

UPDATE

04 November 2025

Apple Intelligence features are now available in traditional Chinese



Apple Intelligence features are now available in eight new languages, including traditional Chinese, across iPhone, iPad, and Mac.



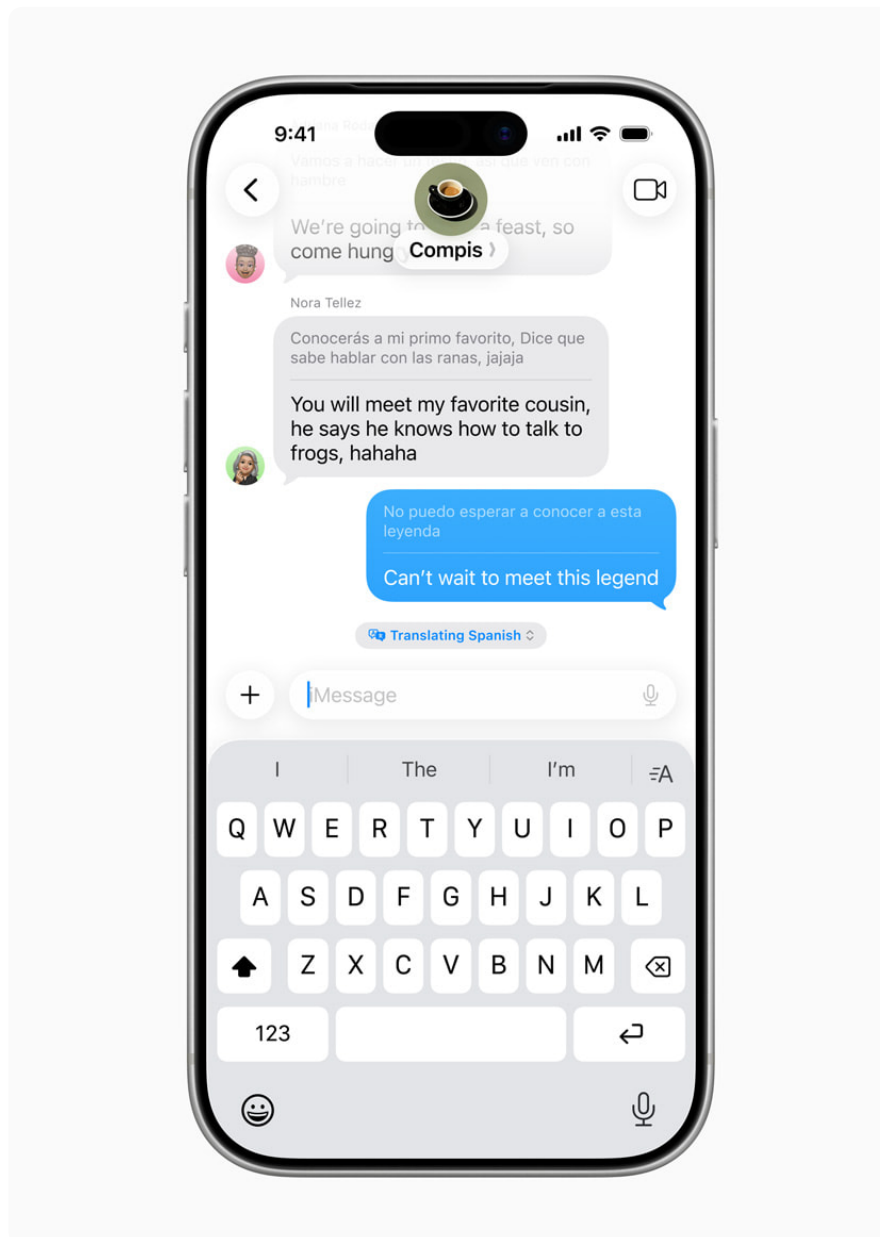
Today, Apple Intelligence expands to more users around the world with support for eight new languages, including traditional Chinese. Apple Intelligence delivers deeply integrated AI features — like Live Translation, visual intelligence, Writing Tools, image generation tools, Clean Up in Photos and more — across iPhone, iPad, and Mac, right where users need them.¹

Apple Intelligence marks an extraordinary step forward for privacy in AI. It starts with on-device processing, meaning that many of the models that power Apple Intelligence run entirely on the device. For requests that require access to larger models, Private Cloud Compute extends the privacy and security of iPhone into the cloud to unlock even more intelligence.

