

# Apple buys AI startup Turi for about \$200 mn

*Artificial intelligence supports Siri, product development*

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**San Francisco:** Apple Inc. acquired Turi Inc., a startup specialising in artificial intelligence, for about \$200 million, according to two people familiar with the situation, in the latest deal by the iPhone maker to accumulate advanced computing capabilities for its products and services. Turi helps developers create and manage software and services that use a form of AI called machine learning, according to the Seattle-based startup's website.

Apple could use this to more rapidly integrate the technology with future products. Apple's move Friday is part of a broader battle among Google, Facebook Inc. and Amazon.com Inc. to gain an edge in AI, particularly in the field known as pervasive computing, where software tries to automatically infer what people want, one of the people said. Turi's technology could feed into Apple's Siri digital assistant, the person added, and help define new ways computers interact with people. Turi also has sys-



tems for allowing companies to build recommendation engines, detect fraud, analyse customer usage patterns and better target potential users, according to its website.

Apple didn't immediately respond to a request for comment. Geek Wire earlier reported the acquisition. Formerly known as Dato, Turi

raised more than \$25 million from venture capital investors including New Enterprise Associates and

Madrona Venture Group, according to Crunch Base. Turi couldn't be reached for comment on the deal. Apple has purchased multiple firms over the past couple of years that specialize in artificial intelligence. The company has also begun to integrate these technologies into products such as its iPhone software and Siri.

—Bloomberg

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