

PR – folio

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### Media Release

*Tips: On February 10, 2025, Apple launched a new space voice image Siri aroundU, and the virtual image of Siri aroundU was defined as Apple's first brand ambassador.*

*Explanation: This release is bound to be newsworthy. The first is novelty. This is Apple's first attempt as a digital brand to integrate with advanced artificial intelligence. Second is timeliness.*

*This is Apple's publicity department for their own products and public news. Beyond that are social importance and prominence. Apple's popularity and Apple product launches have become a very important event in the digital field. Finally, there is significance. This new feature is truly unprecedented, an artificial intelligence feature that could give users more companionship.*

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## Apple's First Brand Ambassador - Siri AroundU

10/2/2025. Apple Inc. - News Department

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CUPERTINO, CALIFORNIA - Apple debuted Siri AroundU, a new spatial voice image, on February 10, 2015. Siri AroundU works with Open AI to match the latest language model GPT-6

(Generative Pre-trained Transformer 6) to communicate more personalized voice with users. Siri AroundU fits within the entire Apple ecosystem, and the Apple Vision Pro allows you to interact with Siri AroundU visually.

Being around you, Caring about you

Siri AroundU is more than just a virtual voice assistant, it's the first of a new breed of artificial intelligence that fuses virtual space with the real world. She/He can be your close partner but also can be any kind of character around you. She/He can not only answer your questions but also initiate conversations that are personalized to your state and mood.

The famous American psychiatrist Dr. Diane Fosha said of Siri AroundU: "This is an amazing collaborative effort, and I think it can totally be used as a medical level of adjuvant treatment." Yes, Siri AroundU can be your other listener, good friend, therapist... Personalized chat can sometimes save a moment of vulnerability in people's lives in this era.

About the first brand ambassador

Siri AroundU, as the first brand ambassador introduced by Apple, can be understood as not having a completely fixed image, but it is unique to each user. Users will be able to customize the Siri AroundU image itself, and there will be a new Siri AroundU+ with an artist, allowing users to get a closer look at the artist they're interested in. Users can interact spatially with Siri AroundU by using Apple Vision Pro products, such as handshakes, face-to-face conversations, hugs, and more. Siri AroundU adheres to Apple's brand philosophy of valuing the user's experience. The

Apple team respects and considers any subtle feedback, and Siri AroundU will adjust based on feedback from users it is serving.

The release of Siri AroundU will allow users to experience new technologies combining multiple AI's in an innovative and personalized way. For Apple, it is also a strengthening of the brand image, and Siri AroundU+, which is jointly signed with an artist, continues Apple's attention to the value of art. Apple actively cares for every user, and users can always experience that they are valued by Apple's products and functions.

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### **Media Pitches**

*Tips: Media: Network 10-The Project (Australian TV program), "The Project" is a famous real-time news talk show in Australia, which is characterized by a mixture of news and entertainment. Since most users have various concerns about new artificial intelligence products in this era, the negative effects of too much attention can be resolved in a humorous way in this program, so that users can accept new artificial intelligence products with a more relaxed attitude. In addition, I can obtain the audience's immediate thoughts from the comments on other social media and the official website of this program, so that I can respond to the subsequent publicity work in a more targeted manner.*

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Hi, Network Ten Team

Hope you're all well.

I really appreciated our TV show, especially about AI and user privacy rights part last week!

Today I want to share with you a bit of news about Apple's new feature and brand ambassador Siri AroundU. Siri AroundU is a comprehensive upgrade of the Siri voice assistant, and it integrates with Open AI's GPT6.0 technology to enable users to have more intelligent conversations and to realize spatial experience from Apple Vision Pro on a customized avatar. Not only will it feature the support of renowned psychologist Diana Fosha, but it will also feature Siri AroundU+, a joint feature with several artists.

If you're interested, I'm happy to share with you how the Apple team has tested and tried Siri AroundU. If you need anything else about Siri AroundU, please feel free to contact me. I will reply to you as soon as possible so that we can complete the program worth looking forward to.