Break Down Language Barriers with Live Translation

Live Translation helps users communicate across select languages. The feature

is seamlessly integrated into Messages, FaceTime, and Phone.² Users can also access it with AirPods Pro 3 to translate in-person conversations, which is enabled by Apple Intelligence on iPhone.³ Live Translation protects users' privacy with on-device processing, so personal conversations stay personal.



Live Translation breaks down language barriers by allowing users to translate conversations across Messages, FaceTime, iPhone, and AirPods.



Learn More and Take Action with Visual Intelligence

Visual intelligence, which builds on Apple Intelligence, helps users learn about objects and places around them, as well as do more with the content on their iPhone screen.⁴ Users can tap into visual intelligence for their surroundings through Camera Control, the Action button, and in Control Center. For content on their screen, users can press the same buttons they use to take a screenshot to access visual intelligence.



Visual intelligence helps users learn about objects and places around them, as well as do more with the content on their iPhone screen. ↓

Proofread, Rewrite, and Summarize Text with Writing Tools

Writing Tools use the power of large language models to help users refine their work by rewriting, proofreading, and summarizing text virtually anywhere they type, including Mail, Messages, Notes, Pages, and third-party apps. And with Describe Your Change, users have even more flexibility and control to make their writing sound more expressive, such as adding more dynamic action words to their resume, rewriting a dinner party invitation in the form of a poem, and more.

