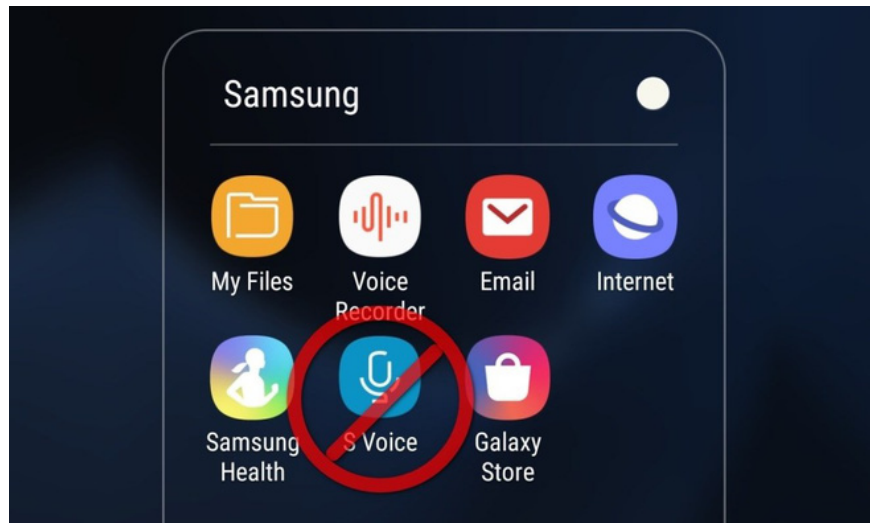


# Samsung announces S Voice assistant

S Voice is Samsung's first attempt at developing a virtual assistant for smartphones, launched in 2012 alongside the Galaxy S3.

According to a SamMobile report, Samsung has decided to kill S Voice, from June 1. The Korean giant's efforts to develop a virtual assistant that can catch up with Apple's Siri have completely failed.

S Voice is Samsung's first attempt at developing a virtual assistant for smartphones, launched in 2012 alongside the Galaxy S3. S Voice can set reminders and make calls, but can't answer questions in a normal conversation with users, like Siri or Google Assistant.



Samsung has also replaced S Voice with its virtual assistant Bixby, starting with the Galaxy S8 smartphone. However, even Bixby did not really make a good impression on users. Samsung even designed a physical button to activate Bixby on smartphones, and users thought this was a really bad idea.

While Samsung's current smartphones no longer use S Voice, some wearables still exist. Galaxy Watch and Galaxy Active are now available to upgrade to Bixby, while Gear S3 and Gear Sport will receive similar updates on June 1, after S Voice is officially retired. .

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