

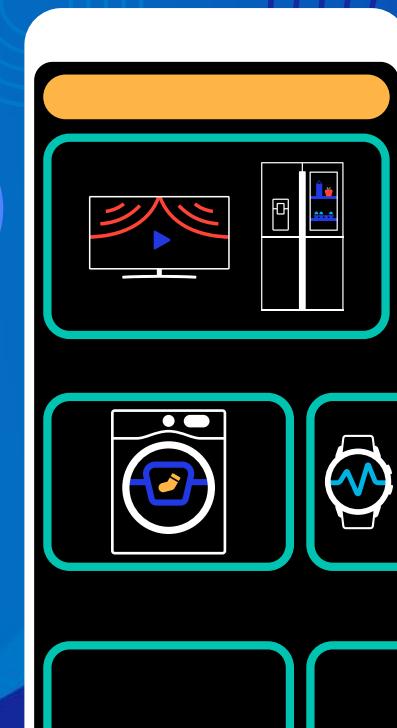
Samsung Bixby Intelligence of Things Week Samsung Ocean Center

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An Evolution



New Paradigm



1980s



1990s



2000s



Present

Voice Characteristics



- First Communication
- Natural
- Great Input
- Poor (relatively) Output

New Contexts



Driving



Cooking



Childcare



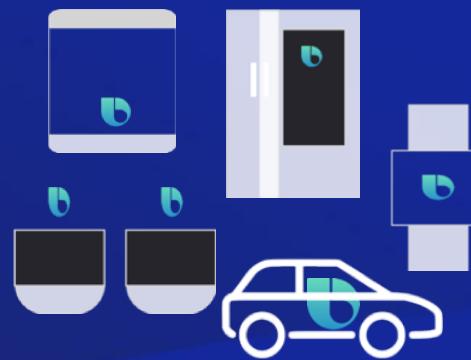
Relaxing

Voice apps are useful
but not important

What Voice Needs



One
Assistant



Any
Device

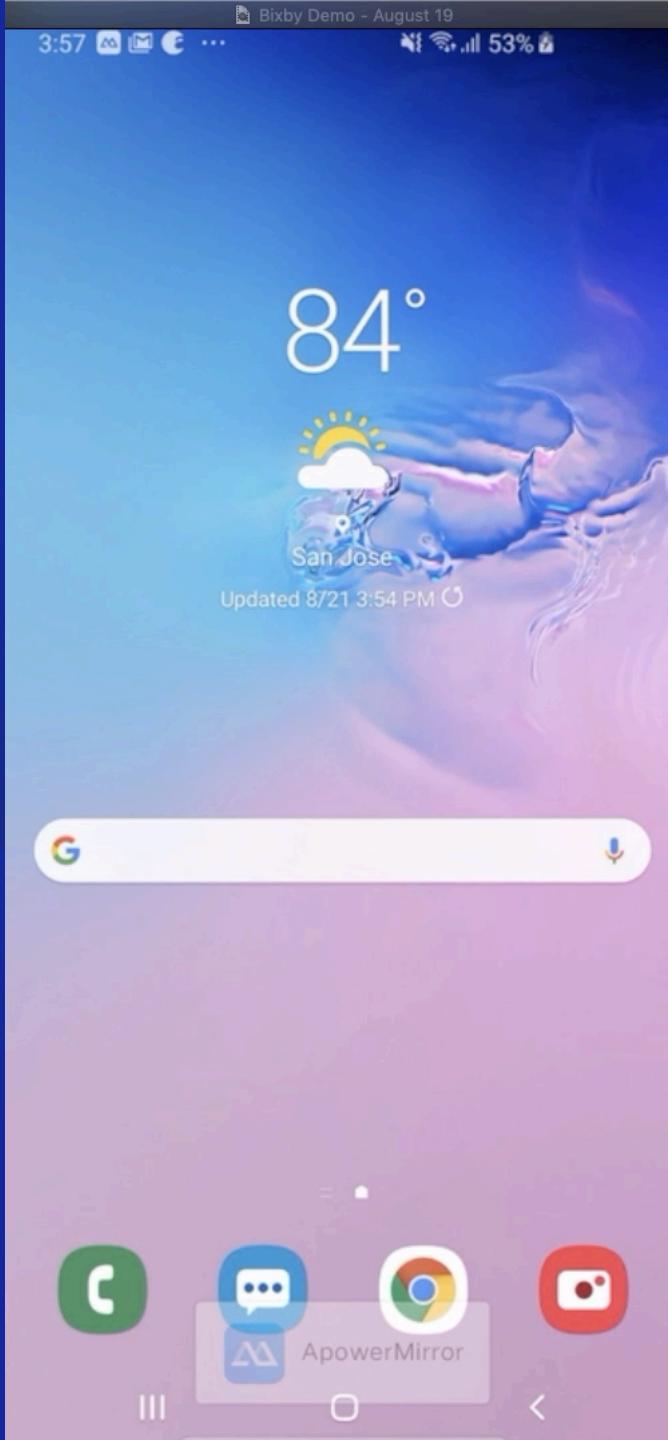


Every
Service



Personalized

What is Bixby



Bixby

Multimodal

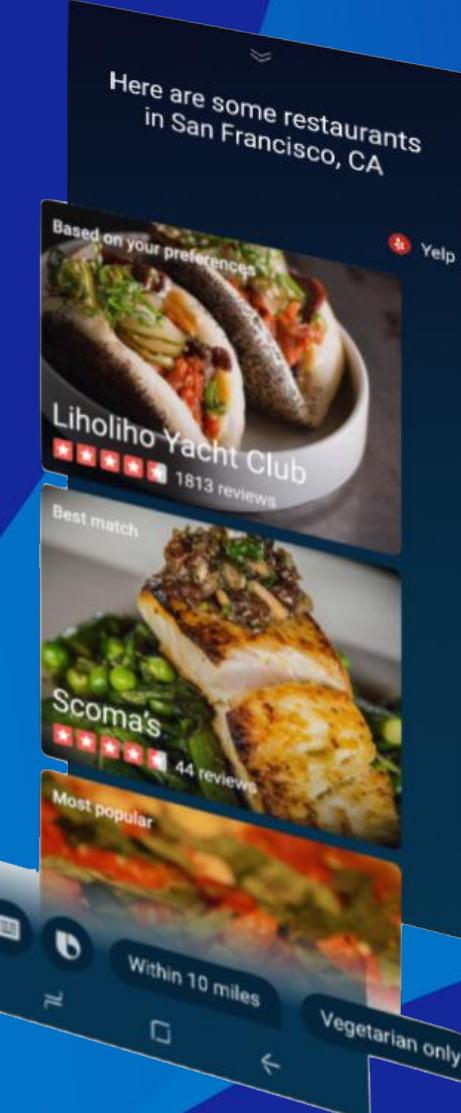
Text Header/Voice



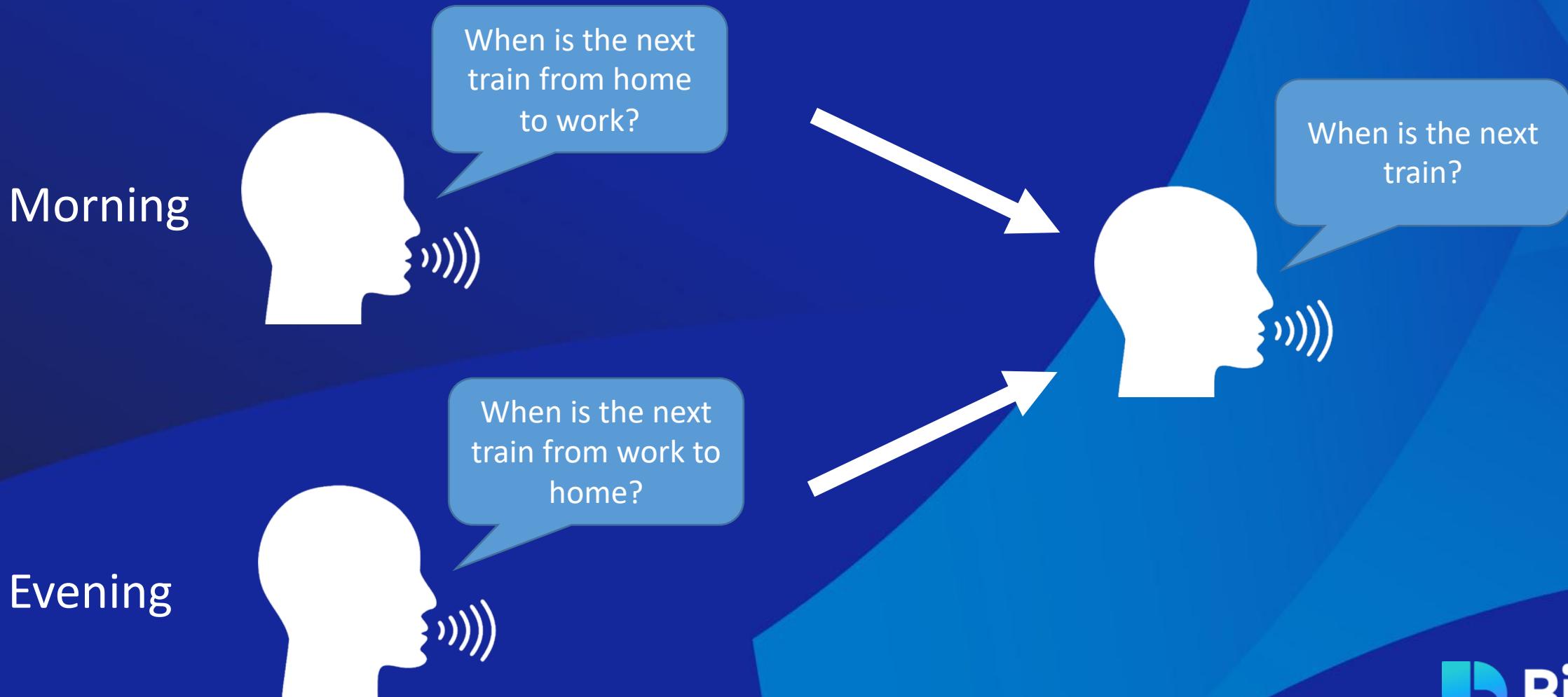
UI