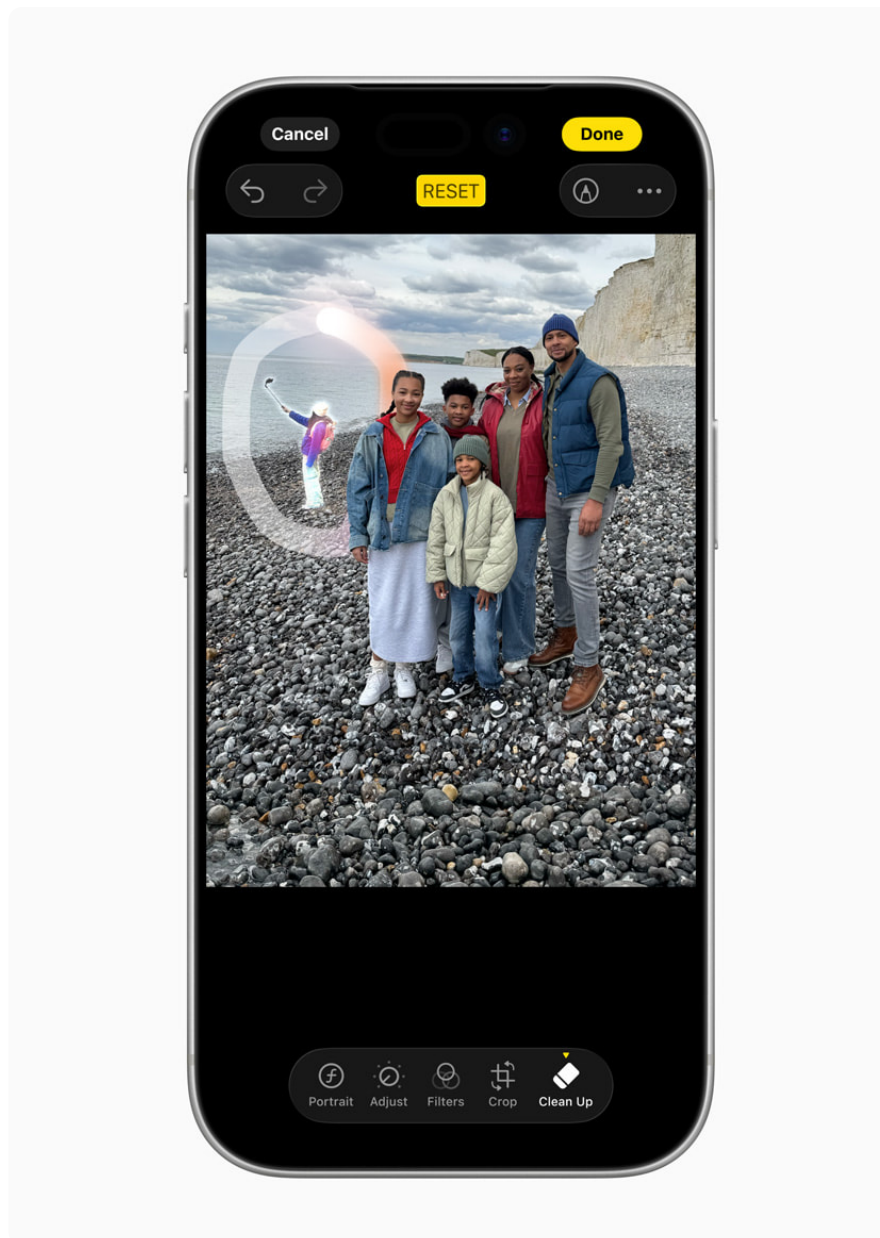


With Writing Tools, users can refine what they've written virtually anywhere they type, with options like Rewrite, Proofread, and Summarize.



Clean Up Photos and Relive Moments with a Smarter Photos App

Natural language search gives users the ability to search for just about anything in their photos and videos by simply describing what they are looking for, such as “Maya dancing in a red dress.” And for those times when an unwanted object or person ends up in a photo, the Clean Up tool gives users a way to remove distracting elements while staying true to the moment as they intended to capture it.



Clean Up helps users edit a photo to remove distractions in the background while staying true to the moment.



