

# Sam - What's special about Samsung's virtual assistant Sam 3d?

Learn about Samsung's new 3D virtual assistant - Sam/Samathan. The assistant's appearance, special features and facts about Sam.

In recent days, all over the forums and social networks are spreading the first pictures of Sam - Samsung 's new virtual assistant . So what's so special about this new 3D virtual assistant, why is it so hot, and is this a new product of the company or just a rumor? All will be answered in the article below!

## 1. What is Samsung's virtual assistant Sam?

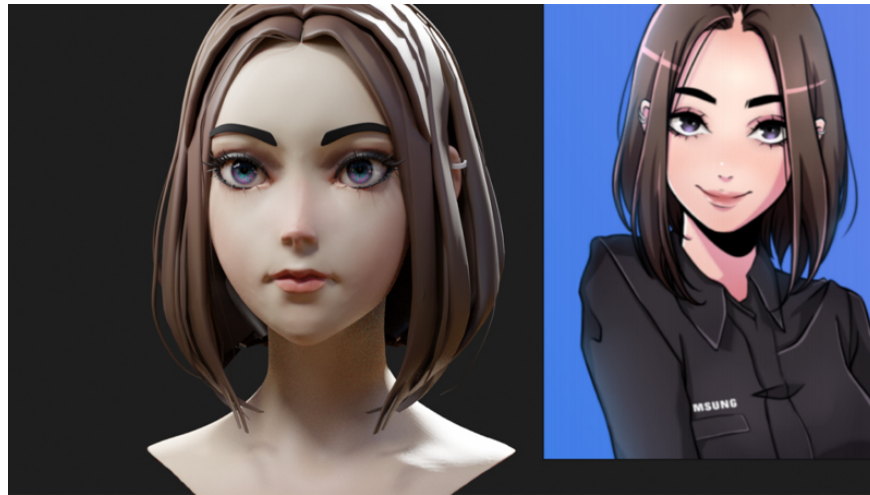
Sam (or Samantha) is the name of a character that is said to be a new, upcoming virtual assistant of the "giant of kimchi" - Samsung. Sam appeared on the website of Lightfarm - A studio specializing in the design of visual media content, especially 3D, VR or AR content .

When images of Sam leaked, technology fans showed that they were very interested in this shape. Some people say Sam is like a character from Pixar , while others think of the Angel Warrior Alita .



Previously, Samsung had launched its two virtual assistants, S Voice on the Galaxy S series in 2012 and Bixby in 2017. In which, Bixby is still used on its product lines until now. Today, although it is still quite "inferior" compared to similar platforms like Siri , Google Assistant , .

It can be said that Sam is a visually polished version, "greatly restored" compared to the previous 2D version.



## 2. What's special about Samsung's virtual assistant Sam?

If other virtual assistant platforms are only functional, users can almost only hear the voice of the virtual assistant, Sam has brought a new breeze when appearing with an extremely attractive appearance.

This new virtual assistant from Samsung has short brown hair, big round, alert eyes. Sam wears casual pants and a fairly simple polo shirt, with Samsung's own logo and color scheme: Dark blue, black and white. Sam's photo set with many interesting expressions is quite "popular" with young users because of its youthful vitality.

If put into use on phones, smart speakers, . then this will certainly be a formidable "reputation" of Samsung with other competitors in the market.



## 3. Netizens' reactions to Sam

Because of his youthful and dynamic image aimed at young people, Sam quickly went viral throughout social networking platforms. People were quite excited about this new virtual character and started sharing status

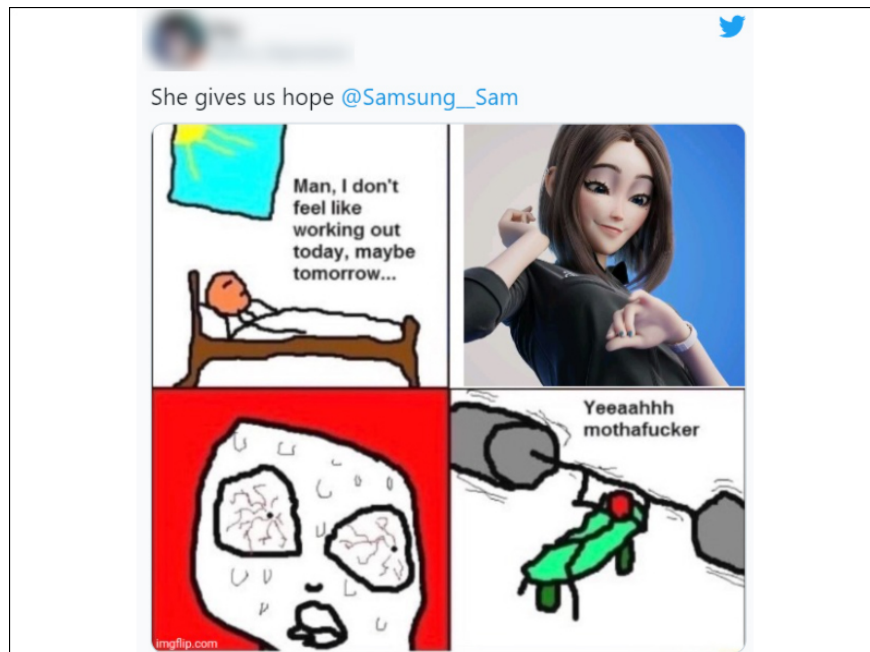
lines, even creating funny memes about Sam.

Let's take a look around to see how netizens react to this Samsung virtual assistant!

- One user was both surprised and excited with the tweet: "Have you seen the picture of the new Samsung virtual assistant named Sam!?!?"



- This funny guy thinks that Sam is the motivation for him to get up early and practice sports.



- A cool TikTok video about Sam

#### 4. Is Sam really Samsung's new virtual assistant?

Contrary to the eagerness of technology fans, some sources believe that this is not actually Samsung's upcoming virtual assistant, but simply a 3rd-party design inspired by the company. Specifically, currently (June 3, 2021) on the homepage of Lightfarm has removed the post about Sam, along with that, the Samsung side has not yet officially confirmed this news.

This makes many people begin to believe that this is simply a fictional character designed by Lightfarm, or that Sam is still under Samsung but is not a virtual assistant, but only for a media campaign (PR.) from the company only.



However, there is a notable detail that Lightfarm previously announced that Sam is a product of cooperation with Cheil Agency - an advertising agency under Samsung.

And with many positive user reactions about the virtual assistant Sam in recent days, Samsung can completely consider developing a new technology in this direction. Let's wait for the official news from Samsung!

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