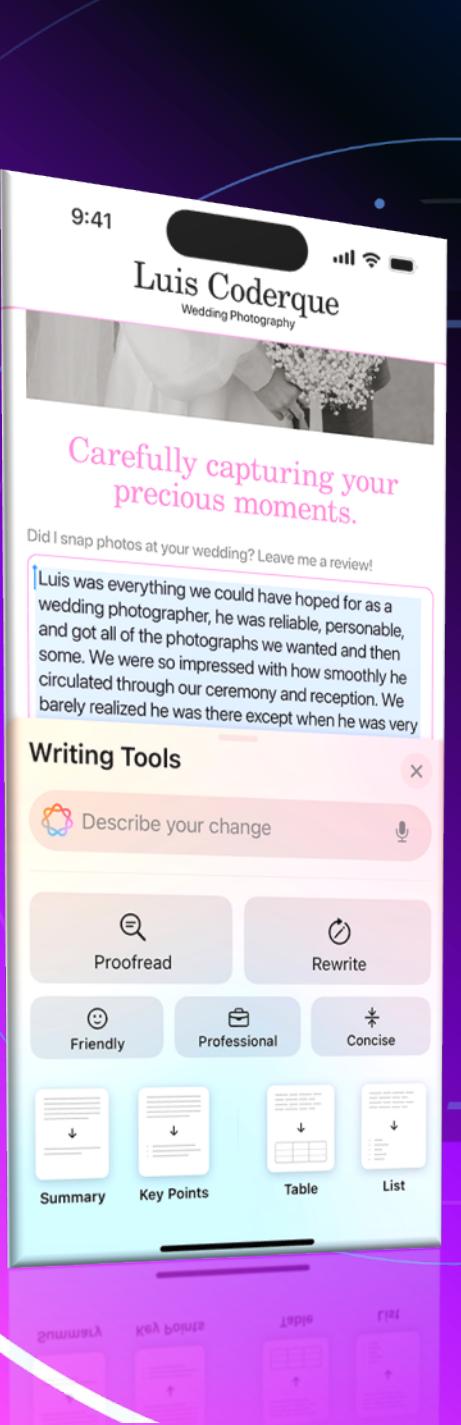
Takeaways

INTRODUCTION

WRITING TOOLS
LLM POWERED

USER CENTRIC FEATURES

- Rephrase text
- Rephrase with Rich Text Formatting
- LLM powered Auto Completion
- Generate Text Summary
- Security & Privacy



DEVELOPER NOTES

- Enable / Disable for specific TextField / Textview
- Enable partially using NSRange
- Callbacks when rephrasing has started & completed
- Enable / Disable Rich Text Formatting with rephrasing

Use cases

- Email & Chat Apps
- Word
- Inshorts
- Medium

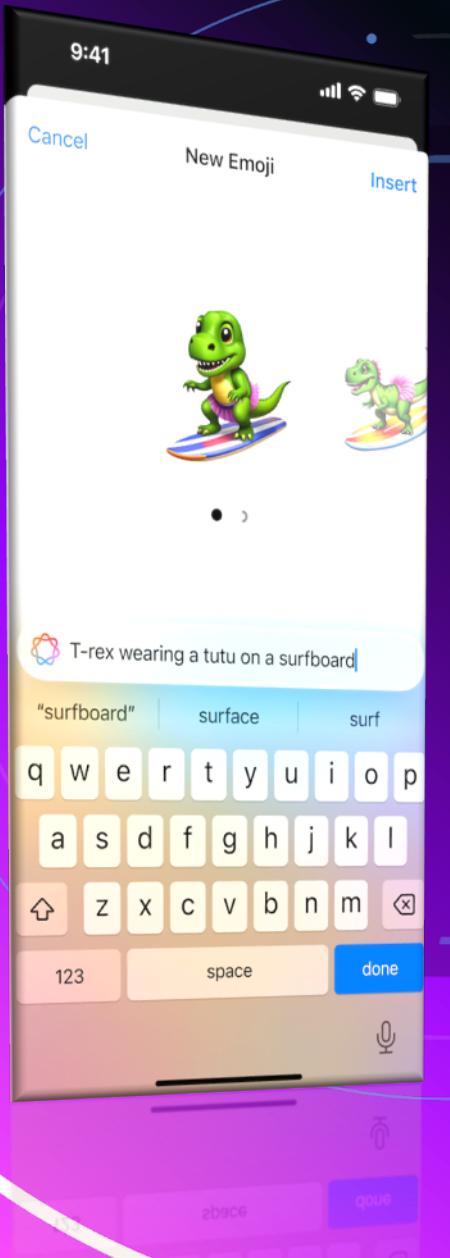


GENMOJI

GEN AI CV

USER CENTRIC FEATURES

- Generate Custom Emoji from Text
- Send Genemoji as Sticker
- Security & Privacy



DEVELOPER NOTES

- Enable / Disable for specific TextField / Textview
- Supports as Notification Text
- Not a Unicode character
- Can be replaced with ALT text for non-supported platforms
- Can be referenced by its identifier

