

# This is everything you can do in Samsung Galaxy S9 / S9 + AR

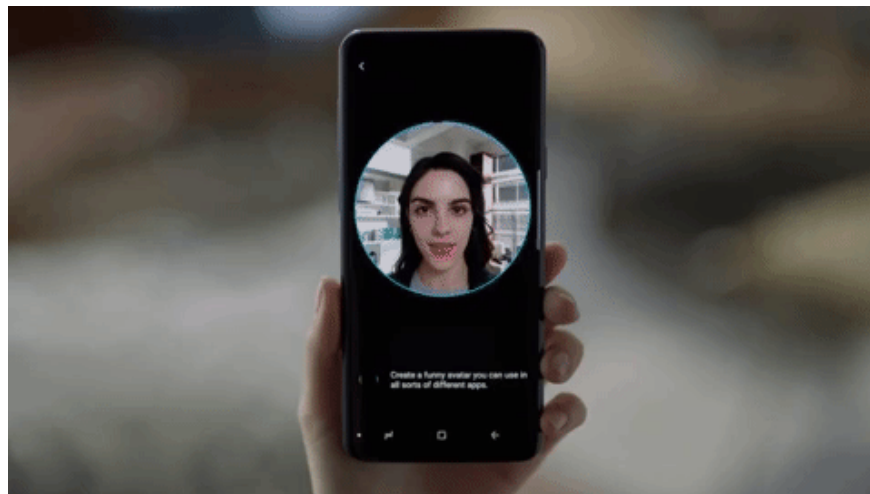
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Mr. Erin Willis said at the premiere: *"After all, I am sure you will love this camera. It not only brings beautiful photos, but also makes everything in your life. easier, from shopping to eating, traveling, and with AR, S9's camera will revolutionize the way you work, play and interact with the world around you . "*

## AR Emoji

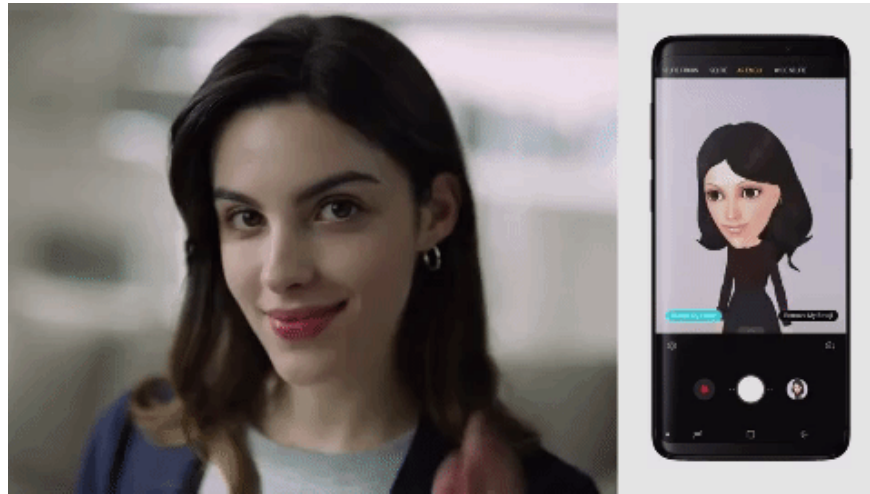
Typical AR features of Galaxy S9 / S9 + are AR Emoji, using the machine learning algorithm to render 3D models dynamically from over 100 user facial expressions and then reflect expressions in real time.



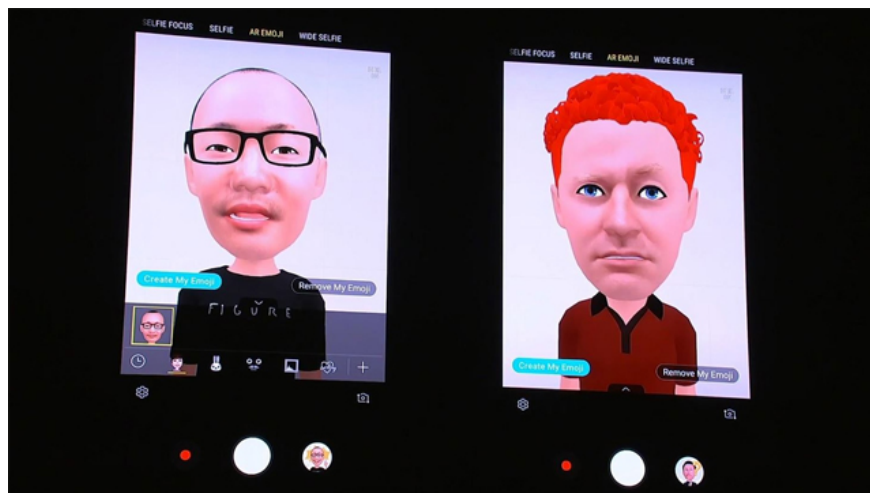
In other words, this is a copy of Animoji Apple on iPhone X. However, Samsung has more features and more flexibility in AR Emoji.

AR Emoji combines Animoji with animated characters imitating users, but AR Emoji also creates cartoon like Bitmoji that can be adjusted and customized. So instead of unicorns and aliens singing "Redbone", you can

imagine Childish Gambino performing his song. AR Emoji also creates some dynamic reactions that users can share.



In addition, AR Emoji will allow users to transform themselves into Disney and Pixar characters such as Mickey Mouse, Minnie Mouse and Incredibles.



Moreover, Samsung developed more 'open' AR Emoji than Animoji. Apple restricts Animoji to use only Messages, but iOS 11 allows the screen to be rotated to help users take pictures for use elsewhere. AR Emojis is recorded in AGIF file format, making them shared with third-party applications.

## Bixby

Samsung, Bixby's artificial intelligence assistant, has learned some new tricks through his computer vision capabilities. For example, Bixby can translate text in real time, like Google Translate.

1. How to translate images, translate words on photos for Android



For calculating calories, Bixby can also recognize the food and calories it provides in the Samsung Health app.



Bixby is also involved in cosmetic marketing "games", it has a mode called Makeup Mode. Users can try makeup on the front camera and buy products directly through the app. Although this is not the same as the application that Modiface, Perfect Corp. and Meitu provided, but this feature is a great advantage for participating brands such as Sephora, Cover Girl, and Amore Pacific in the US (with Sephora currently in Canada and Amore Pacific in Korea and China).