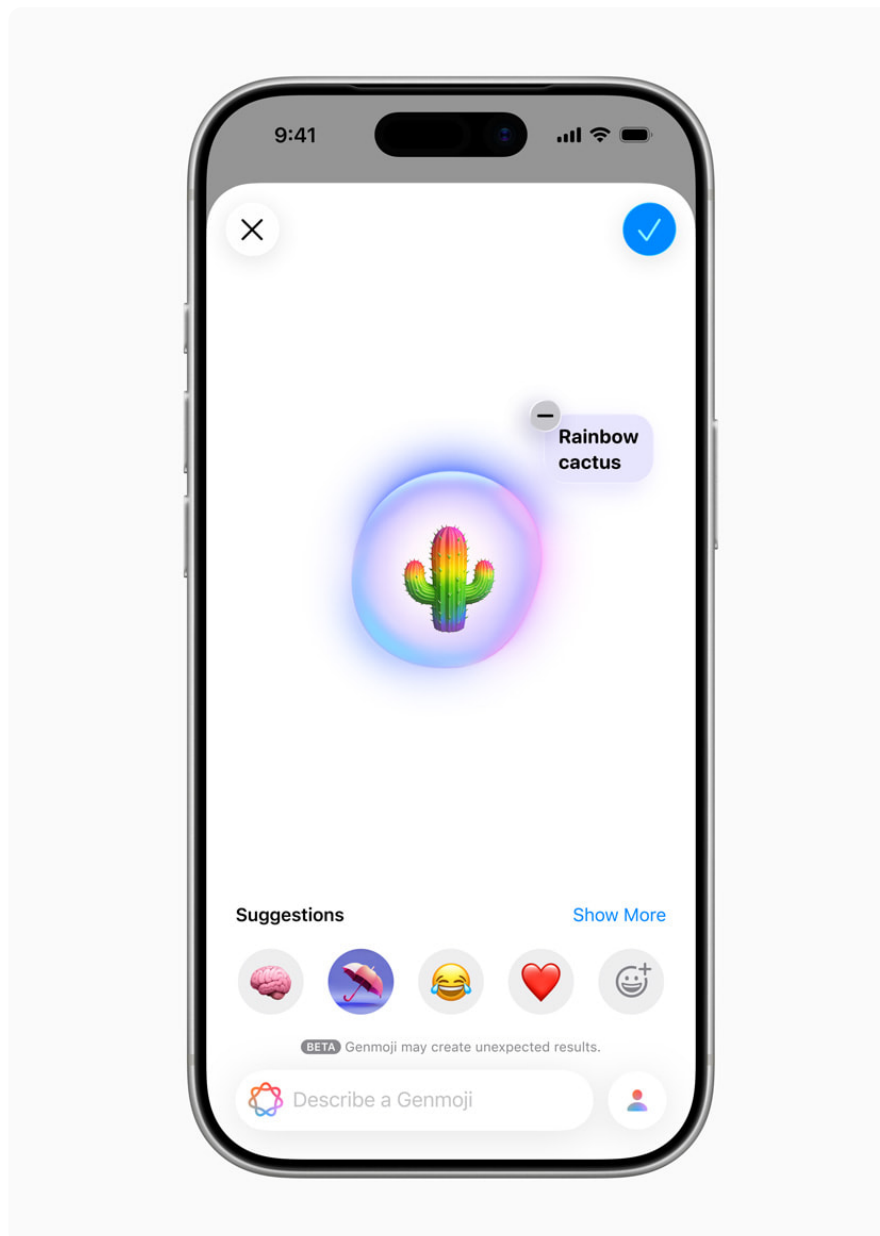
Design Fun, Original Images with Image Playground

Image Playground allows users to easily create fun and unique images, with concepts like themes, costumes, accessories, and places. Users can add their own text descriptions, and can even create images in the likeness of a family member or friend using photos from their photo library. Image Playground generates images in distinct styles, including a modern, 3D-animated look; an illustration; or sketch.

Create Genmoji to Fit Any Moment

Users can create their own unique emoji with the power of Apple Intelligence, making conversations with family and friends more fun and playful. Users can type a description to create an emoji. They can also mix together multiple emoji, or combine emoji and text to create something entirely new. With images from their photo library, users can take Genmoji even further by creating one that is inspired by a friend or family member. And similar to Image Playground, users can also change expressions or modify personal attributes to match their contact's

latest look.

