

Samsung's Bixby virtual assistant is smarter thanks to AI creation

The Samsung ecosystem needs a smarter Bixby Virtual Assistant to compete with other virtual assistants.

Bixby has been a part of Samsung Galaxy smartphones for the past seven years, starting with the launch of the Galaxy S8 series. It brought some groundbreaking functions at the time, like live translation and restaurant recommendations.

However, this virtual voice assistant relies on users asking questions and finding answers from the internet using simple commands. Bixby doesn't have the capabilities of Open AI or Google Gemini's ChatGPT, which can generate new text and images in response to your queries.



Bixby virtual assistant is not as powerful as some other virtual assistants, but Samsung always wants to change that. They see Bixby as a way to control all your Samsung devices, from phones to home appliances, so making it smarter is a big deal.

Now, if you are one of those who use Bixby Virtual Assistant, there is good news for you. Accordingly, Samsung is strengthening its virtual assistant by combining it with generative AI technology. According to Won-joon Choi, Samsung's executive vice president of mobile, the company is "working very hard" to make that happen, but there is currently no official timeline.

' With the emergence of generative AI technology and advanced large language modeling, I believe we must redefine the role of Bixby ,' Won-joon Choi added.

Won-joon Choi also said that Bixby is "the core virtual voice assistant" and wants to ensure that any additions from AI technology generated to it "allow conversations to become natural, intelligent More easily, support can

be applied to products in the Samsung ecosystem.

This will basically help Bixby Virtual Assistant become much more interesting. Imagine asking your phone to write a poem or describe a funny cat video and Bixby Virtual Assistant can create something, using this new AI platform.

In addition, Bixby becoming Samsung's exclusive enhanced virtual assistant will promote healthy competition between Google Assistant and Apple's Siri, two other giants in the field of smartphone virtual assistants. .

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