

A large, glowing circular logo with a blue center and a multi-colored ring of light. The text "WWDC26" is centered within the blue circle.

WWDC26

EVERYTHING THAT MATTERS
FROM APPLE'S WWDC26

For several years, Apple has found itself in an unfamiliar position. Long regarded as the company that defined the future of consumer technology, it has instead appeared to be reacting to developments elsewhere, particularly in artificial intelligence. While competitors have rushed ahead with increasingly sophisticated AI assistants and generative tools, Apple's own Apple Intelligence platform has often felt tentative and incomplete. At this year's Worldwide Developers Conference, however, the company attempted to change that narrative.

The centrepiece of Apple's announcement was Siri AI, a complete reimagining of its digital assistant and, arguably, the company's most significant AI initiative to date. According to Apple, Siri AI represents a fundamental shift in how users interact with their devices. Deeply integrated across the iPhone, iPad, Mac, Apple Watch and Apple Vision Pro, the new assistant is designed to understand personal context, search across messages, emails and photographs, perform actions across applications, and answer questions using both on-device information and up-to-date knowledge from the web.

The ambition is clear. Apple is no longer presenting Siri as a voice-controlled utility for setting timers or checking the weather. Instead, it is positioning the assistant as an intelligent intermediary capable

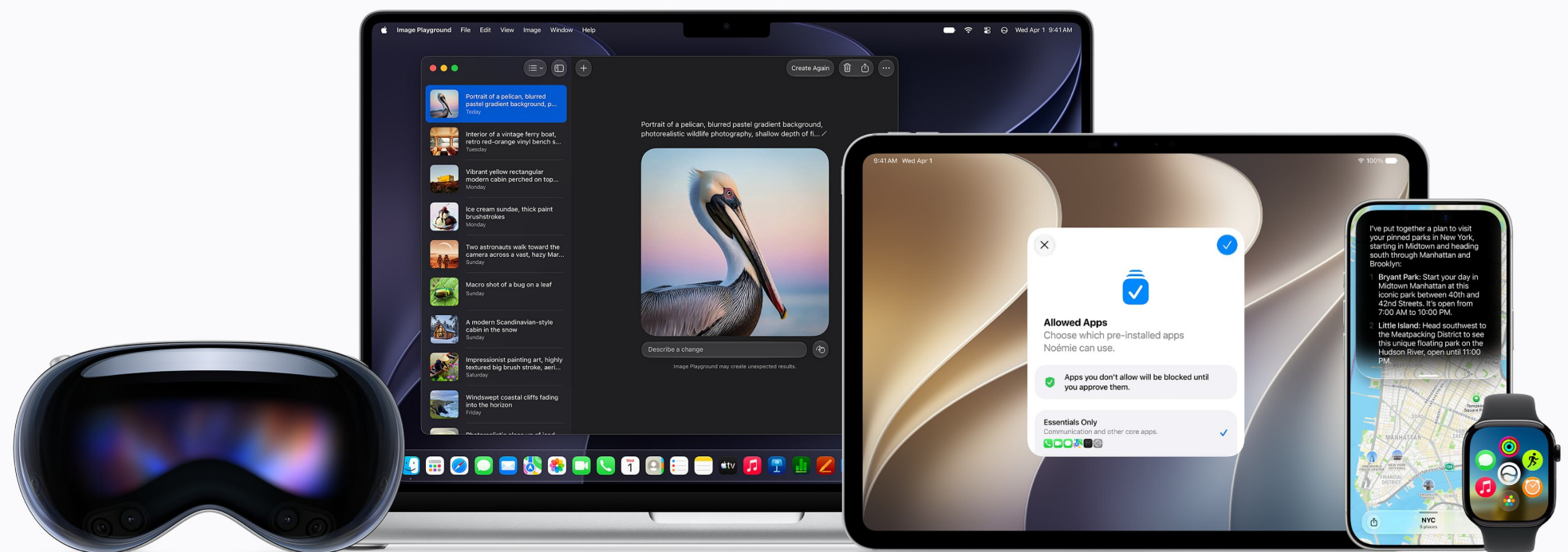
of understanding what users are doing, what they need and how to help them accomplish tasks across the entire Apple ecosystem. A dedicated Siri application will allow users to manage ongoing conversations, revisit previous interactions and seamlessly continue discussions across devices through private iCloud synchronisation.