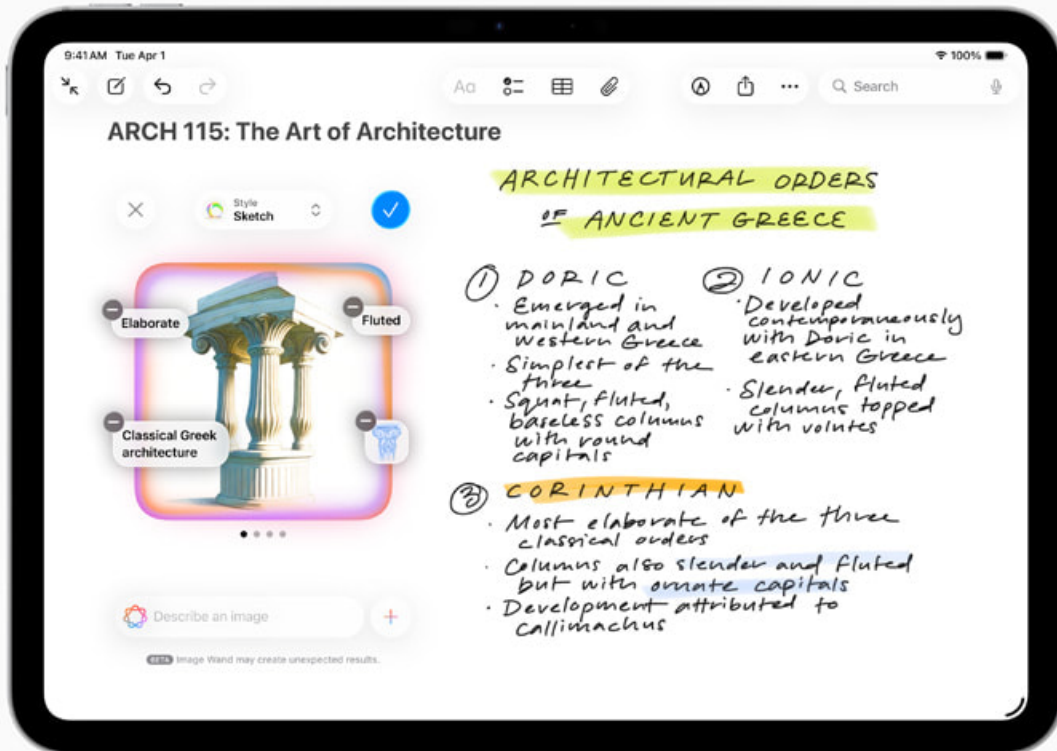


Users can create their own unique emoji with Genmoji, making conversations with family and friends more fun and playful.



Take Notes to the Next Level with Image Wand

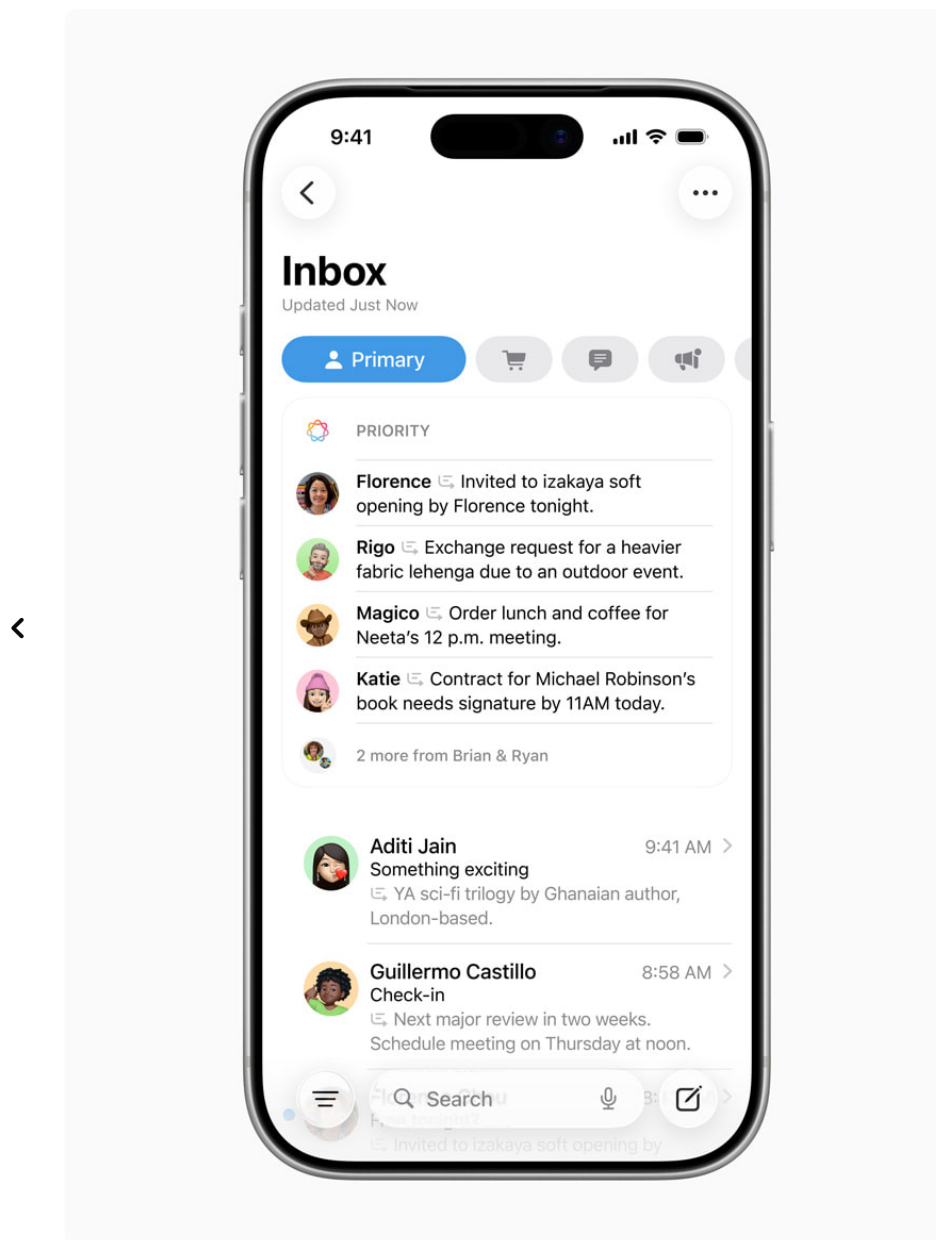
With Image Wand in the tool palette, users can quickly create images in the Notes app using the written or visual context already captured within a note. Image Wand transforms a rough sketch into a polished image by simply circling it. Users can even circle empty space within a note, and Image Wand will gather context from the surrounding area to create a relevant image that complements the note and makes it more visual.