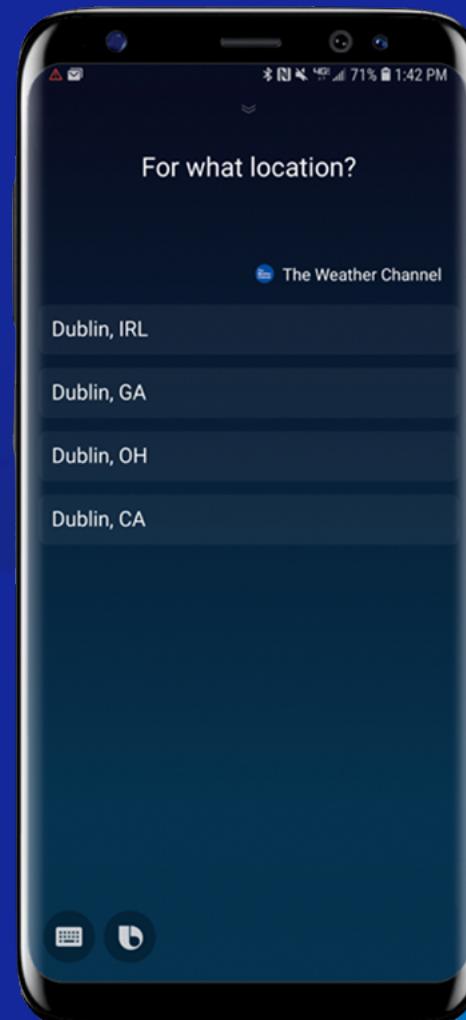
Follow on actions



Personalized Preferences



Personalized Selections



Unlearned



Learned

 Bixby

Conversational



Hi Bixby, What should I cook for dinner tonight?



Here are some dinner recipes...



Show me Italian ones



Here are some Italian dinner recipes...



Show me Mexican ones instead



Here are some Mexican dinner recipes...