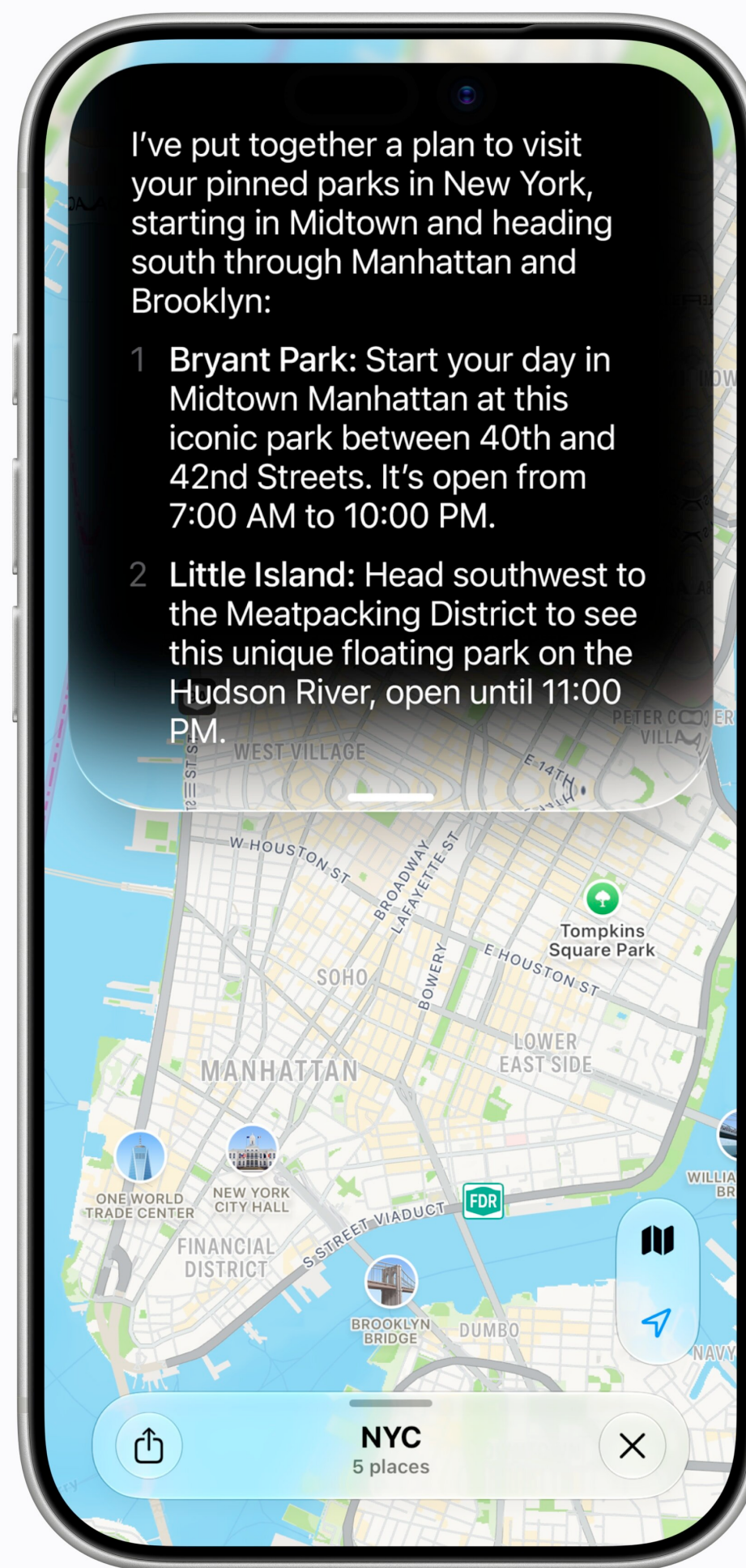
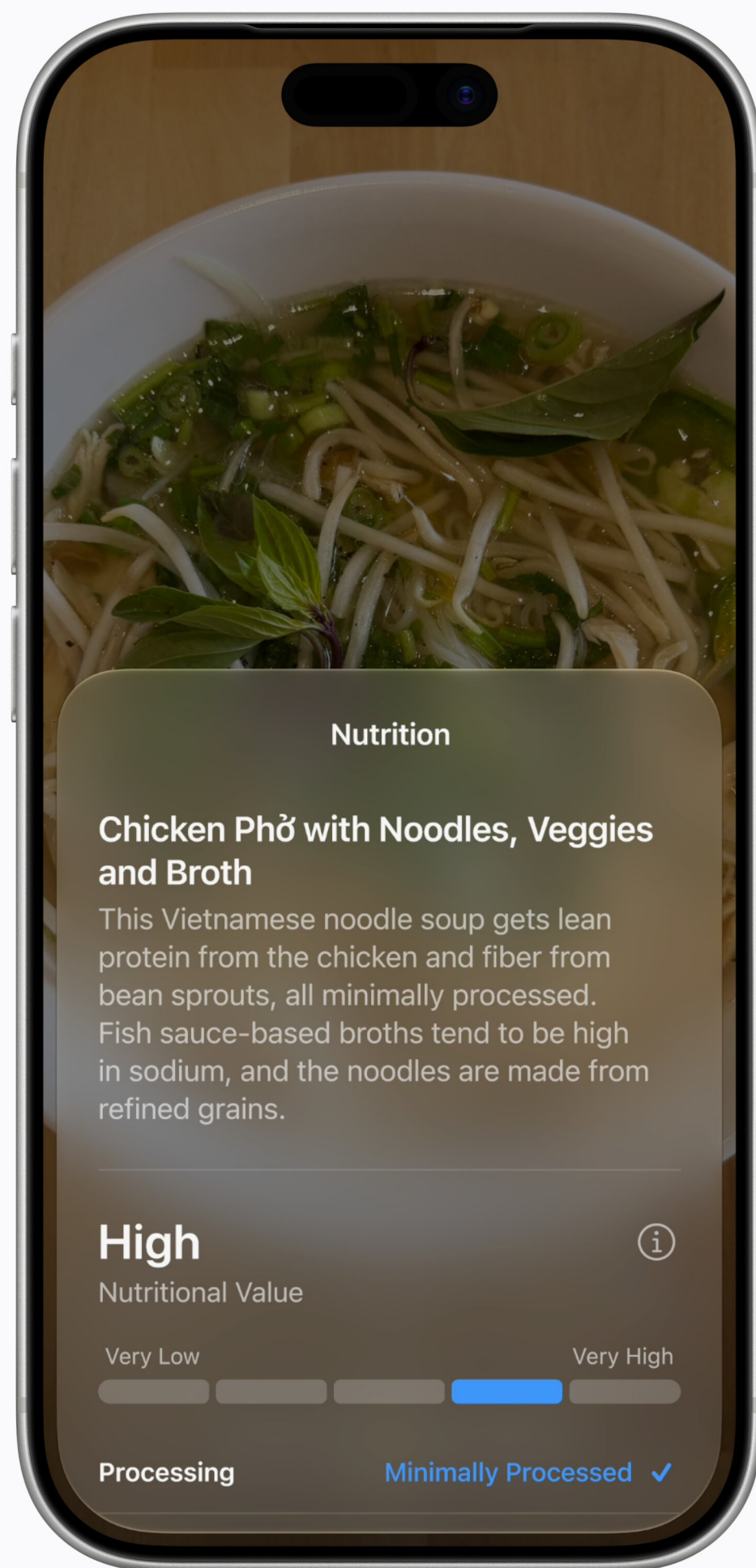
As expected, Apple has sought to distinguish its approach through privacy. The company emphasised that the next generation of Apple Intelligence is built upon a new architecture specifically designed to protect personal information while still delivering advanced AI capabilities. Whether this approach can match the raw capabilities of rival systems remains to be seen, but Apple is clearly betting that privacy will remain a decisive factor as consumers become increasingly concerned about how their data is used.