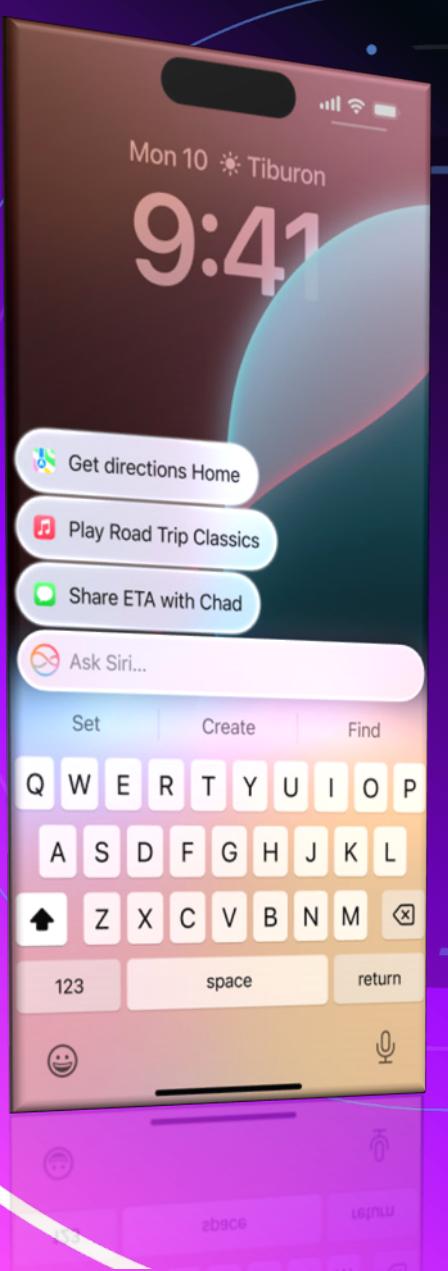
Use cases

- Gmail
- Stickerly
- Instagram
- Avatartoon
- Apps with Rich Notifications



SIRI APP INTENTS

LAM



USER CENTRIC FEATURES

- Context aware conversation (about screen and conversation)
- Siri to Perform action within an App
- In App Search
- Security & Privacy

DEVELOPER NOTES

- App Intent Domains , API announced
- Introduced 12 new domains
- Create Assistance Intent & Entities
- Search Intent to power Siri Search

Use cases

- Cred
- Fitbit
- Swiggy
- Ecommerce Apps



TRANSFERABLE ENTITY

USER CENTRIC FEATURES



Export an App's data into generic format

Import other App's data for automation

Enable Siri to perform tasks for you

Shortcut app can include apps for workflow

DEVELOPER NOTES

- Transferable entity to transform data in allowed format
- Dev can specify supported entities for import
- Files can also be imported

Use cases

- Trello
- Files
- Canva
- Scanner





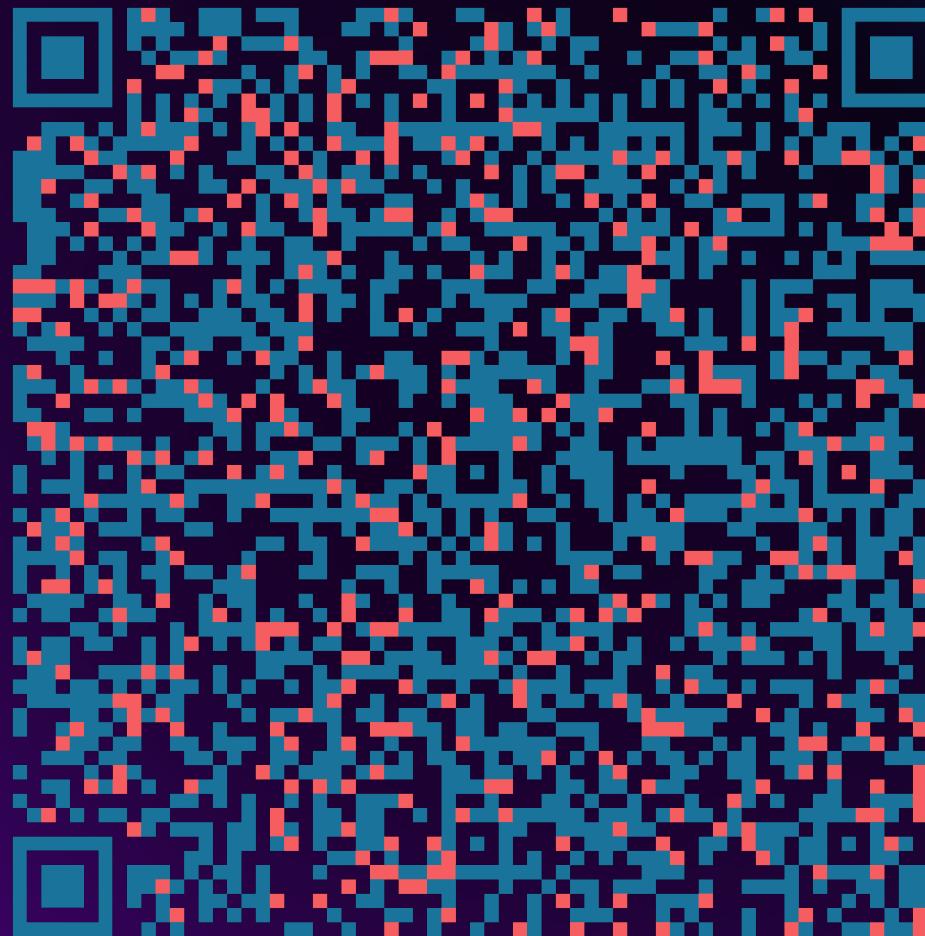
TAKEAWAYS

Adopt Shortcuts

Improve Indexing

Simplify Siri Intents

THANKS



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