

Meta launches Muse, a personal AI agent that browses, books and buys

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Meta Launches Muse AI Agent to Run Errands, Book Travel, and Shop

Meta launches Muse in the US, a personal AI agent that can book travel, shop, send emails, and run tasks, with security controls and paid plans.

Written By Aminu Abdullahi

Sep 9, 2026

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Meta's Muse personal AI agent can book travel, make purchases, send emails, and keep working after users close the app. Image: Meta

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Meta introduced Muse on Tuesday, a personal AI agent designed to move beyond chatbot-style conversations and take action for users.

Available initially in the US on iOS, Android, the web, and WhatsApp, Muse can handle tasks such as sending emails, booking travel, filling out forms, lowering bills, and making purchases.

Support for Meta's AI glasses is also planned.

The agent is powered by Muse Spark, Meta's latest AI model, and is designed to keep working after users close the app. It can break larger goals into plans, monitor progress, and return when something changes or it needs human approval.

Meta says Muse can also remember information from previous conversations and use it to make suggestions without being prompted. Meta's design goes far beyond a conventional assistant. Muse has access to a browser, file system, and terminal, allowing it to navigate websites, fill out forms, and build tools for tasks.

It can also create documents, PDFs, web pages, and interactive "Artifacts," such as spending trackers or study guides. The company says users can customize Muse by naming it, choosing an avatar, and adjusting how proactive it should be.

For purchases, Muse can use Link by Stripe, which generates a one-time-use card so users' actual payment details are not exposed to websites. Meta says Muse is the first AI agent covered by Link's purchase protections.

Muse is free for most users, but Meta is introducing two paid plans: Power at \$20 per month and Maximum at \$100 per month. The company expects most people to remain on the free tier.

Security is the bigger pitch

The most important part of Muse may be what sits underneath it.

Meta built Muse around a dedicated cloud-based virtual machine called Muse Secure VM. A separate system, Sentinel, controls what Muse can send to the internet and connected services. Sensitive actions, including purchases and sending emails, can require explicit approval.

Users decide which services Muse can access and what permissions it receives. Meta says it keeps credentials in secure storage and keeps them from Muse, while users can disconnect services or tell Muse to forget specific information.

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Still, the security architecture does not eliminate the trust problem. WIRED reported that Meta acknowledges Muse Secure VM is not technically inaccessible to Meta, even though company policy bars Meta from accessing users' Muse data. A more locked-down Confidential VM is planned later this year.

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Privacy concerns remain

Muse's biggest advantage may also be its biggest weakness. Meta is asking people to hand an AI access to email, calendars, payments and other personal services. That makes privacy and reliability far more important than they are with a chatbot that simply generates text.

Meta has built extensive controls around Muse, but its history of privacy controversies means consumers may judge those promises more skeptically.

The product therefore faces a simple test: Can Muse save people enough time that they are willing to let it act on their behalf? If so, Meta may have a serious consumer agent on its hands. If not, even impressive automation may not overcome the trust barrier.

Also read: Meta recently expanded the Muse lineup with**Muse Voice Transcribe****, which adds real-time multilingual speech recognition and speaker labeling.**

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Aminu Abdullahi

Aminu Abdullahi is a B2C and B2B technology and finance writer with more than six years of experience covering enterprise IT, cybersecurity, cloud computing, artificial intelligence, fintech, business software, and emerging technologies. He has written for a wide range of technical and business audiences, from IT professionals and cybersecurity leaders to small business owners, executives, and technology buyers. His work has appeared in publications including: TechRepublic eWEEK Channel Insider Geekflare Enterprise Networking Planet eSecurity Planet CIO Insight Webopedia With a background in computer science, Aminu specializes in translating complex technical subjects into clear, practical, and accessible content. His writing helps readers understand emerging technologies, evaluate business software, strengthen cybersecurity strategies, and make more informed decisions about technology investments. Across his work, Aminu focuses on the real-world impact of technology, connecting technical innovation with business value, operational efficiency, security, and long-term digital transformation.