Beyond artificial intelligence, Apple devoted considerable attention to digital wellbeing and child safety. New parental controls aim to provide families with more oversight over children's digital lives, from determining which applications can be accessed to managing communication requests and monitoring screen time. The company is also introducing systems capable of intervening when explicit or violent content is detected, reflecting growing pressure on technology companies to create safer online environments for younger users.

The software updates arriving

SIRI AI





across Apple's platforms also focus heavily on refinement rather than reinvention. Performance improvements are promised throughout the ecosystem, with faster application launches, quicker photo processing, improved file transfers and more responsive network transitions. Search functions in Spotlight, Photos and Mail have reportedly been rebuilt to improve reliability and relevance, while subtle interface adjustments continue Apple's ongoing effort to simplify and unify the user experience.

Particularly notable is Apple's willingness to revisit elements of its design heritage. Updates to macOS reportedly restore several long-standing visual characteristics that users have missed, while a new level of customisation allows individuals to adjust the appearance of the company's Liquid Glass design language according to personal preference.

Taken together, the announcements suggest a company attempting to balance innovation with familiarity. Rather than pursuing dramatic disruption, Apple appears focused on integrating artificial intelligence into existing workflows while maintaining the principles that have long defined its products. Whether Siri AI proves capable of closing the gap with competitors remains an open question. What is clear, however, is that Apple now recognises that the AI race cannot be treated as a side project. The future of its platforms may well depend on it.

Much of Apple's latest Worldwide Developers Conference focused on artificial intelligence, some of its most important announcements were aimed at families. Alongside Siri AI and the next generation of Apple Intelligence, the company unveiled a significant expansion of its parental controls and child safety features, reflecting growing concerns about how children interact with technology.

The updates, arriving later this year, are designed to give parents greater control over what their children can access online, who they can communicate with and how much time they spend on their devices. At the centre of Apple's approach is the child account, which enables age-appropriate protections from the moment a device is set up. These safeguards include restrictions on adult websites, controls over media content and age-based limits within the App Store.

Apple is also introducing a more guided experience for families. Parents will be able to decide which applications are available to their children from the outset, starting with a small selection of essential apps and gradually expanding access over time. The aim is to create a more controlled and manageable digital environment rather than overwhelming children with unrestricted access.

One of the most notable additions is Ask to Browse, an extension of Apple's existing Ask to Buy feature. Just as children currently require parental approval before downloading an app or making an in-app purchase, they will