With sausage and onions



Here are some Mexican dinner recipes with sausage and onions

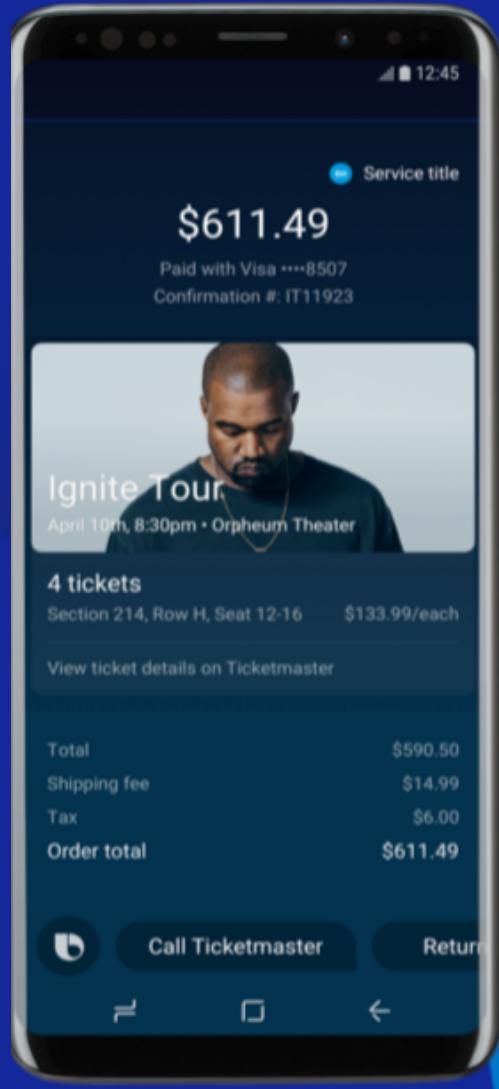


Without gluten



I couldn't find any Mexican dinner recipes without gluten, but here are Mexican dinner recipes with sausage and onions

