

计算机行业跟踪周报 354 期： OpenAI 发布新模型，苹果华为新机同日推出

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投资要点：

- **OpenAI 发布 o1 模型，强化学习突破 LLM 推理极限：**北京时间 9 月 13 日午夜，OpenAI 正式公开一系列全新 AI 大模型，旨在专门解决难题。这是一个重大突破，新模型可以实现复杂推理，一个通用模型解决比此前的科学、代码和数学模型能做到的更难的问题。OpenAI 称，ChatGPT 和大模型 API 中新发布的是该系列中的第一款模型，而且还只是预览版——o1-preview。除了 o1，OpenAI 还展示了目前正在开发的下次更新的评估。o1 拥有真正的通用推理能力，在一系列高难基准测试中展现出了超强实力。相比 GPT-4o 有巨大提升，不经过专门训练直接拿到数学奥数金牌，甚至能在博士级别的科学问答环节上超越人类专家。最后在实践中，o1 上线之后，现在 ChatGPT 可以在回答问题前先仔细思考，而不是立即脱口而出答案。就像人类大脑的系统 1 和系统 2，ChatGPT 已经从仅使用系统 1（快速、自动、直观、易出错）进化到了可使用系统 2 思维（缓慢、深思熟虑、有意识、可靠）。这让它能够解决以前无法解决的问题。
- **苹果发布会推出 iPhone 16 等多款产品，围绕 AI 打造智能手机：**iPhone 16 是苹果第一次围绕 AI 打造的智能手机。据苹果发布会上的演示，Apple Intelligence 能允许用户创建人工智能生成的表情符号，能用于通过关键词描述来搜索照片，如“穿着红色连衣裙跳舞的女孩”，同时它可以为邮件、消息和通知生成摘要，帮用户确定通知的优先级。Apple Intelligence 不仅强化了 Siri 的跨平台功能和语言理解能力，还引入了智能写作、优先级通知、图像生成等实用功能，使设备更加智能化和个性化。性能方面，iPhone 16 和 iPhone 16 Plus 两款机型均采用全新 A18 芯片，以及第二代 3 纳米芯片。相比 iPhone 15 采用的 A16 仿生芯片，A18 采用全新的神经网络引擎，相较 A16 的机器学习速度提升了两倍。它采用 3nm 技术打造，有 6 核 CPU（4 个性能核心和 2 个能效核心），对比 iPhone 15 快了 30%。能效方面，相同性能所需电力对比 A16 减少 30%。
- **华为正式推出全球首款量产的三折叠屏手机 Mate XT 非凡大师：**根据官网售价显示，华为 Mate XT 非凡大师的售价为 19999-23999 人民币。截至 9 月 10 日下午产品发布前，总预约人数已超 340 万。工信部专家刘兴亮表示，这一动作标志着华为在折叠屏技术上的又一次重大突破，是华为技术创新的一个缩影，也是整个智能手机供应链发展的一个新起点。随着三折叠屏技术的成熟和市场的扩大，更多品牌有望跟进创新，给相关供应链带来新的发展机遇。铰链设计、玻璃材料抗压性等被业内认为是三折叠屏手机“落地”的难点。谈及技术攻克细节，余承东表示，三折叠屏手机首发的背后，是华为在影像技术、折叠铰链、基础材料科学领域持续的深度研发，该款手机实现了新一代双旋水滴铰链、超可靠昆仑玻璃、非牛顿流体内屏等业界领先技术。据中国经济网援引艾瑞咨询数据显示，从上半年折叠屏手机的市场份额来看，作为产品线最早覆盖横折内折、横折外折、竖折全形态的手机厂商，华为已占据了 42% 的市场份额，而在 1 万元以上的超高端市场，华为的市场份额高达 67%。当前用户更换折叠屏手机品牌正在呈现出向头部品牌靠拢的趋势。
- **端侧智能或开启智能边缘计算新篇章：**在设备上部署的大型语言模型（LLMs）正开启智能边缘计算的新篇章，预示着一个个性化、高效的 AI 时代即将到来。这些模型通过强化数据安全、降低延迟，并提供深度个性化的体验，将彻底改变我们与技术的互动。展望未来，随着技术的不断成熟，我们期待一个设备更智能、服务更精准、生活更便捷的新世界。个性化的 AI 将融入日常生活的方方面面，从智能家居到自动驾驶，从虚拟助手到健康监护，它们将显著提升我们的生活品质。
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APPENDIX 1**Summary****Investment Highlights:**

OpenAI releases o1 model, breaking LLM reasoning limits: On September 13, OpenAI unveiled new AI models aimed at solving complex problems. The o1-preview model, part of this series, demonstrates significant improvements over GPT-4o, achieving complex reasoning and outperforming human experts in scientific and mathematical tasks. ChatGPT now uses both fast, intuitive thinking (System 1) and slow, deliberate thinking (System 2), enabling it to solve previously unsolvable problems. Apple launches iPhone 16 with AI features: The iPhone 16, Apple's first AI-centric smartphone, includes Apple Intelligence for AI-generated emojis, photo searches, and prioritizing notifications. The new A18 chip, with a neural engine, doubles machine learning speed compared to the A16 chip, and improves power efficiency by 30%. Huawei launches Mate XT, the first mass-produced tri-fold smartphone: Priced at RMB 19999-23999, the Mate XT has over 3.4 million pre-orders. It features advanced hinge design and Kunlun glass, capturing 42% of the foldable phone market and 67% of the high-end market. Edge-side intelligence heralds a new era of smart edge computing: Large language models deployed on devices enhance data security, reduce latency, and offer personalized experiences, transforming our interaction with technology. Future advancements will lead to smarter devices and more precise services. Top picks: Inspur Electronic Information Industry, Dawning Information Industry, Hangzhou Hikvision Digital Technology, Beijing Kingsoft Office Software, Shanghai Baosight Software, Jiangsu Tongxingbao Intelligent Transportation Technology Co., Ltd., Nanjing Les Information Technology, Dameng Database.

Risk Warning: Risks include weaker than expected policy implementation and technological development.

附录 APPENDIX

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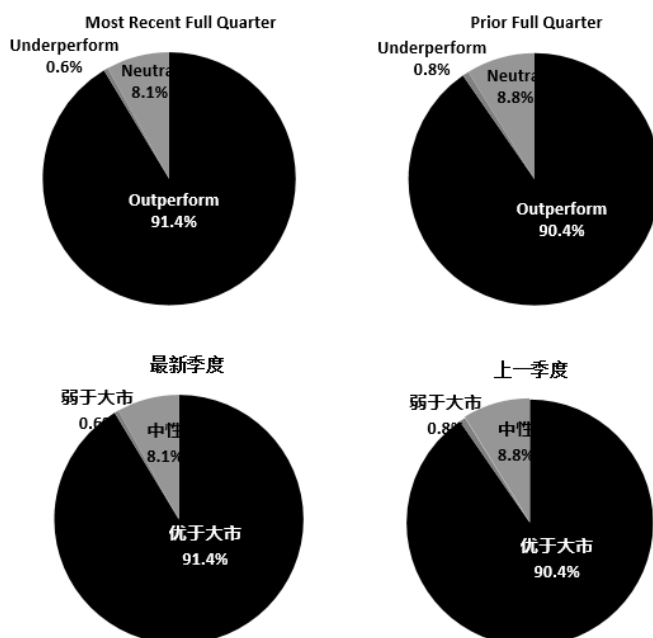
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