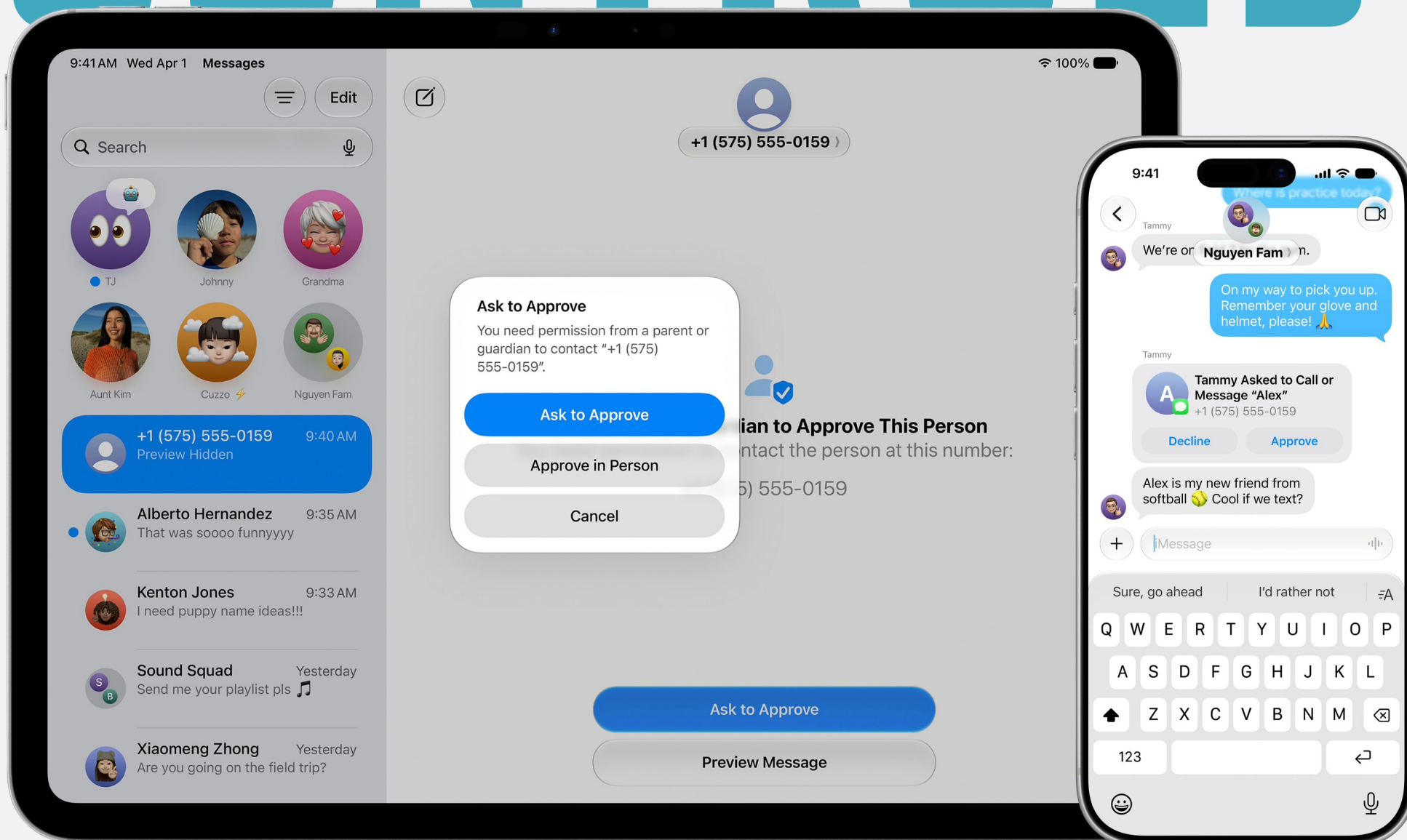
now need permission before accessing new websites through Safari. The feature is intended to give parents greater visibility over their children's online activity without requiring constant monitoring. Communication controls are also being strengthened. Parents can already manage who their children contact through Messages, FaceTime and Phone, but future updates will require approval before children can connect with new contacts. Apple is further expanding its Communication Safety tools, which currently blur nudity detected in messages and video calls. The system will now also intervene when graphic violence or gore is identified in shared images and videos.

The company is also refining its approach to screen time management. New Time Allowances will enable parents to set limits across categories such as gaming, entertainment and social media, with recommendations informed by child development research. Daily schedules can also be created to control app access at specific times, helping children stay focused during school hours or family activities.

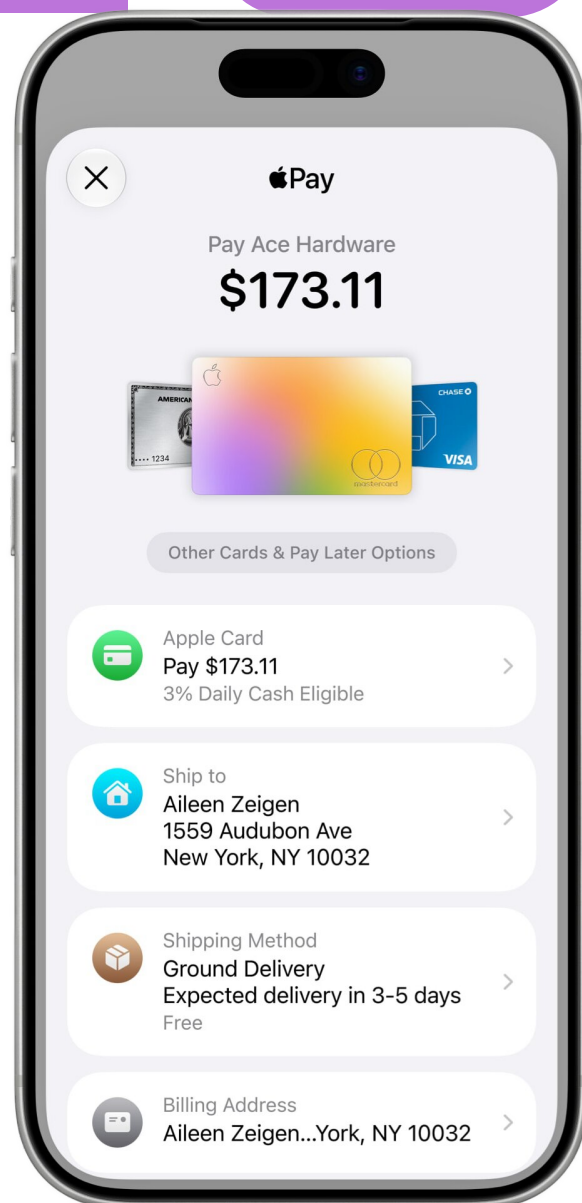
A redesigned Screen Time interface aims to make these controls easier to manage by providing parents with a clearer overview of device usage and app activity. Adjustments can be made quickly, whether limiting access during family meals or extending time when needed.