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Meta Unveils Muse Spark Open, Its Most Powerful Open-Weight AI Yet

Meta’s Muse Spark Open targets developers with powerful open-weight AI, Apple silicon support, and new deployment options. Here’s what IT teams should know.

Written By Aminu Abdullahi

Oct 16, 2026

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Meta Muse Charm. Source: Meta

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Meta is bringing one of its largest open-weight AI models to developers who want more control over where and how their AI workloads run.

Announced Oct. 15, Muse Spark Open brings 816 billion total parameters, 42 billion active parameters per token via a mixture-of-experts design, and a 1-million-token context window. Meta declared the release “the most capable US open-weight model to date.”

Meta calls it the most capable US open-weight model to date, but benchmark comparisons suggest that Chinese competitors remain ahead in some areas. For developers, the bigger question is whether the model’s capabilities justify the hardware and deployment costs.

Bridging silicon and desktop compute

Meta engineered the system alongside Apple’s MLX framework so that two Mac Studio desktops equipped with

M5 Ultra chips operate together over a unified memory pool.

“The result is two Mac Studios behave like one supercomputer with a terabyte of unified memory,” Meta stated.

During internal testing, the company used the model inside Muse Code to ship code changes to Ice Cubes, an open-source Mastodon client, spanning “bug fixes, new features, [and] full build.” Meta also showed the model controlling DaVinci Resolve to review video footage frame-by-frame and crop vertical clips.

The release is available immediately as downloadable weights across Hugging Face, Amazon SageMaker AI, Google Cloud Model Garden, and Microsoft Foundry Models. Cloud API hosting is also available via platforms like Fireworks AI, Together AI, and Groq.

Benchmark realities behind the domestic badge

While Meta highlighted strong gains against domestic open systems like Inkling and Nemotron 3 Ultra, global open benchmarks reveal a fragmented landscape.

Meta’s internal evaluation showed Spark Open leading rivals on tool-calling evaluations, scoring 89.2 on MCP-Atlas and 61.8 on JobBench. Yet Chinese open-weight models retained the upper hand on pure coding benchmarks: Moonshot AI’s Kimi K3 hit 85 on Terminal-Bench 2.1, outpacing Spark Open’s 76.4.

Independent ratings from Artificial Analysis placed Spark Open at an Intelligence Index score of 39, trailing Chinese models such as Xiaomi’s MiMo-V2.6-Pro at 46, GLM 5.3 at 45, and Kimi K3 at 44.

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The results suggest that Meta’s model could be competitive for agentic workflows without necessarily leading the broader open-weight market.

Why a US-developed open-weight model matters

Meta’s emphasis on Muse Spark Open as a US-developed model adds another dimension to the competition with Chinese AI providers.

By delivering a viable American alternative to high-ranking models from Alibaba, Z.ai, and Moonshot AI, Meta is catering to enterprise procurement officers bound by corporate governance or regulatory mandates that restrict the deployment of foreign-developed systems.

Rather than trying to beat Chinese labs on every terminal-coding metric, Meta is packaging sufficient multi-step agent reasoning into an auditable domestic package that satisfies institutional compliance hurdles.

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Implications for software teams and developers

For software developers and IT leaders, Muse Spark Open reshapes deployment choices:

* **Hardware cost barriers:** Running the model locally requires 1 terabyte of memory. Apple’s 512GB M5 Ultra Mac Studios will not arrive until late October with unannounced pricing, while an equivalent four-machine 256GB array costs over \$38,000. * **Licensing limitations:** The Muse Model License permits free commercial modification, but requires a custom agreement for model-serving businesses that exceed \$20 million in 12-month gross revenue. Products must also display “Built with Muse Spark Open.” * **Procurement screening:** Downloading via Hugging Face requires legal names, birth dates, and corporate identifiers, establishing a strict registration hurdle for engineering teams.

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For enterprise developers, Muse Spark Open offers another option for running advanced AI workloads outside fully managed cloud services.

Whether local deployment makes financial sense will depend on hardware requirements, licensing terms,

performance, and expected usage. Organizations considering the model should evaluate those trade-offs against cloud-hosted alternatives before committing to dedicated infrastructure.

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