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# Tech Decoded

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Hello. This week, Tesla unveiled cheaper models of two of its most popular cars in the US in a bid to appeal to a wider market. But investors seemed to doubt it would improve sales, which have slumped in some regions this year. I explore whether Tesla's longer term plans for AI, and particularly robotaxis, hold the key to reviving its fortunes. We also bring you news of the North Korean hackers targeting wealthy crypto holders and meet the photographer fighting AI bots.

## THE DOWNLOAD

### Could Tesla revive its fortunes with AI?



Tesla has said its Cybercab robotaxi will go into production in 2027. Credit: Getty Images

Tesla boss Elon Musk has long promised to launch cheaper models of his most popular cars to reach a wider market. But the lower-cost versions of the Model Y SUV and Model 3 **unveiled this week** seemed to disappoint investors, with concerns that the new EVs weren't affordable enough.

It comes at a delicate time for Tesla, whose sales have dropped in some markets this year. Chinese rivals like BYD are catching up and many European consumers are reportedly put off by Musk's political views.

Tesla has a knack for reinventing itself and could well regain the initiative, but it's far from guaranteed. Meanwhile, Musk has been focusing on what he has long viewed as the bigger long-term opportunity in AI.

This year Tesla finally **rolled out its autonomous Robotaxis** in Austin, Texas, and the San Francisco Bay area and it aims to reach more cities soon. It also hopes to release its own humanoid robots, although reportedly faces design issues.

Nigel Green, CEO at financial advisory firm deVere Group, believes Tesla's AI plans could "redefine its future - but only if ambition translates into execution". In particular, the firm has accrued mountains of data through its cars that could give it a "vital edge" in the driverless taxi market, but it still needs to win over regulators and the public, he said.

This could take time, and the clock is ticking. Russ Mould, investment director at AJ Bell, notes that BYD **now sells more cars than Tesla** and is projected to make more profit this year. At the same time, the Chinese carmaker has a stock market valuation of \$135 billion while Tesla is valued at some \$1.3 trillion at time of writing.

"Presumably, much of the premium valuation can be attributed to hopes for Tesla's robotaxis, AI and robotics operations," Mould said, adding that if those hopes weren't fulfilled Tesla's "lofty valuation could look exposed".

***The download:*** *There are enormous opportunities for Tesla in AI, but it must translate its ambitions into commercial reality.*

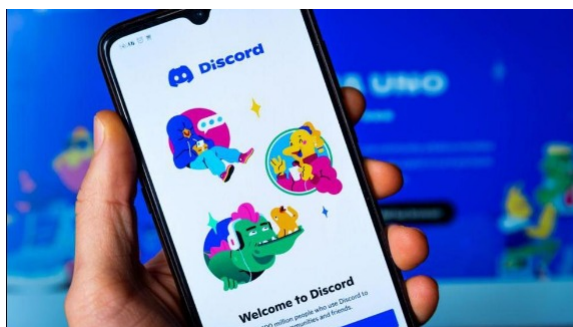
## TOP STORIES



### OpenAI video app Sora sees surge in downloads

OpenAI's new AI text-to-video tool has been downloaded a million times in five days - hitting the milestone faster than ChatGPT did at launch.

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## ID photos of Discord users may have been leaked

The messaging platform, which is popular with gamers, says photos of around 70,000 users may have been leaked after a hack.

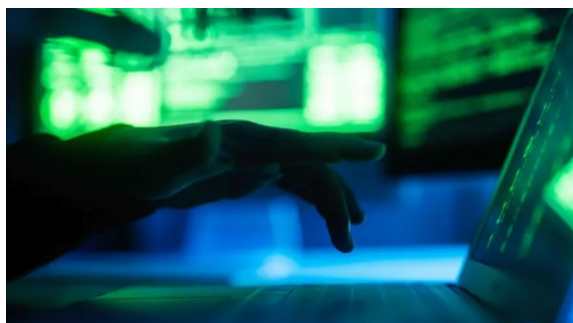
[Here's why >](#)



## More holidaymakers using AI to plan trips

A UK trade group says that 8% of travellers are using the technology to organise holidays - up from 4% last year.

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## North Korean hackers targetting crypto holders

Hackers linked to the regime have stolen more than \$2bn (£1.49bn) this year, according to researchers.

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## AI means 'scary times' for creators, says MrBeast

The world's most popular influencer says AI-video generating tools are a threat to people who make content for a living.

[Here's why >](#)



SOMETHING DIFFERENT

## China's 'typhoon-proof' wind farms





Chinese firms are leaders in the development of typhoon-resistant wind turbines. Credit: Mingyang Smart Energy

Hundreds of wind turbines have been installed in the South China Sea to generate renewable electricity. But these enormous towers are on the frontline of one of the most destructive weather phenomena on Earth: typhoons. These powerful storms are known to knock turbines down, resulting in severe economic losses, but Chinese firms are increasingly building structures able to resist them. **Here's how.**

## VIDEO PICK



## Wildlife photographer versus AI

Photographer Tim Flach says bots are increasingly copying his work, but he's found innovative ways to fight back.

[Watch here](#)

## And finally...

Do you find the commercials on video streaming services too loud? Well, apparently many people do and the US state of California has decided to take action. From July next year it will be illegal for adverts screened in the state to be louder than the primary video content being watched. It builds on a federal law that limits the volume of ads on broadcast TV and cable stations.

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