# Perplexity launches Sonar API to enhance application development with AI search capabilities



Perplexity, a technology company known for its innovative approaches in artificial intelligence, has unveiled a new API service named Sonar, designed to enhance application development through advanced generative AI search capabilities. This service is particularly aimed at both developers and enterprises, enabling them to integrate Perplexity’s sophisticated search technology seamlessly into their existing applications.

Launched recently, the Sonar API comes with two initial pricing tiers to cater to varying needs within the business landscape. The first option, simply labelled Sonar, is positioned as a more affordable and rapid solution suited for basic search requirements. In contrast, Sonar Pro is a premium offering aimed at those dealing with more intricate queries and demanding a higher-performance search experience.

In a detailed blog post, Perplexity characterised the Sonar API as “lightweight, affordable, fast, and simple to use.” This focus on simplicity and efficiency is underscored by the API’s features, which include citation capabilities and the flexibility to customise sources according to specific business needs. The company has indicated that the Sonar API is particularly well-suited for organizations seeking streamlined question-and-answer functionalities that are optimised for speed.

The introduction of Sonar may mark a significant shift in how businesses approach automation in their operations, as integrating such advanced AI search functionalities could enhance their efficiencies and improve user engagement. By facilitating quick access to information and tailored responses, the product is expected to be a valuable tool in the evolving landscape of AI automation tools aimed at businesses.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://web.swipeinsight.app/posts/perplexity-launches-sonar-api-for-real-time-ai-search-capabilities-14187> - Corroborates the launch of Sonar and Sonar Pro API, their features, and the integration by companies like Copy AI, Doximity, and Zoom.
* <https://www.perplexity.ai/hub/blog/introducing-the-sonar-pro-api> - Provides details on the Sonar and Sonar Pro API, including their capabilities, pricing, and use cases in various industries.
* <https://techcrunch.com/2025/01/21/perplexity-launches-sonar-an-api-for-ai-search/> - Supports the information about the launch of Sonar API, its pricing tiers, and its integration with platforms like Zoom.
* <https://web.swipeinsight.app/posts/perplexity-launches-sonar-api-for-real-time-ai-search-capabilities-14187> - Explains the difference between Sonar and Sonar Pro APIs, including their performance and citation capabilities.
* <https://www.perplexity.ai/hub/blog/introducing-the-sonar-pro-api> - Details the features of Sonar API, such as being lightweight, affordable, fast, and simple to use, with customizable sources.
* <https://techcrunch.com/2025/01/21/perplexity-launches-sonar-an-api-for-ai-search/> - Discusses the pricing model of Sonar and Sonar Pro APIs, including the cost per search and per input/output tokens.
* <https://web.swipeinsight.app/posts/perplexity-launches-sonar-api-for-real-time-ai-search-capabilities-14187> - Highlights the performance of Sonar Pro API in terms of factuality, achieving an F-score of 0.858 on the SimpleQA benchmark.
* <https://www.perplexity.ai/hub/blog/introducing-the-sonar-pro-api> - Mentions the use of Sonar by companies like Copy AI and Doximity to enhance research efficiency and provide accurate medical information.
* <https://techcrunch.com/2025/01/21/perplexity-launches-sonar-an-api-for-ai-search/> - Explains how Sonar is integrated into Zoom’s AI Companion 2.0 to provide real-time searches during video calls.