



Powered by Bixby - Samsung's Next-Generation Voice Assistant Platform

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What is Bixby?

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 Bixby

What makes Bixby different?

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 Bixby



Human Driven

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 Bixby

AI Driven



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 Bixby



Human + AI

Dynamic Program Generation

software engineering – human driven

input data function output



known written computed

machine learning – AI driven

input data function output



dynamic program generation

input data function output



known generated computed

dynamic program generation

input data function output



known

generated

computed

Bixby Developer Studio

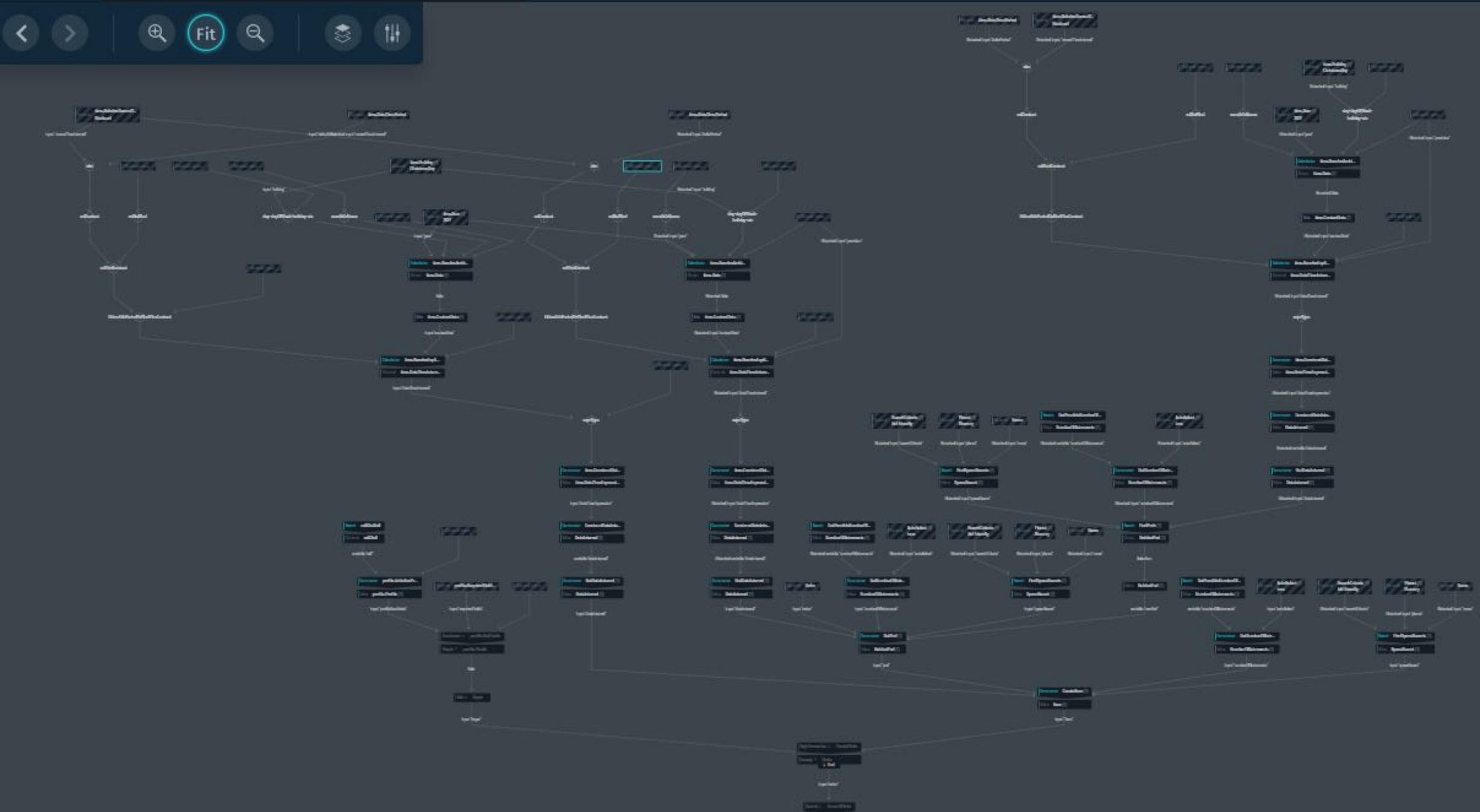
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 Bixby

