Samsung's new AI assistant is being named Bixby Siri Alexa

Samsung has decided to name their new AI assistant with a traditional and customary flare which includes a first, middle and last name. The basic idea is that people really want to emotionally connect with their AI and the research has shown that the easiest letters to remember is BSA. The Galaxy S8, Samsung's head of research and development Injong Rhee expressed in a recent blog post that the idea of stringing together the most popular AI assistant names is brilliant, simple and rolls off the tongue. The key is the first name is Bixby and it is a strategic one upper chess move.