At a time when concerns about children's online experiences continue to grow, the company is positioning itself not only as a technology provider but as a partner for families seeking safer and healthier ways to engage with the digital world.

PARENTAL CONTROLS



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Apple has unveiled iOS 27, marking one of the most significant software updates in iPhone history. The headline feature is of course Siri AI.

Powered by generative AI, Siri can now hold ongoing conversations, understand follow-up questions and search across apps including Mail, Messages, Notes, Reminders and Calendar to find information on your behalf. It also gains broader web knowledge, screen awareness and the ability to take actions within apps, such as drafting emails, creating events or organising photos.

The standalone Siri app provides access to chat history and synchronised conversations across compatible iPhones, iPads and Macs. Siri is now integrated into the Dynamic Island, while Apple's redesigned Search or Ask interface replaces Spotlight Search with faster, more intelligent results.

Visual Intelligence has moved into the Camera app, allowing users to point their camera at objects, documents or food and instantly receive information or perform actions. Siri can identify meals, import events from posters, scan business cards, process receipts and add membership cards directly to Wallet. Apple Intelligence is now integrated throughout iOS. Users can highlight text or images anywhere in the system and ask Siri questions about them. A new Write with Siri feature can generate content, improve grammar and adapt its writing style to match the user. Siri support also extends to AirPods and CarPlay.

The Photos app gains powerful

AI editing tools, including improved object removal, image expansion and composition adjustments. Shared Albums now support full-resolution sharing, faster uploads and contributions from Android and Windows users.

Safari receives AI-powered organisation tools for tabs, bookmarks and reading lists, alongside a new webpage monitoring feature called Notify Me. The Passwords app can automatically replace weak passwords, while Apple Intelligence can suggest names for files and folders.

Image Playground has been overhauled with support for photorealistic image generation, advanced editing and wallpaper creation. Apple says some AI-intensive features will have daily usage limits, with expanded access available through iCloud+ subscriptions.

Elsewhere, the Shortcuts app can create automations from natural language requests, Maps gains enhanced Flyover visuals, and HomeKit Secure Video now offers AI-generated activity summaries and searchable footage.

Apple has also focused heavily on performance. Apps launch faster, AirDrop transfers are quicker, keyboard responsiveness has improved and Photos can load new captures up to 70 per cent faster. Network switching between Wi-Fi and mobile data has also been improved.

iOS 27 will be available on all iPhones that support iOS 26, including the iPhone 11 and later. However, Apple Intelligence and Siri AI require an iPhone 15 Pro or newer. The public beta arrives in July, with the full release expected this autumn.

Like the rest of Apple's software announcements at WWDC, watchOS 27 is firmly centred around Siri AI. While there are welcome improvements to health tracking, fitness features and everyday usability, Apple's latest Apple Watch update is ultimately another step in the company's broader push to make its voice assistant more intelligent and useful.

The headline addition is a new version of Siri AI designed specifically for the Apple Watch. Apple says the assistant will be able to draw on personal context from supported apps alongside broader world knowledge to answer questions and perform tasks more effectively than the current version of Siri. Conversations will also sync across devices via iCloud, allowing users to continue interactions started on their iPhone, iPad or Mac directly from their wrist.

