

Apple discussing buying Perplexity

Having fallen behind its rivals in terms of implementing artificial intelligence (AI) into its operating systems, Apple may be trying to buy its way back to the top by purchasing AI startup *Perplexity*

Perplexity **14,000**

IF APPLE MAKES PURCHASE, IT WILL BE ITS LARGEST EVER AT \$14BN

APPLE'S 10 MOST EXPENSIVE ACQUISITIONS (\$ millions)

Beats **3,000**

HopStop.com **1,100**

Intel (*smartphone modem business*) **1,100**

Dialog Semiconductor **600**

Anobit Technologies **500**

Texture **485**

NeXT **400**

Shazam **400**

PrimeSense **360**

AuthenTec **356**



perplexity

IMAGE CREATED BY
GOOGLE GEMINI,
AFTER DESIGNER
FOLLOWED ADVICE
FROM PERPLEXITY

