

LI People ON THE MOVE

LI BUSINESS



MARK HANKIN

Matthew L. Goldberg, of East Northport, a partner at Hankin & Mazel in Great Neck, has been elected president of the board of directors of the **Suffolk Y JCC (Jewish Community Center)** in Commack.



ISABELLA PANZA

John Sears, of Brookhaven, a mobile coordinator at **Long Island Cares Inc.** in Hauppauge, has been promoted to government relations and advocacy manager.



ROSE WARD

Rose Ward, of Uniondale, founder and chief executive of NFocus Management Group in Uniondale, has been appointed vice president of the board of directors of the **Long Island African American Chamber of Commerce Inc.** in Garden City.

— DIANE DANIELS

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APPLE EMBRACES AI IN IPHONE 16

4 new models will have chips needed for tools

The Associated Press

CUPERTINO, Calif. — Apple on Monday charged into the artificial intelligence craze with a new iPhone lineup that marks the company's latest attempt to latch onto a technology trend and transform it into a cultural phenomenon.

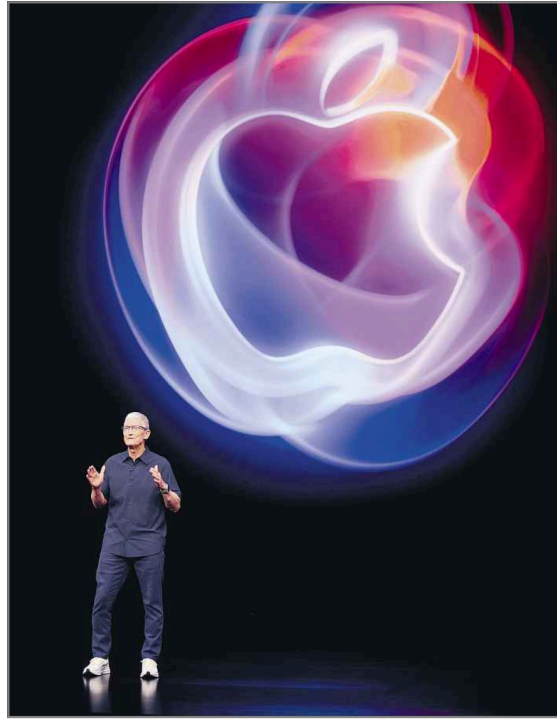
The four different iPhone 16 models will all come equipped with special chips needed to power a suite of AI tools that Apple hopes will make its marquee product even more indispensable and reverse a recent sales slump.

Apple's AI features are designed to turn its often-blundering virtual assistant Siri into a smarter and more versatile sidekick, automate a wide range of tedious tasks and pull off other crowd-pleasing tricks such as creating customized emojis within seconds.

After receiving a standing ovation for Monday's event, Apple CEO Tim Cook promised the AI package will unleash "innovations that will make a true difference in people's lives."

But the breakthroughs won't begin as soon as the new iPhones — ranging in price from \$800 to \$1,200 — hit the stores on Sept. 20.

Most of Apple's AI functions will roll out as part of a free software update to iOS 18, the operating system that will power the iPhone 16 coming out in December. English will be the featured language at



AP / JULIANA YAMADA

Apple CEO Tim Cook vowed the artificial intelligence package in the new iPhone 16 will "make a true difference in people's lives."

launch but an update enabling other languages will come out next year, according to Apple.

It's all part of a new approach that Apple previewed at a developers conference three months ago to create more anticipation for a next generation of iPhones amid a rare sales slump for the well-known devices.

Since Apple's June conference, competitors such as Samsung and Google have made greater strides in AI — a technology widely expected to trig-

ger the most dramatic changes in computing since the first iPhone came out 17 years ago.

Just as Apple elevated fledgling smartphones into a must-have technology in 21st-century society, the Cupertino, California, company is betting it can do something similar with its tardy arrival to artificial intelligence.

In an attempt to set itself apart from the early leaders in AI, the technology being baked into the iPhone 16 is being promoted as "Apple Intelligence."

Despite the unique branding, Apple's new approach mimics many of the features already available in the Samsung Galaxy S24 released in January and the Google Pixel 9 that came out last month.

"Apple could have waited another year for further development, but initial take up of AI-powered devices from the likes of Samsung has been encouraging, and Apple is keen to capitalize on this market," said PP Foresight analyst Paolo Pescatore.

As it treads into new territory, Apple is trying to preserve its longtime commitment to privacy by tailoring its AI so that most of its technological tricks can be processed on the device itself instead of relying on giant banks of computers located in remote data centers. When a task needs to connect to a data center, Apple promises it will be done in a tightly controlled way that ensures that no personal data is stored remotely.

While corraling the personal information shared through Apple's AI tools inherently reduces the chances that the data will be exploited or misused against a user's wishes, it doesn't guarantee ironclad security. A device could still be stolen, for instance, or hacked through digital chicanery.

For users seeking to access even more AI tools than being offered by the iPhone, Apple is teaming up with OpenAI to give users the option of farming out more complicated tasks to the popular ChatGPT chatbot.

Although Apple is releasing a free version of its operating system to propel its on-device AI features, the chip needed to run the technology is only available on the iPhone 16 lineup and the high-end iPhone 15 models that came out a year ago.

Report eyes Japan's gender pay gap

Bloomberg News

Japan's gender pay gap will take nearly 30 years to reach the OECD average, according to JPMorgan Chase & Co.

The disparity in pay between men and women at Japanese companies with more than 1,001 employees was 32% as of the end of August, 0.4% lower than in February, according to JPMor-

gan, citing data compiled by the Ministry of Health, Labour and Welfare. Japan has the highest gap among G-7 countries and its figure sits at more than double the average for the Organisation for Economic Co-operation and Development, with just a 0.4% annual-average improvement over the last 20 years.

Across sectors, the telecommunications industry had the

lowest difference at about 23%, while finance and insurance firms were highest at around 46%. Within the Topix Index, Fanuc Corp. and Keyence Corp. have some of the largest gaps at 63% and 59%, respectively, while Kao Corp. and East Japan Railway Co. sit on the low end at 11% and 12%, JPMorgan said.

Despite some progress, Japan's slow pace of improve-

ment means it will take nearly 30 years to catch up with OECD peers, JPMorgan strategists including Rie Nishihara wrote. Though corporate governance reform has helped to engage the market on related issues such as the lack of female directors, the report stresses the need for an acceleration in closing the pay disparity between men and women.