



Artificial Intelligence



# Siri

Presented by: Nurbayan Nurbekova  
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Lesson: Machine Learning



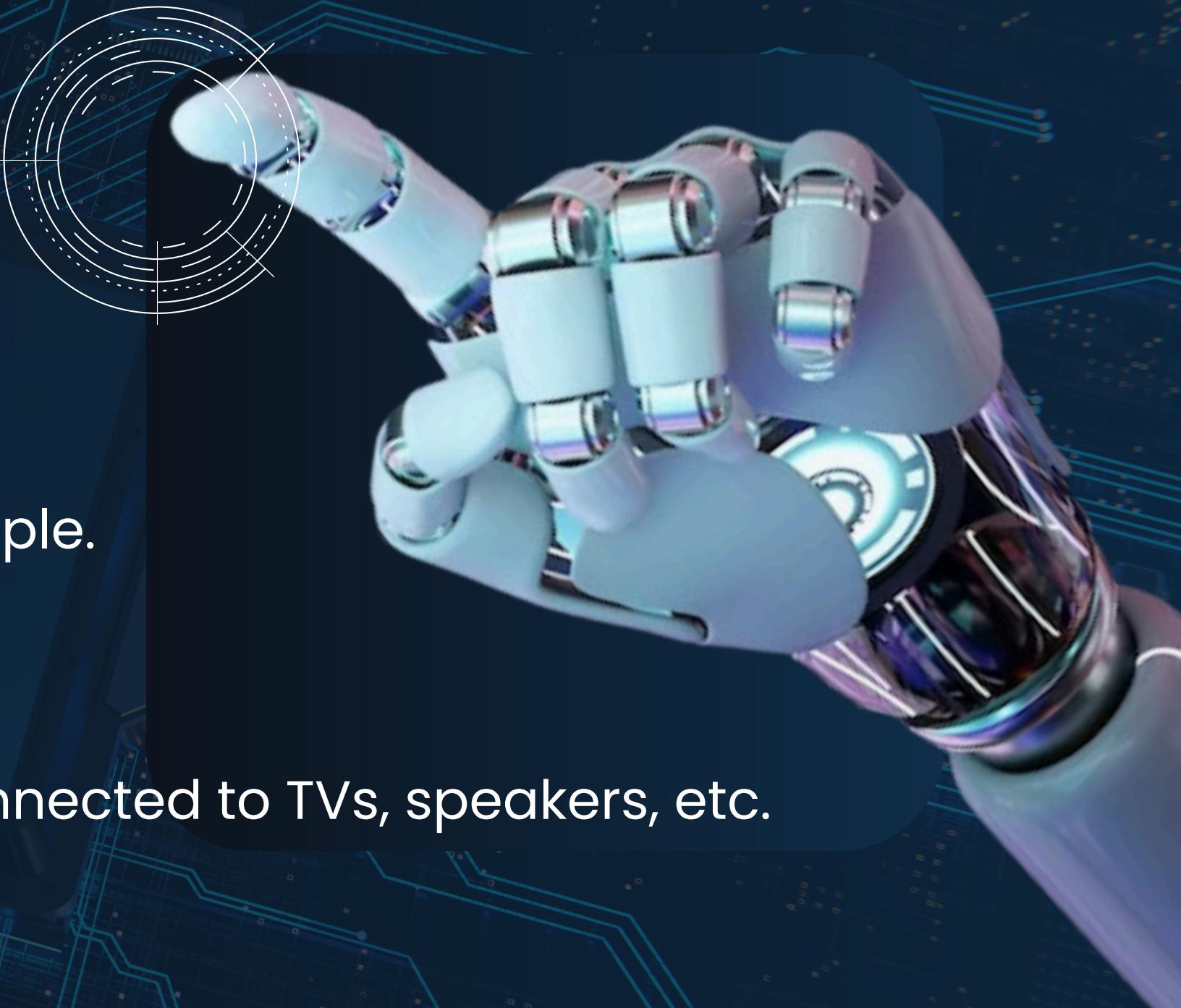
# The AI revolution

Personal help desk agent

- Utilizes over 70 billion facts about people

This database

- Powered by years of search queries made by people.
- Integral part of people's lives.
- Open-development platform.
- The company sees the Assistant as a chatbot connected to TVs, speakers, etc.
- Capable of holding a "two-way conversation".
- Offers open SDKs for developers
- Build conversational AI experiences, like ordering groceries or playing a game.





# Artificial Intelligence



When is your bedtime?

Find me cute dog videos

What does the fox say?

Show me the news today

Do I have any photos of cats?

What is the meaning of life?