Transactions & Payments



Rich Transactional Support

Payment support using Samsung Pay

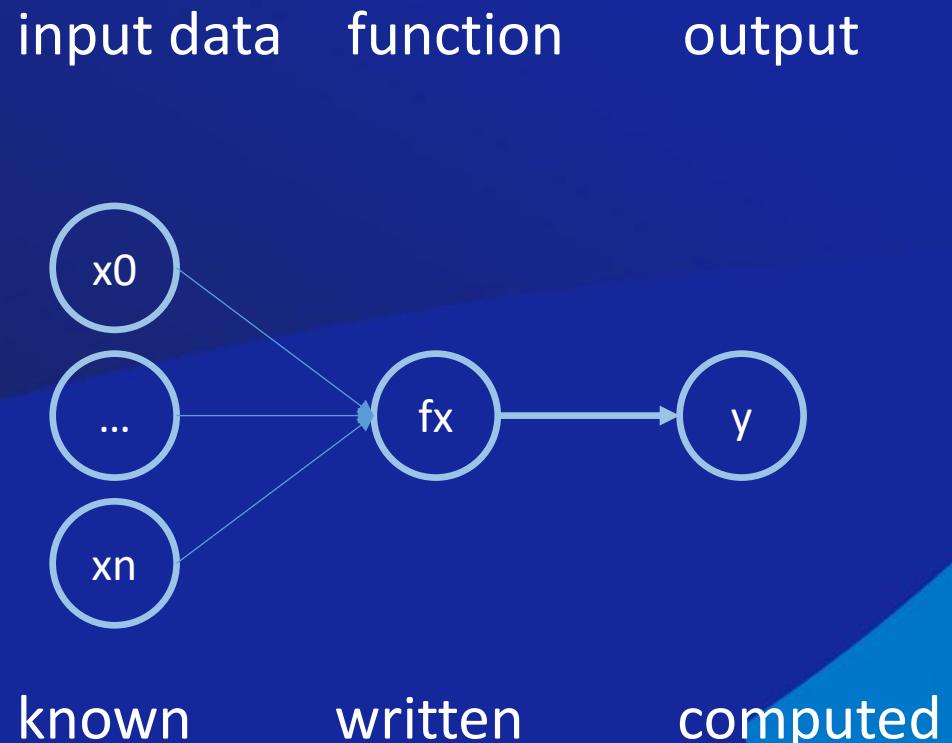
Oauth Authentication

Developing for Bixby



Human Driven

software engineering – human driven



AI Driven

machine learning – AI driven