Regards,

Renee

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### **Speaking Notes for a Media Event**

*Tips: My speaking notes were written for Tim Cook, the CEO of Apple, who was hosting the event.*

*The press event marked the official launch of Siri AroundU and the appointment of an Apple ambassador. The target audience includes various digital bloggers, digital enthusiasts, consumers, and various media.*

*Explanation: I chose a specific scenario where Tim Cook announces a new feature at a product launch because that's how most Apple companies officially announce a new feature or product.*

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Welcome and thank you to the audience, media friends from all walks of life, and digital enthusiasts for attending Apple's first feature launch of 2015 on time. The theme of this conference is companionship and care. Today, we'll introduce Siri AroundU, an innovative virtual artificial intelligence, and use Siri AroundU as the first brand ambassador for Apple's flowing image.

Siri AroundU is a comprehensive upgrade based on the Siri voice assistant, and we chose to integrate with Open AI's GPT6.0 technology to give Siri its soul. Siri AroundU is no longer just a quick reply, it can have a personalized and detailed response to any questions the user has. Siri AroundU is not only getting better and smarter with chat responses, but it is also visually stunning. Its digital 5D image can be fully integrated with Apple Vision Pro products, and you can use Apple Vision Pro to play chess with your Siri AroundU, chat face to face, and many other functions.

The Apple team felt that Siri AroundU, a new combination of multiple AI techniques, would be very powerful. Siri AroundU is a mobile brand ambassador for Apple's mobile image and is a good fit with Apple's innovative approach. Siri AroundU combines the virtual image with the real world, allowing users to interact freely. Second, Apple is combining technology with artistry, introducing a further artist called Siri AroundU+. Siri AroundU+ will allow the artist to use his/her own creative ideas and characteristics to create a more artistic style. Finally, Apple will be actively involved in charitable activities, donating 1 million Apple Vision Pro to accompany this technology, Siri AroundU to some people who need to accompany and care. This reflects the Apple team's consistent sense of social responsibility and care for marginalized groups.

Of course, Apple's future doesn't stop there. The philosophy of the Apple ecosystem is to serve all users, and it will continue to improve and improve along the way.

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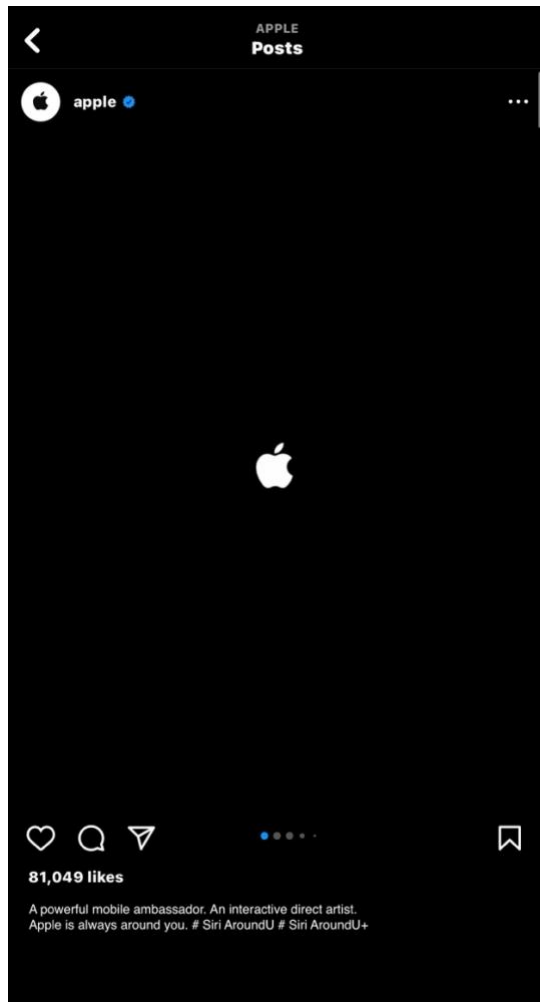
## Social media posts

**Explanation:** *Twitter(X) and Instagram are all social media platforms with large global user bases, where posts and comments are more valuable.*

### Platform 1: Twitter(X)



## Platform 2: Instagram



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