Cheap breakfast options?

Where do you?

Tell me a joke

Are you my friend?

Send me a poem



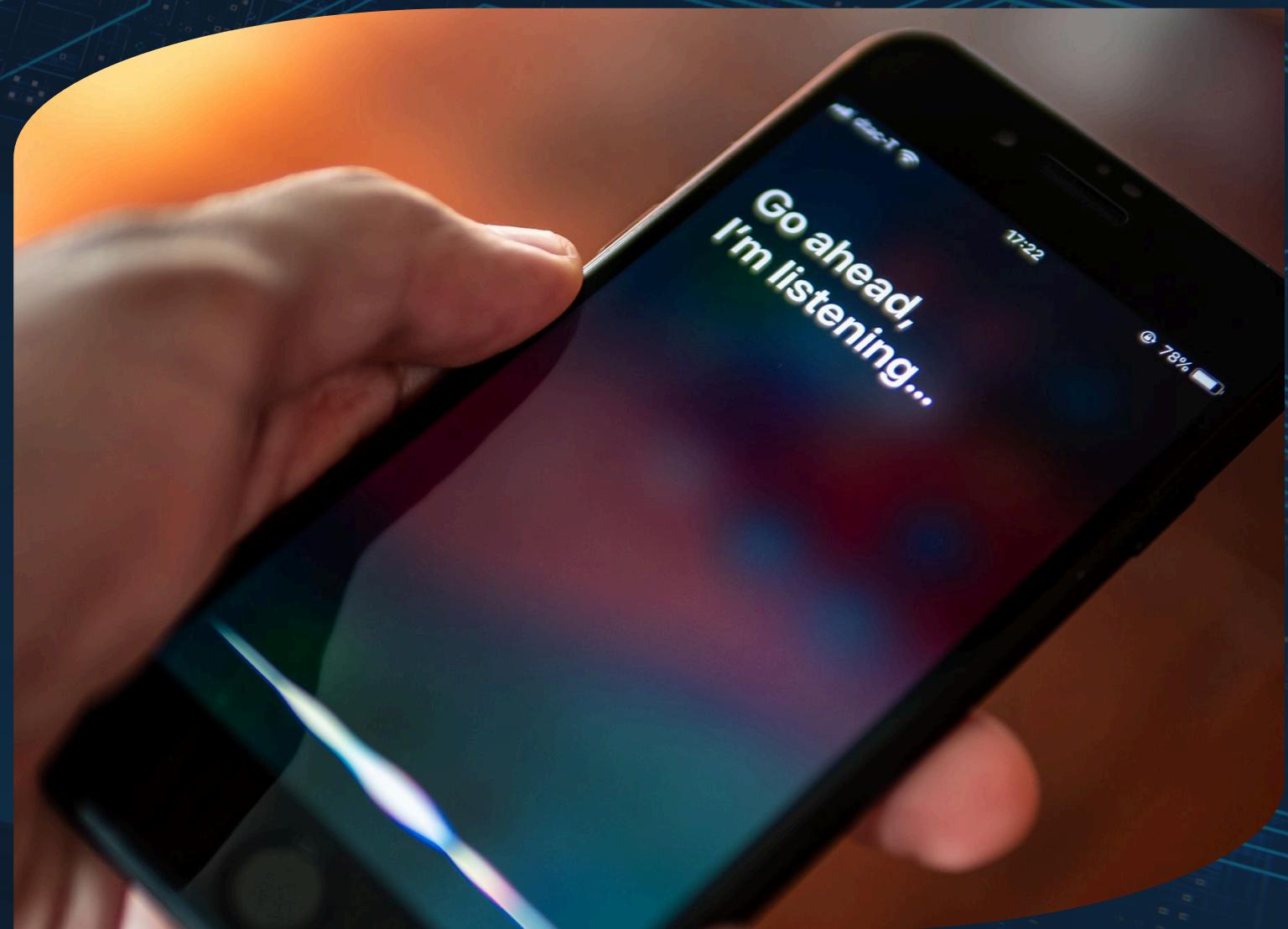
## Artificial Intelligence

# Siri

Siri lets you stay connected without lifting a finger. Siri can make calls or send texts for you whether you are driving, have your hands full, or are simply on the go.

It came out on November 4, 2011 in iPhone 4s.

Siri was started by a Norwegian named Dag Kittlaus as an app





## Facts about Siri

- The name Siri is derived from the name Sigrid (German) which means beautiful victory.
- It also is an Indian name meaning prosperity.
- Siri took over 40 years of research to be developed.
- Siri was sold for over \$200 million dollars.
- A video has been made "Siri tried to kill me" where Siri develops a mind of its own.