With Image Wand in the tool palette, users can quickly create images in their note using the written or visual context already captured within the note.

Prioritize and Stay Focused

Priority Messages in Mail show the most urgent emails at the top of the inbox. Users can see summaries without needing to open a message, and for long threads, they can tap Summarize to view pertinent details. Additionally, Smart Reply provides suggestions for a quick response, and notification summaries allow users to quickly scan notifications right on the Lock Screen. Priority Notifications help users stay on top of time-sensitive communications, and a new Reduce Interruptions Focus mode surfaces only the notifications that might need immediate attention. In the Notes and Phone apps, users can now record, transcribe, and summarize audio.

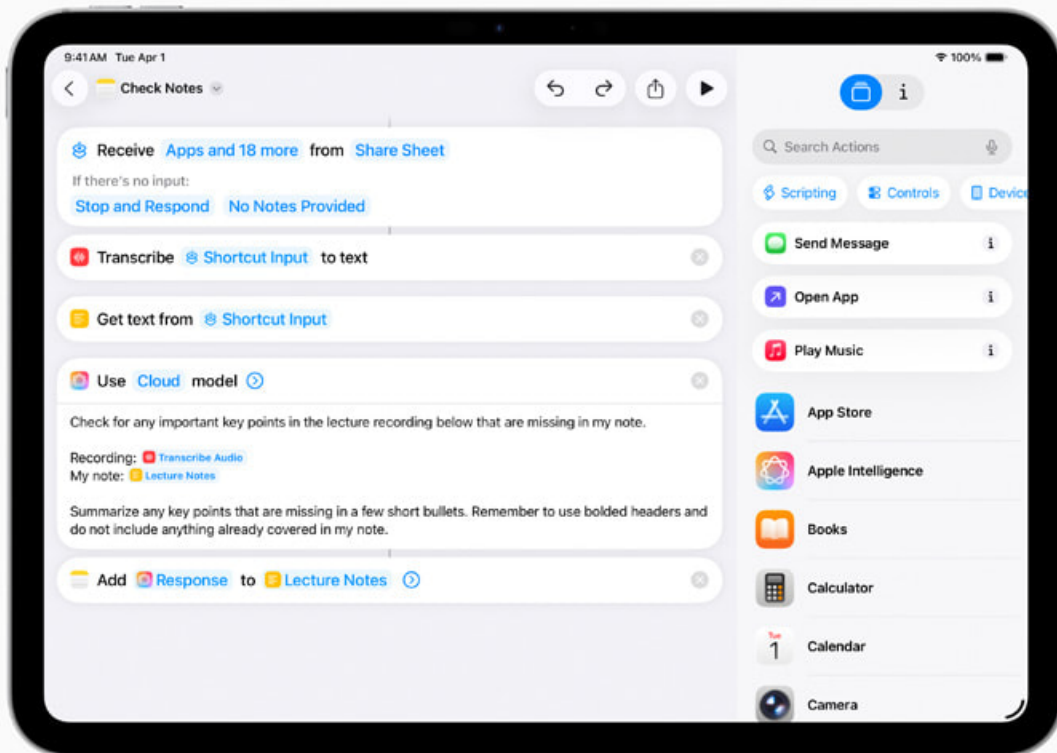


Priority Messages in Mail elevate a user's most urgent emails in a new section at the top of the inbox.



Build Intelligent Shortcuts

Users can take advantage of intelligent actions in the Shortcuts app to create automations, like summarizing text with Writing Tools or creating images with Image Playground. Users can tap into Apple Intelligence models, either on device or with Private Cloud Compute, to generate responses that feed into the rest of their shortcut while maintaining the privacy of information used in the shortcut.



With Apple Intelligence, Shortcuts users can take advantage of intelligent actions to create all-new automations.



Get More Done with a More Natural and Conversational Siri

With the power of Apple Intelligence, Siri becomes more natural, flexible, and deeply integrated into the system experience. Users can type to Siri at any time on iPhone, iPad, and Mac, and can switch fluidly between text and voice as they use Siri. With richer language-understanding capabilities, Siri can follow along when users stumble over their words and maintain context from one request to the next. In addition, with extensive product knowledge, Siri can now answer thousands of questions about the features and settings of Apple products.


Unlocking New Intelligent Experiences Within Third-Party Apps

Developers can tap into the on-device large language model at the core of Apple Intelligence, providing intelligence that is available offline and protects user privacy, using AI inference that is free of cost to developers. Apps around the world spanning from health and fitness, to education and productivity, are already taking advantage of the Foundation Models framework.


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1. Apple Intelligence is available in beta with support for these languages: English, Danish, Dutch, French, German, Italian, Norwegian, Portuguese, Spanish, Swedish, Turkish, Vietnamese, Chinese (simplified), Chinese (traditional), Japanese, and Korean. Some features may not be available in all regions or languages. For feature and language availability and system requirements, see support.apple.com/en-hk/121115.
2. Live Translation in Messages supports English (U.S., UK), Dutch, French (France), German, Italian, Japanese, Korean, Portuguese (Brazil), Spanish (Spain), Chinese (simplified), Chinese (traditional), Turkish, and Vietnamese. Live Translation in Phone and FaceTime supports English (U.S., UK), French (France), German, Italian, Japanese, Korean, Portuguese (Brazil), Spanish (Spain), Chinese (Mandarin, simplified), and Chinese (Mandarin, traditional).
3. Live Translation with AirPods works on AirPods 4 with Active Noise Cancellation or AirPods Pro 2 and later with the latest firmware when paired with an Apple Intelligence-enabled iPhone, and supports English (U.S., UK), French (France), German, Italian, Japanese, Korean, Portuguese (Brazil), Spanish (Spain), Chinese (Mandarin, simplified), and Chinese (Mandarin, traditional).
4. Visual intelligence is available on any Apple Intelligence-enabled iPhone. Some capabilities may not be available in all languages and regions. For more details, see support.apple.com/en-hk/121115#visual-intelligence.

Press Contacts

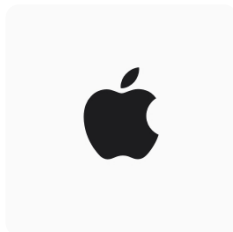
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