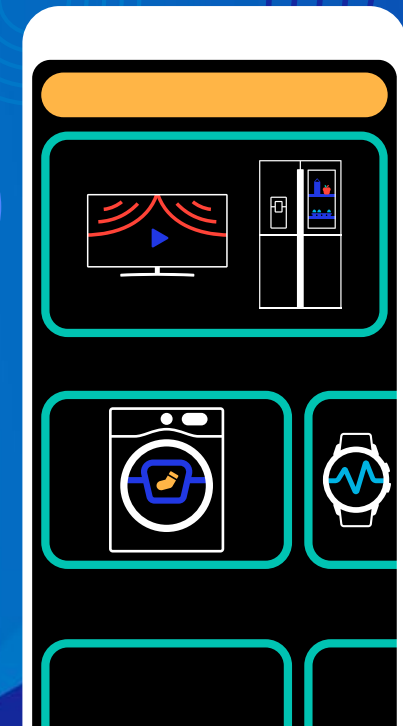# Bixby – What, Why and When

Roger Kibbe

Developer Evangelist

Viv Labs / Samsung

@rogerkibbe

What Is Bixby?

- Samsung's Voice/Conversational AI assistant
- Bixyby 2 introduced last November – based on Viv Labs Technology
- Viv Labs – Acquired by Samsung 2 years ago
- Story starts with Siri
  - Dag Kittlaus and Adam Cheyer founded Siri
  - Sold out to Apple and worked there for a couple years
  - Left to create a next generation conversational AI platform and founded Viv Labs
  - Samsung bought Viv Labs in late 2016
- Bixby will be embedded on 500 million Samung devices shipped yearly
  - Phones
  - TV's
  - Appliances
  - Watches
  - Smart Speakers
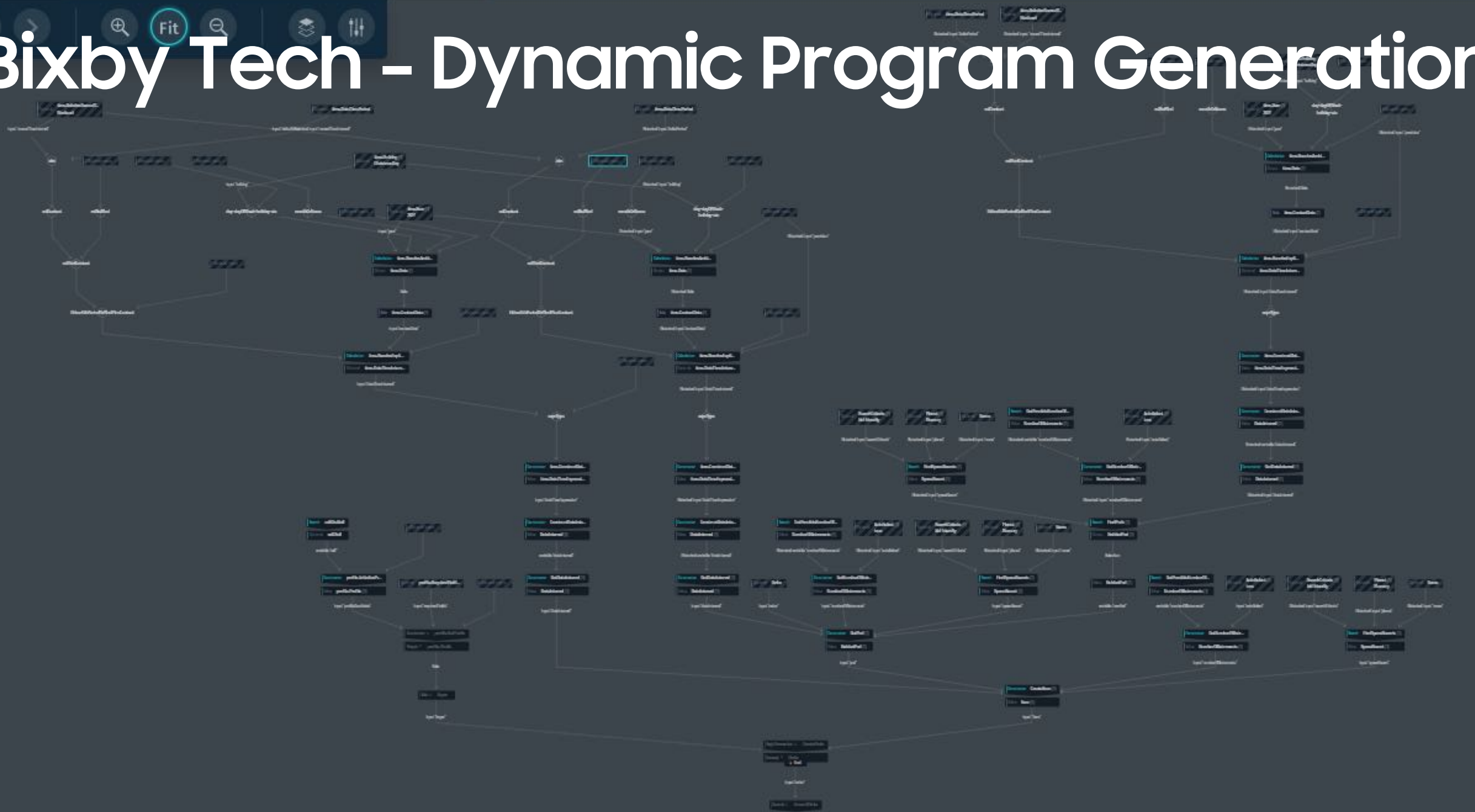 - And more . . .