Demo

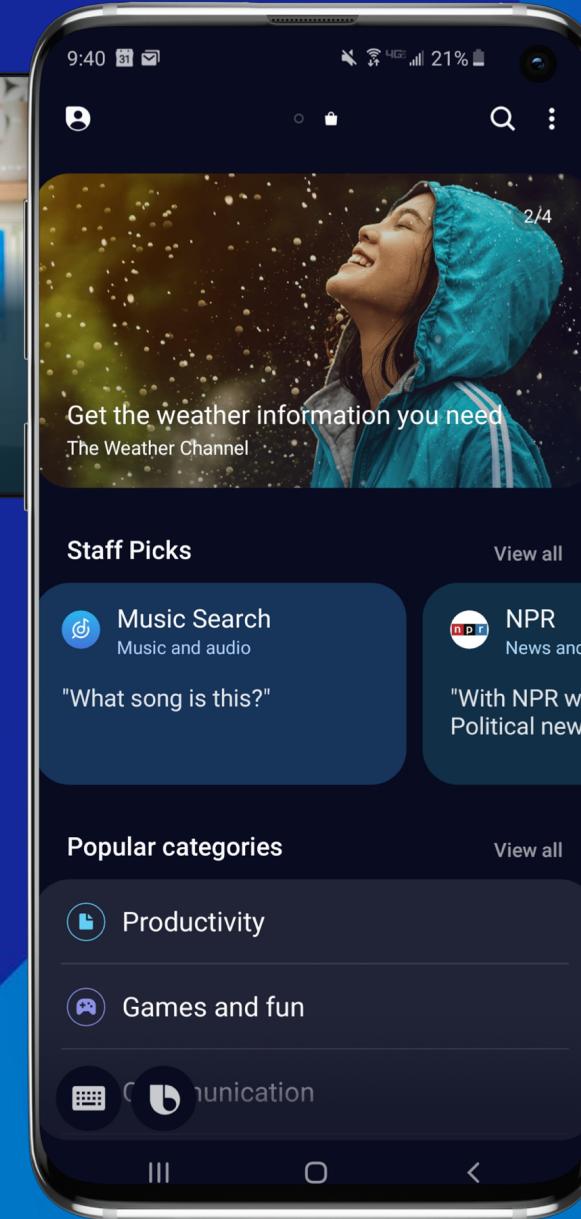
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 Bixby



