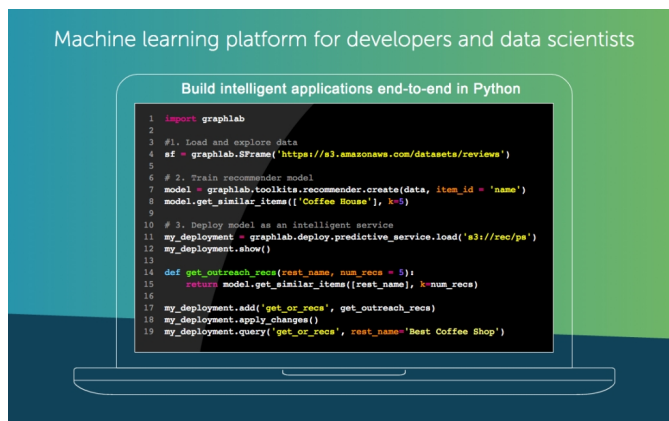


Apple Buys More Machine Learning With Turi

Written by Marco Attard
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Apple sets to push further into machine learning and artificial intelligence as it acquires Turi, a company self-described as a “machine learning platform for developers and data scientists.”



News of the acquisition first emerged from the rumour mill, before Apple dryly confirmed the deal with the usual "Apple buys smaller technology companies from time to time, and we generally do not discuss our purpose or plans" statement. As such no financial details are available, even if GeekWire claims Turi cost over \$200 million.

Formerly known as Dato (and before that GraphLab), Turi develops tools for developers wanting to build apps with machine learning and AI capabilities, such as recommendation engines, fraud detection, customer churn prediction, sentiment analysis and customer segmentation. It also runs the Data Science Summit, a 2-day conference with a focus on (shockingly enough) data science.

Machine learning is a software segment very much relevant to Apple's interests. The past year saw it buy 2 startups similar to Turi, Perceptio and VocalIQ, and it will surely continue making more acquisitions as it seeks to diversify business beyond declining iPhone sales.

Go [Apple Acquires Turi \(GeekWire\)](#)