input data function output



known

learned

known



Human + AI

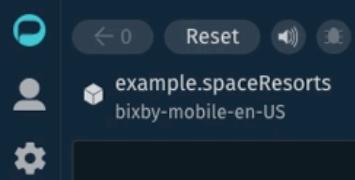
dynamic program generation

input data function output

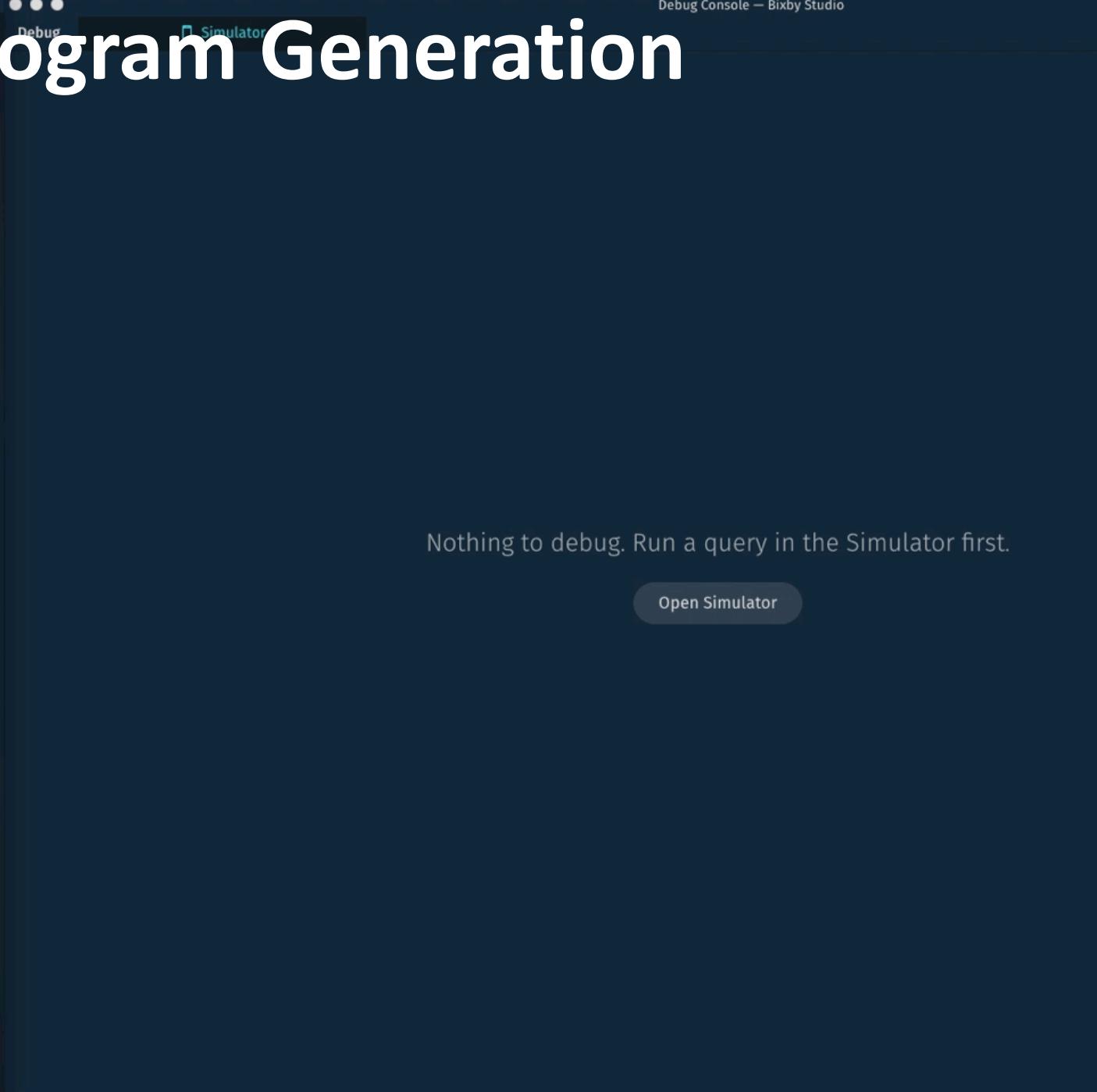
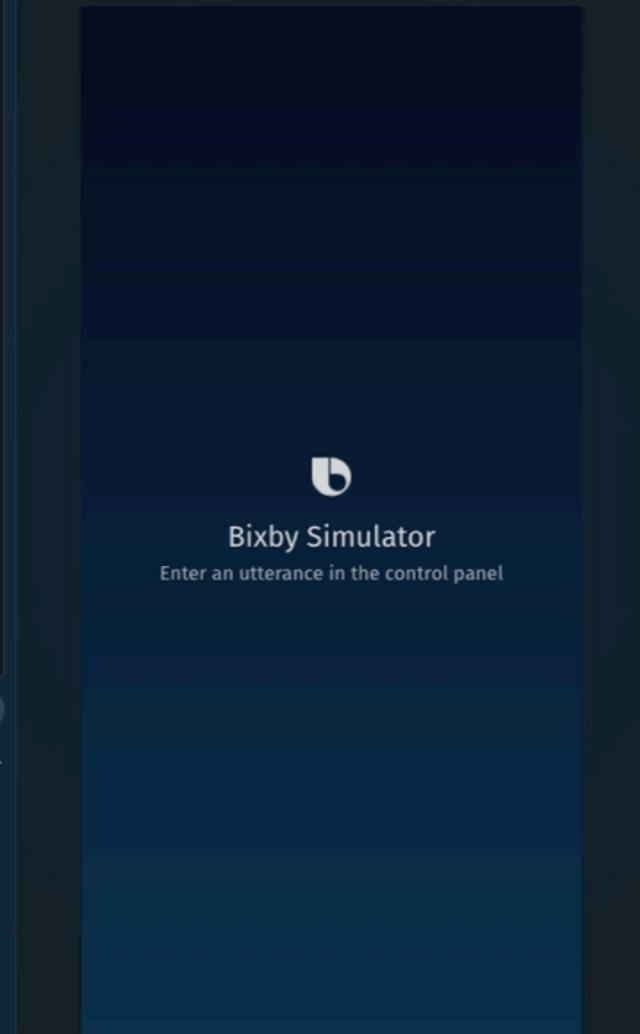
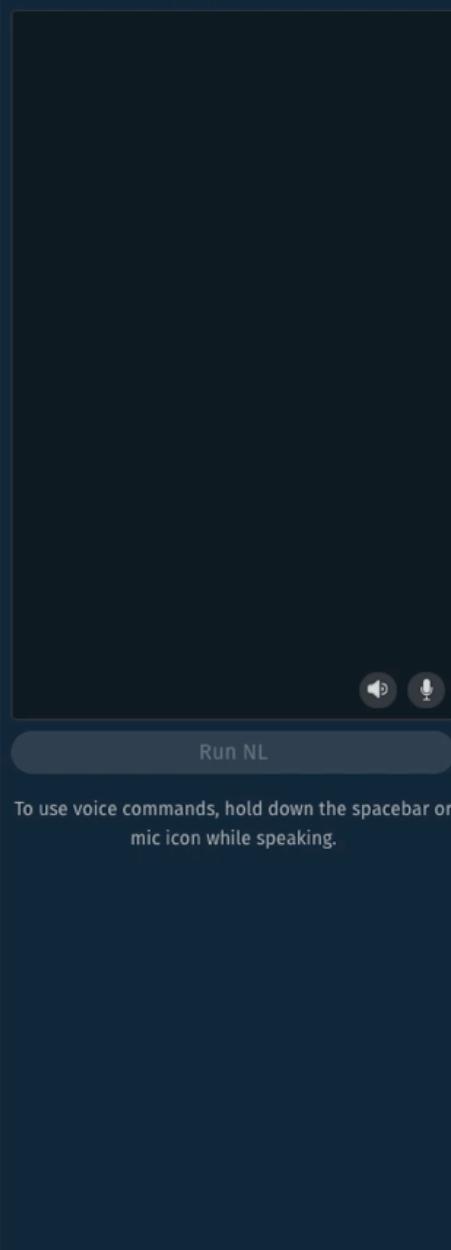


