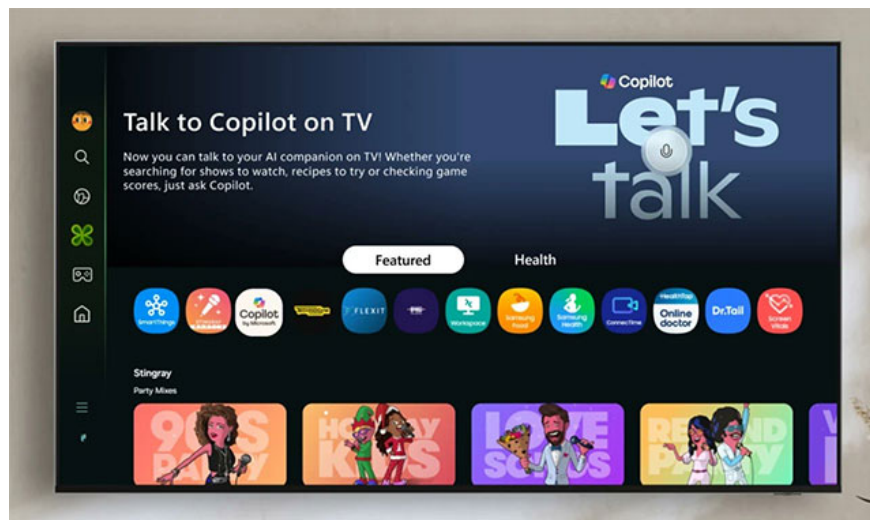


Microsoft brings Copilot to Samsung TVs and smart displays

Microsoft officially brings Copilot to Samsung 2025 TVs and monitors, bringing an intuitive AI assistant with cute animations, movie suggestions, information, and more.

Microsoft has just officially announced the integration of Copilot on some Samsung TVs and monitors. With this new experience, users can ask questions and get answers thanks to the power of large language models (LLM). Topics can be very diverse, from movies, TV shows, weather information to many other fields.

Unlike most other new-generation AI assistants, Copilot on Samsung TVs and monitors will be visual. Instead of just responding with voice, Copilot is designed as a cute cartoon character that moves its lips to respond to words and expresses emotions appropriate to the conversation context. In addition, Copilot also displays visual information cards about movies, weather or images with reviews, images and highlights.



How Copilot works on Samsung TVs and smart displays:

1. Once the update is rolled out to your device, Copilot will automatically appear in the **Apps Tab** on the Tizen OS home screen, inside **Samsung Daily+** .
2. Users just need to press the microphone button on the remote to ask a question, Copilot will respond with both image and voice.

3. For those who want to personalize their experience, Copilot supports QR scanning to connect a Microsoft account, helping to sync preferences and saved data.

Some examples of questions that Copilot can handle:

1. Spoiler-free synopsis: *'I'm watching The Crown, season 3 episode 4, can you give me a recap of the events that preceded it?'*
2. Super specific suggestion: *'Like The Queen's Gambit but about cooking instead of chess, and under 2 hours long.'*
3. Explore after watching: *'Who is the voice actor for that character?' or 'What other films has this director made?'*
4. Daily living help: *'Is the weather good for a hike this Saturday?' or 'Cheer yourself up after a breakup.'*

Copilot is currently rolling out to Samsung 2025 TVs including **Micro RGB, Neo QLED, OLED, The Frame Pro, The Frame** , and **M7 , M8, and M9 Smart Monitors** in select markets. Microsoft and Samsung have also confirmed that Copilot support will be expanded to more TVs and monitors in the future.

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