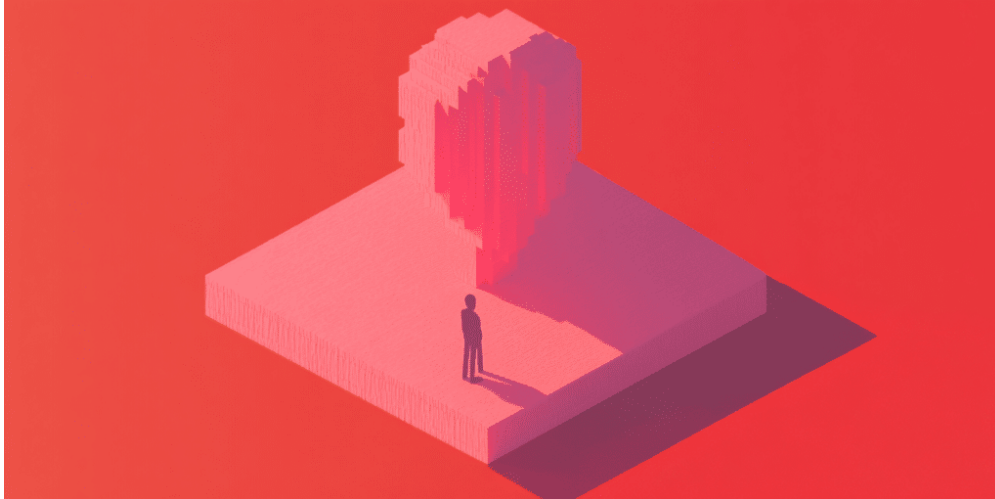


Meta Launches Standalone AI App

May 6, 2025



Meta steps into the AI assistant ring with its first standalone app, powered by Llama 4. Aiming to be a social-first AI, it challenges existing players like ChatGPT.

The details:

- The app features a unique “Discover” feed showing friends’ interactions (with permission) to demystify AI uses.
- Designed to [learn user preferences over time](#) , it offers personalised experiences and an advanced voice mode.
- Meta is simplifying development with a [new API balancing power and flexibility](#) , encouraging custom app creation.
- A potential [premium tier for enhanced functionality](#) might be on the horizon, according to Mark Zuckerberg.
- This launch coincides with Meta increasing AI spending and releasing [privacy-focused AI tools for WhatsApp](#) .

Why it matters: For project teams exploring AI integration, Meta’s focus on social interaction and developer tools presents new avenues for collaboration and potentially client-facing applications, distinct from purely task-based AIs.

The rabbit hole

- [Introducing the Meta AI App – Meta Newsroom](#)
- [Facebook parent Meta Platforms launches standalone AI assistant app – Reuters](#)

- New Meta app aims to make AI a social experience – Axios
- Meta's first dedicated AI app is here with Llama 4 – VentureBeat
- Meta introduces Llama API to attract AI developers – Reuters
- Meta planning a premium tier and ads for its AI app – The Verge
- Meta boosts 2025 spending up to \$72 billion as AI race heats up – Moneycontrol
- WhatsApp is working on private AI chats in the cloud – The Verge