known generated computed





Dynamic Program Generation



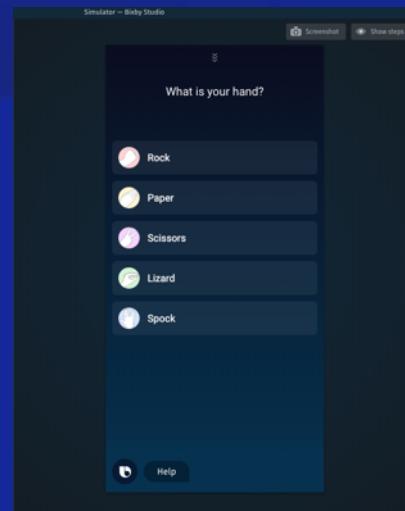
All in One IDE

Baby Studio - ShootHands.js

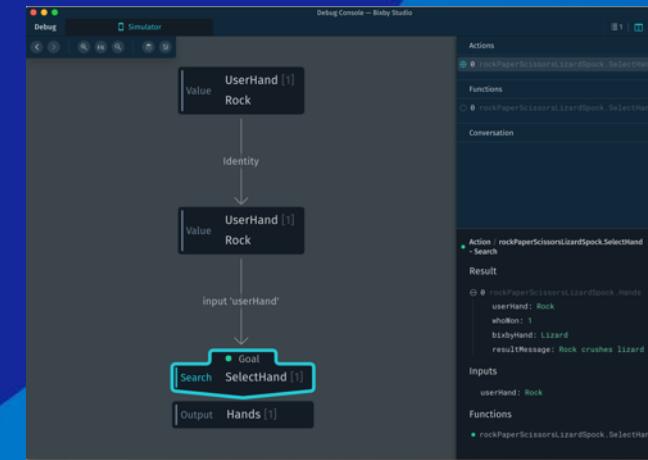
```
1 //|> console = require("console");
2
3 module.exports.function = function shootHands(userHand) {
4
5     var bixbyHand = HANDS[Math.floor(Math.random()) * HANDS.length];
6     var result = rpslsLogic(bixbyHand, userHand);
7
8     if (DEBUG) {
9         console.log ("Result: win = " + result.whomOn + " message = " + result.message);
10    }
11
12    return {
13        userHand: userHand,
14        bixbyHand: bixbyHand,
15        resultMessage: result.message,
16        whomOn: result.whomOn
17    };
18}
19
20 function rpslsLogic(bixbyHand, userHand) {
21
22    if (bixbyHand == userHand) {
23        result.message = null;
24        result.whomOn = 0;
25        return result;
26    } else if (userHand in RULES){ // Error handling for bad input
27        var fail = require ('fail');
28        fail ('all checked for unrecognized hand from user.', 'BadInput', null);
29        return 'Unrecognized hand';
30    } else {
31        if (bixbyHand in RULES[userHand]) {
32            result.message = RULES[userHand][bixbyHand];
33            result.whomOn = 1;
34            return result;
35        } else {
36            result.message = RULES[bixbyHand][userHand];
37            result.whomOn = 0;
38        }
39    }
40}
```

