

* Artificial Intelligence - Case Study - 6

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The Amazing ways Samsung is using Big Data, AI
and Robots to Drive Performance

Samsung started 2018 with intention to be an AI leader by organizing the AI summit and brought together 300 university student, technical experts and leading academics to explore ways to accelerate AI research and to develop the best commercial application of AI.

Samsung has Dr. Larry Heck, world-renowned AI and voice recognition leader, on their AI research team. At the summit or emphasized the need for collaboration within the AI industry so that there would be a higher level of confidence and adoption by consumers and to allow AI to flourish. Samsung announced to host more AI related events as well as the creation of a new AI research center dedicated to AI, research and development. The research center will bolster Samsung's expertise in AI.

Bixby: Samsung AI assistant -

Samsung's AI system designed to make device interaction easier debuted with the Samsung Galaxy. The latest version 2.0 is a "fundamental leap forward for digital assistants." Bixby 2.0 allows the AI system to be available on all devices including TVs, refrigerators, washers, smartphones and other connected devices.

Bixby is contextually aware and understand natural language to help users interact with increasingly complex devices. Samsung plans to introduce a Bixby speaker to compete with Google Home and Amazon Alexa.

Samsung's AI robot -

Another innovation out of Samsung Electronics is Daram, Korean for human a humanoid robot now out of development that's packed with AI. So far Samsung has used the technology in its own factory with an AI robot arm, but experts to see the company commercialize its robot although that hasn't happened yet. Sources technology which would allow Daram to be stable and walk across a variety of surfaces. The future looks promising for Samsung to close the gap between itself and competitors in the race.