As with Apple's wider AI strategy, much of the processing is expected to take place through private cloud computing rather than on-device. Apple is keen to stress that user requests remain private and inaccessible to both the company and third parties.

Beyond Siri, watchOS 27 introduces a number of practical enhancements. The Health app's period tracking feature can now identify potential signs of perimenopause and menopause, while also allowing users to log symptoms and monitor trends over time. Workout Buddy has also been upgraded, with more personalised coaching and motivational insights based on both current and previous

workout data.

Several quality-of-life improvements are arriving elsewhere in the operating system. A new Dynamic App Grid automatically surfaces a user's most frequently used apps, while Smart Stack becomes more useful thanks to improved contextual recommendations and a new single-tap gesture for quick access. Wallet is also gaining support for custom passes generated from QR codes, with users able to pin important passes to Smart Stack for faster retrieval.

Apple is also promising more accurate indoor workout tracking, faster step count synchronisation between Apple Watch and iPhone, quicker Music app launch times and new battery optimisation suggestions. The Find My app has been refreshed with a cleaner, more map-focused design, while a new Call Context feature can automatically surface relevant information mentioned during a conversation, such as flight details for an upcoming trip.

Perhaps the most controversial aspect of watchOS 27 is its limited compatibility. While iOS 27 is expected to support a wide range of older iPhones, watchOS 27 will reportedly only run on the Apple Watch Series 9, Series 10, Series 11, Ultra 2, Ultra 3 and SE 3. That makes it one of the least compatible Apple Watch updates in recent years.

Developers can access watchOS 27 now, with a public beta expected in the coming weeks ahead of a full release this autumn. Whether the update proves successful will largely depend on one thing: whether Siri AI finally delivers!

WATCHOS 27



MACOS 27 GOLDEN GATE



Like every major software update unveiled at WWDC this year, macOS Golden Gate arrives with a healthy dose of Siri AI and Apple Intelligence. Yet unlike iOS, iPadOS and even watchOS, where much of the conversation revolves around artificial intelligence, Golden Gate's most interesting story may actually be about design.

Last year, Apple took a bold step with macOS Tahoe, introducing the Liquid Glass interface and delivering one of the most dramatic visual overhauls the Mac had seen in years. The redesign was undeniably modern, but it also proved divisive. Some users loved the lighter, more transparent aesthetic, while others argued that certain elements prioritised style over clarity.

With Golden Gate, Apple appears to be acknowledging those concerns without abandoning its broader vision. Rather than ripping up the design language introduced in Tahoe, the company is refining it, making a series of thoughtful adjustments that improve usability while preserving the overall look and feel.

Perhaps the clearest example is the Finder sidebar. Tahoe's floating sidebar design helped create a cleaner appearance, but it could sometimes blend too heavily into the background. In Golden Gate, Apple has reintroduced shading across the entire sidebar column, giving it greater visual separation and making navigation feel more intuitive.

The company has also focused on consistency. Window corners throughout macOS have been adjusted so they share a more uniform

appearance, helping the operating system feel more cohesive regardless of which app you're using.

One of the most welcome additions is greater control over Liquid Glass itself. Users can now adjust the transparency level of the effect through System Settings, allowing them to choose a look that suits their preferences. The fact Apple highlights this setting during installation suggests it recognises that transparency remains one of the most subjective aspects of the redesign.

Elsewhere, Apple is quietly dialling back some of the visual excesses introduced last year. Menus now feature fewer icons, resulting in a cleaner and less cluttered interface. At the same time, app icons across macOS are becoming more defined, with increased contrast, stronger outlines and improved separation between foreground and background elements.

Interestingly, Apple is also expanding the Liquid Glass aesthetic to app icons themselves, with developers able to incorporate the effect into their own designs. The result feels less soft and more deliberate than the first iteration introduced in Tahoe.

Taken together, these changes suggest Golden Gate is less about revolution and more about refinement. Siri AI may grab the headlines, as it has across Apple's entire software ecosystem, but Golden Gate's biggest achievement could be proving that Apple is willing to listen. After a year of feedback, the company appears to be striking a better balance between visual flair and everyday usability — and the Mac may be better for it.