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## Zuckerberg Bets Big on Personal AI Superintelligence.

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*Meta Platforms Chief Executive Officer Mark Zuckerberg is investing billions in building “personal superintelligence,” aiming to develop powerful artificial intelligence tools tailored for individual use, positioning Meta at the forefront of the next phase in AI evolution.*

Meta Platforms Chief Executive Officer Mark Zuckerberg is making a bold bet on the future of artificial intelligence (AI), announcing that the company is investing billions of dollars to build what he calls “personal superintelligence.” This new vision aims to create highly

advanced AI tools designed specifically for individual users, offering personalized support and interaction far beyond what current AI assistants can provide.

Unlike general-purpose AI, which is designed to serve a wide range of users with standard features, Zuckerberg's personal superintelligence will be focused on understanding each user's habits, needs, and preferences. The goal is to deliver smarter, more helpful AI that acts as a true digital companion, something that learns and grows with the person using it.

"We're working to build AI that's not just powerful, but truly personal," Zuckerberg said in a recent announcement. "We think that over the next few years, everyone will have their own AI assistant that helps them with everything in their lives."

The project builds on Meta's existing AI efforts, which include the Llama series, its family of large language models as well as AI features already embedded into popular platforms like WhatsApp, Instagram, and Messenger. Zuckerberg envisions this new level of personal superintelligence being able to assist with a wide range of tasks, from managing schedules and organizing information to offering advice, generating content, or even helping with decision-making.

Meta's significant investment also reflects the growing competition in the AI space. Rivals like OpenAI, Google, and Microsoft are all racing to develop the next generation of intelligent systems. However, Zuckerberg believes that personalization will be the key differentiator for Meta.

In order to power such personalized AI experiences, Meta is also increasing its computing infrastructure. The company plans to deploy massive numbers of graphics processing units (GPUs), including 350,000 Nvidia H100s by the end of 2024, and approximately 600,000 high-end GPUs in total across its systems.

While Zuckerberg admits the full version of personal superintelligence may take years to achieve, he says the work being done now especially with Meta AI and the Llama models is laying the groundwork. Importantly, Meta continues to push forward with its open-source AI approach, which could allow developers and users to build even more personal, transparent, and adaptable AI tools.

As AI becomes more integrated into everyday life, Zuckerberg's personal superintelligence project could mark a major shift in how people interact with technology moving from tools

we use occasionally to intelligent systems that know us well and help us constantly.