Big Tech AI Announcements

Apple – seem to focus on iphone user experience and ease;  Apple Intelligence, with features such as AI-powered Writing Tools, photo Memories, Image Playground, and a smarter, more integrated Siri. Individual user/consumer uses.

September 9, 2024 - [Apple Intelligence comes to iPhone, iPad, and Mac starting next month - Apple](https://www.apple.com/newsroom/2024/09/apple-intelligence-comes-to-iphone-ipad-and-mac-starting-next-month/)

October 15, 2024 - [Apple Stock Is on the Cusp of a Record High. The iPhone Outlook Might Be Shifting. (msn.com)](https://www.msn.com/en-us/money/topstocks/apple-stock-is-on-the-cusp-of-a-record-high-the-iphone-outlook-might-be-shifting/ar-AA1sk6DW?ocid=BingNewsSerp)

Google – seem to focus on writing communications and verbal interactions/translations, research, big business uses

[Why we focus on AI – Google AI](https://ai.google/why-ai/)

[Making AI helpful for everyone - Google AI – Google AI](https://ai.google/)

October 8, 2024 - [7 Google AI announcements from September (blog.google)](https://blog.google/technology/ai/google-ai-updates-september/)

Microsoft – seem to focus on healthcare

[Microsoft AI Blogs | Artificial Intelligence News and Updates](https://www.microsoft.com/en-us/ai/blog/)

March 4, 2022 - [Microsoft completes acquisition of Nuance, ushering in new era of outcomes-based AI - Stories](https://news.microsoft.com/2022/03/04/microsoft-completes-acquisition-of-nuance-ushering-in-new-era-of-outcomes-based-ai/)

February 7, 2019 - [Microsoft service helps healthcare organizations develop and deploy virtual health assistants - Source](https://news.microsoft.com/source/features/innovation/microsoft-healthcare-bot-service/)

Meta/Facebook – seem to focus on chat communications, language translations, movie/blog creation

[AI at Meta Blog](https://ai.meta.com/blog/?page=1)

October 4, 2024 - [How Meta Movie Gen could usher in a new AI-enabled era for content creators](https://ai.meta.com/blog/movie-gen-media-foundation-models-generative-ai-video/)