

# OpenAI is close to striking a deal with Samsung to use its AI features in Galaxy phones

According to South Korean publication The Korea Herald, artificial intelligence giant OpenAI wants to position itself as a potential rival to Google.

Just as OpenAI has pledged to integrate its advanced artificial intelligence capabilities into Apple's Intelligence suite of new products, recent reports suggest that OpenAI is also in secret discussions with Samsung on the same issue. Specifically, OpenAI is said to want Samsung to use its ChatGPT AI capabilities inside Galaxy devices.

According to South Korean publication The Korea Herald, artificial intelligence giant OpenAI wants to position itself as a potential rival to Google. Google has maintained its position as a leader in the browser and search market, and has also doubled down on its efforts to strengthen its AI capabilities.

Over the past few years, Google has been working to bring AI features to its search platform. This includes the AI chatbot Gemini, and the AI-powered search engine SearchGPT, which was developed to accommodate ChatGPT's growing feature set. The company has also pushed Advanced Voice Mode to all users, and tested Live Video with some beta testers.

Additionally, OpenAI is also reportedly developing an 'Operator' that can help users book flights or write code using their PCs. With all of these highlights, the partnership between OpenAI and Samsung could significantly expand OpenAI's reach, potentially bringing its AI capabilities to millions of Galaxy AI devices around the world.

If such a deal were to materialize between the two, Samsung would likely have to balance Google, as the two have been working together for a long time. This is especially relevant since Samsung is reportedly developing AR smart glasses in partnership with Qualcomm and Google.



Galaxy devices, especially the high-end models, are making a splash in the market thanks to the integration of Galaxy AI technology, powered by Samsung's large language models (LLMs) and Google Gemini. However, the fact that OpenAI, the developer of ChatGPT, is also ambitious in wanting Samsung to apply its AI model in future versions of Galaxy AI could cause interesting disruptions.

While Samsung has not commented on the matter, a company spokesperson stated, 'We are promoting an open ecosystem and remain open to collaborating with all of our partners.' Is this a sign of renewed optimism in its collaboration with OpenAI? Only time will tell. However, one thing is certain: the AI race between tech giants like Google, Apple, and OpenAI is heating up, and hardware makers like Samsung will be a key player in shaping the future of artificial intelligence technology.

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