Bixby

Why Bixby?

Technology

Samsung's Reach

Bixby

Bixby Tech – Model Driven

- Bixby is a declarative, model driven development paradigm
- The model handles the "plumbing"
- And provides consistency – VUX standards
- Developer focuses time, energy and creativity on the business logic – what differentiates your capsule (voice app or "skill" in Bixby terminology)
- Most platforms are code first, model driven is different
- More powerful and easier

Bixby

Bixby Tech – Dynamic Program Generation

Bixby Tech – Natural Language not Invocation Names

- Invocation names are a relic from app stores
- There is a better way . . .
- Should be able to naturally converse, no "open. . ." – just ask a question
- Aggressive works towards making this THE way voice applications are used
- Third party apps have the same access as first party

Bixby

Bixby Tech – Level Playing Field

- Bixby Developer Tools – www.bixbydeveloper.com
- Same tools used internally
- No special access/tools internally
- Level playing field – a big differentiator
- And a single IDE for all development – not multiple tools – another differentiator

Bixby

Bixby Tech – Personalization/Contextually Aware

- Big VUX challenge – no guard rails like a UI
- No long lists of choices or pull downs
- How to handle?
- Bixby has contextual awareness
  - Understand the conversation
  - Smart continuations
- Powerful personalization capabilities
  - Most relevant choices are the first
  - Remember past behavior – smart defaults

Bixby

Bixby Tech – Multimodal

- Voice only apps are very good
- Multi-modal = the frosting on the cake
- Built in multi-modal capabilities – not add on
- Allows an app to use the correct modality for the situation. Modality should be contextual
- Samsung knows screens!

Bixby

Samsung's Reach

- #1 in Smartphones
- #1 in Televisions
- #1 in US Appliances
- Significant market share in portable speakers/automotive via Harman

500 Million Bixby Enabled Devices per Year

Bixby

Ambient Computing Opportunity

- Samsung very well positioned for an ambient computing future
- Talk to your TV, appliances, speakers, phones, speaker and more
- The assistant becomes truly indispensable – putting the "A" in assistant

b Bixby

Bixby Developer Sessions

- All day hackathons
- Learn how to build a capsule
- Meet other Bixby developers
- Meet the Samsung/Viv Labs team
- Cool swag/prizes (we are Samsung)

SF 6.8 LA 6.15 NYC 6.22

http://bixby.events

Bixby

Bixby Premier Developer

- Partner Program
- Partners have had success in other voice platforms
- Port your experience to Bixby and take advantage of the unique Bixby features
- White glove support
- Adam Cheyer's insight on building a voice/AI startup

http://bixby.partners

Bixby Language Support

- US English
- UK English
- Korean
- German
- Spanish (Spain)
- Italian
- French (beta)
- Chinese (Mandarin)

Bixby

SAMSUNG

Bixby Developers

Thank you

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