# Technology Used

Siri uses two main technologies:

- 1. Speech recognition**
- 2. Natural language processing (NLP)**

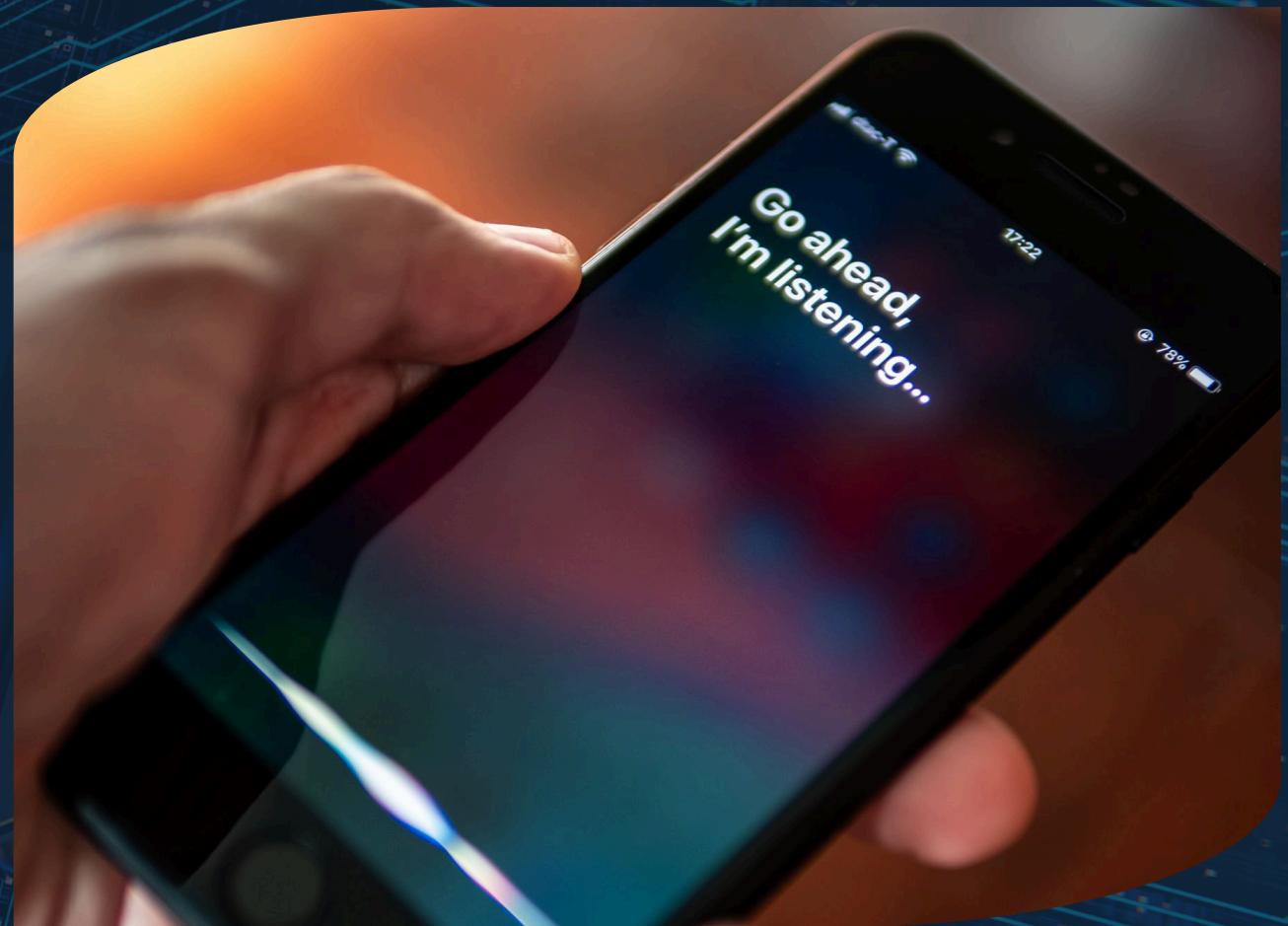
The first technology is taking the words that a human being said and converting it into a textual form.





# Working

- Siri can be used even when your phone is locked.
- To use Siri you hold down the home button.
- Once you call for Siri and she says "What can I help you with?" You ask Siri to help you.
- Upon receiving your request; Siri records the frequencies and sound waves from your voice and translates them into a code, then breaks down the code to identify particular patterns, phrases, and keywords. This data gets input into an algorithm.





