

JAN/FEB 2025 LOOK OUT!

WIRED



APPLE
GETS
INTELLIGENT

MICROSOFT
GETS
COOL AGAIN

SELF-DRIVING
CARS GET
REAL

THE
BIG TECH
ISSUE

08459



0 751174 3

021

\$8.99
JAN/FEB 2025
US/CAN

Features

P. 42

Revenge of the Softies

For years, people counted Microsoft out. Then Satya Nadella took control. As the company turns 50, it's more relevant—and scarier—than ever.
by **Steven Levy**

p.32 The New Cold Warrior

China is racing to unseat the United States as the world's technological superpower. Jake Sullivan led a revolution to try to stop them.
by **Issie Lapowsky**

p.56 Follow That Car

Chasing a robotaxi for hours and hours is weird—and revelatory, and boring, and jealousy-inducing. But the driverless world is coming for all of us. So get in and buckle up.
by **WIRED staff**

p.68 THE BIG INTERVIEW The Watchful Intelligence of Tim Cook

Apple Intelligence is not a play on "AI," the CEO insists. It is his play for relevance in all areas, from email auto-completes to apps that save lives.
by **Steven Levy**

p.76 Move Slowly and Build Things

To rebuild chip manufacturing at home, the US bet on an aging tech giant. As money and jobs and colossal infrastructure flow into Ohio, does too much depend on Intel?
by **Kelly McEvers**

Issue 33.01

p.16



On the Cover

p.88



“The scale of Apple Park makes it a daunting place to take intimate portraits,” says this issue’s cover photographer, **Joe Pugliese**. “Shooting Tim Cook there came with another challenge—keeping up with his pace.” Cook moved swiftly through the spaceship-like campus, but when it came time for his close-up, he slowed down long enough for Pugliese to capture a moment of inner intensity.

p.22



Start

p.9 My Day at a Fusion Startup’s Insane Opening Ceremony

by Jaron Lanier

p.16 YOUR NEXT JOB Pet Clone Concierge

by Camille Bromley

p.18 Confessions of a Hinge Power Dater

by Jason Parham

p.20 The Inside Scoop on Ice Cream Making

by Alex Christian

Gear

p.22 California Dreamin’ on Such a Winter’s Day

by the WIRED reviews team

Six-Word Sci-Fi

p.88 Very Short Stories
by WIRED readers