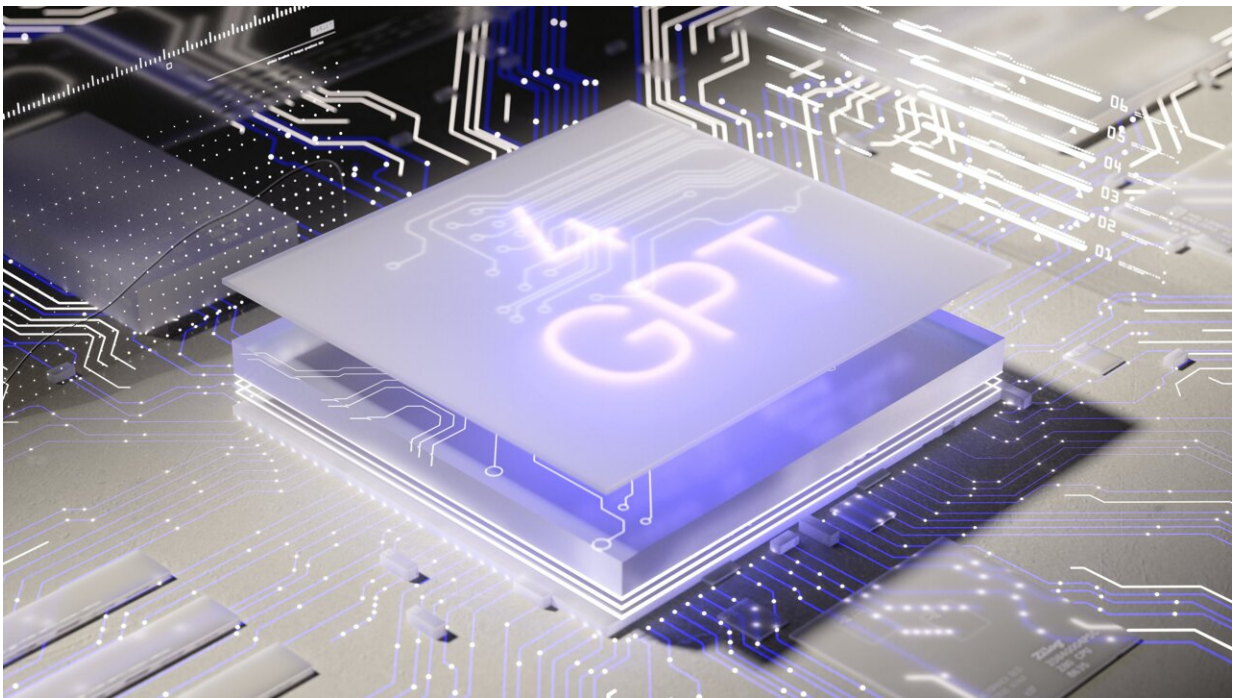


OpenAI turning to designer Jony Ive for 'AI iPhone': report

September 28 2023



Credit: Unsplash/CC0 Public Domain

Apple's former lead designer Jony Ive is in talks to team up with ChatGPT creator OpenAI to create an "iPhone of Artificial Intelligence," the Financial Times reported on Thursday.

Citing three unnamed sources, the report said OpenAI CEO Sam Altman had turned to Ive's company LoveFrom to develop what would be the

ChatGPT creator's first consumer device.

The [project](#) would be financed with an investment of \$1 billion by Japanese conglomerate Softbank, with its chip design company Arm playing a key role.

Talks to develop the project were said to be serious, but that the process of narrowing down a specific product remained at an early stage "with many different ideas on the table," the [report](#) said.

The sources said it could still take months for the venture to be officially agreed and that any product would take years to reach the market.

Ive served as the chief design officer at Apple from 1997 to 2019, playing a key role in the design of some of Apple's most iconic products, including the iPhone and MacBook.

© 2023 AFP

Citation: OpenAI turning to designer Jony Ive for 'AI iPhone': report (2023, September 28) retrieved 2 May 2024 from <https://techxplore.com/news/2023-09-openai-jony-ive-ai-iphone.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.