## Limitations in Siri

- Siri can't work without an active internet connection.
- Siri depends on cloud computing.

You can't use it when you are offline, because all voice commands are relayed through Apple's servers before returning to the phone



## Artificial Intelligence

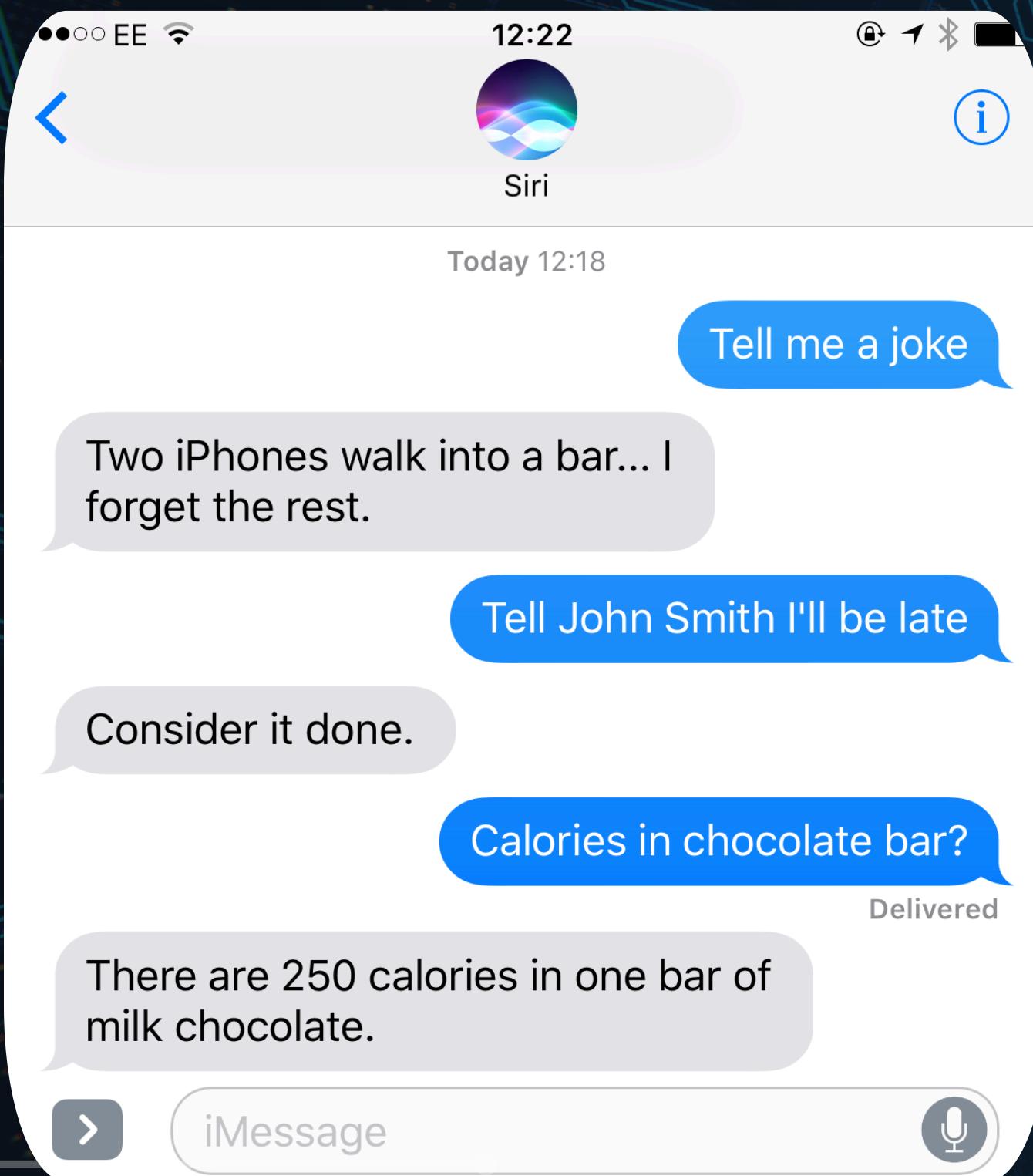


### Conversation with Siri

- Siri does more than ever even before you ask
- Calls and Texts
- Everyday Tasks
- Music
- Home
- Knowledge on the go
- More Powerful Tasks
- Funny conversation



# Artificial Intelligence



## Examples

"Can I call you Bob"  
tap to edit

Sorry, but no. I'm an intelligent  
assistant, not a tiny kitten.

"Happy birthday to you"  
tap to edit

Wow, my very own birthday  
carol! Thank you!

# thank you for watching

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