Ready Compiled just now 9

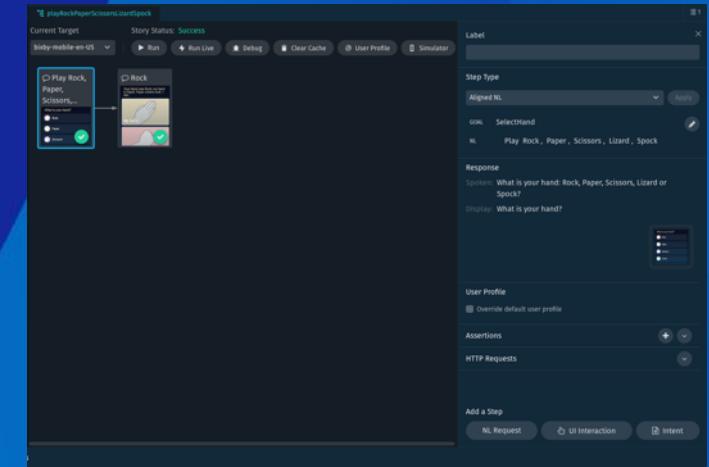
Develop



Simulate



Debug



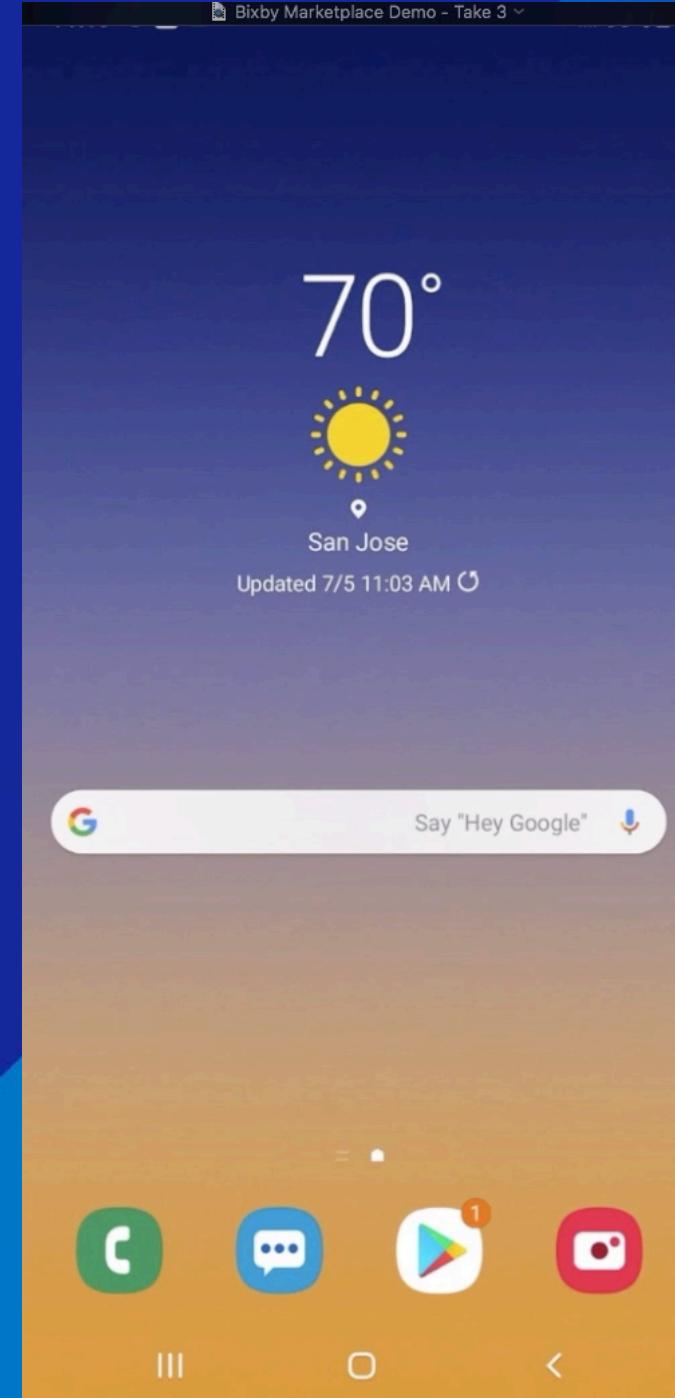
Test

We are not trying to build the
world's best assistant.
We are enabling the world to
build the best assistant

- Adam Cheyer



Marketplace Demo



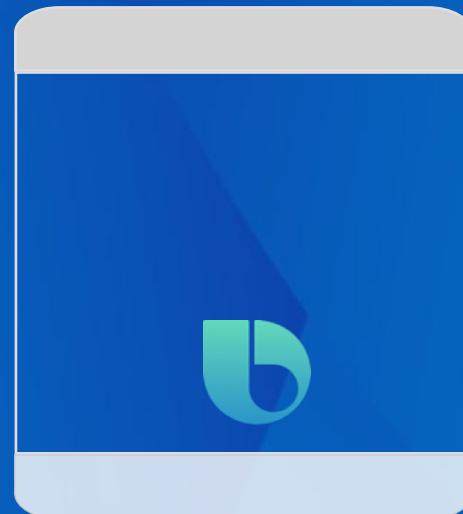
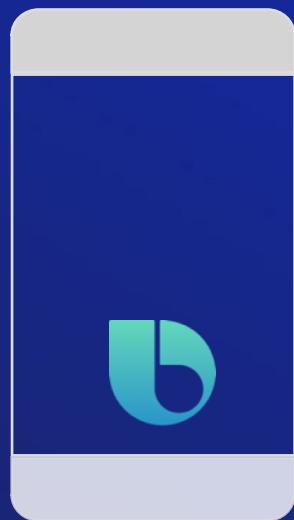
 **Bixby**

Samsung's Reach

- #1 in Smartphones
- #1 in Televisions
- #1 in US Appliances
- 70% of US Households have a Samsung device
- Significant market share in portable speakers/automotive via Harman

Bixby Reach

500 Million Bixby Enabled
Devices Shipped per Year



Bixby

- Massive Opportunity
- Bixby Capabilities
- Bixby Development
- Bixby Reach

Next Steps

Start Developing Today

www.bixbydevelopers.com

Learn More

bixby.developer.samsung.com



Thank you
& Questions

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