Bixby Overview & Marketplace Intro

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Bixby Voice Key Milestones

Aug'18

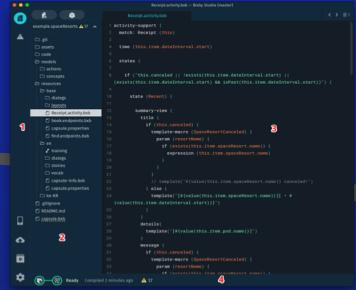
Nov'18

Dec'18

New Bixby
launches on Note9



Bixby Developer Studio
launches at Samsung
Developer Conference



Bixby expands to 5
European languages

Mar'19

Bixby launches on
Galaxy S10/+/e



Q1'19

Galaxy S8/+, S9/+,
Note8 upgrades



Jul'19

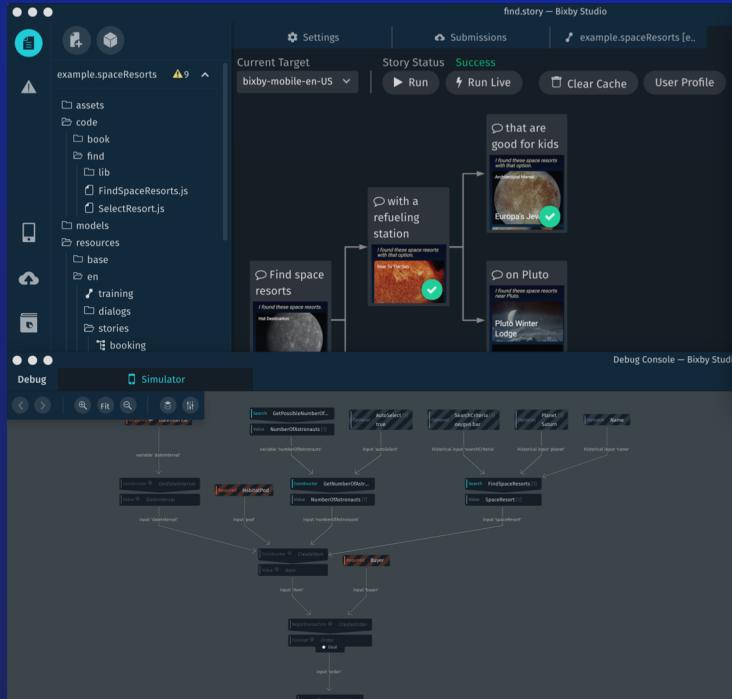
Bixby launches
on TV, Family Hub



Bixby Marketplace
launches on mobile
in U.S. and Korea

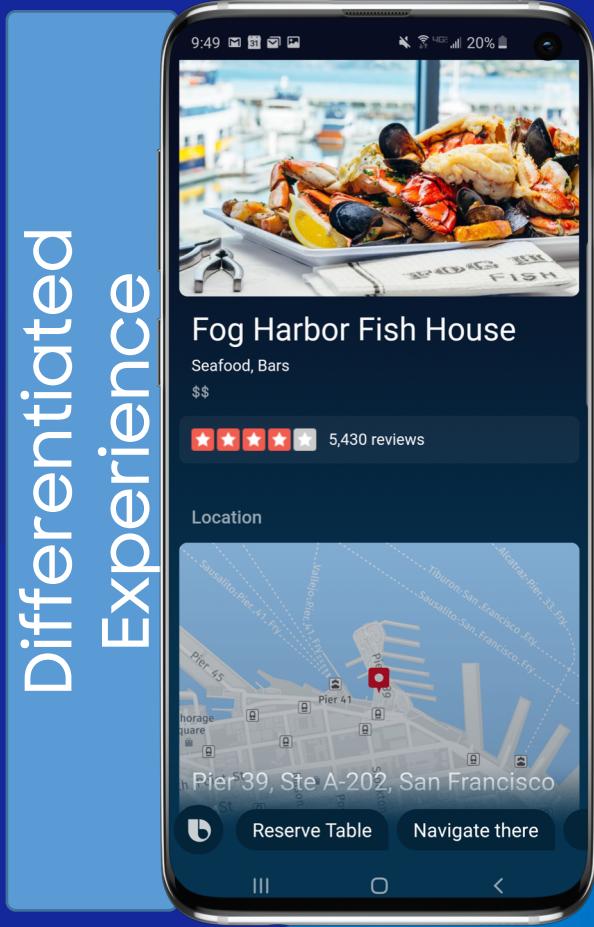
Expanding to more
Devices, Countries,
Languages, and
Business Models...

Why develop for Bixby ?

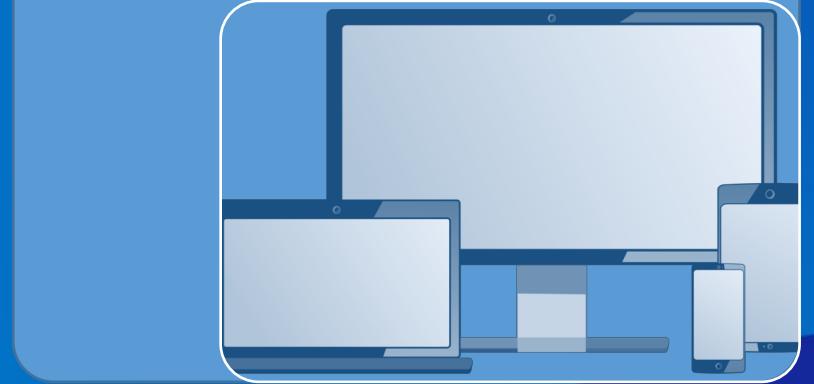


Breakthrough
Technology

Differentiated
Experience



1B Device Install Base



#1 U.S. Market Share



#1 Mobile Market Share



The Bixby ecosystem

Samsung has a global device footprint of 1 billion active devices across mobile, consumer electronics and home appliances



#1 Global TV Market Share

Bixby Extends the Computing Experience

There are life moments where desktop or mobile are not feasible

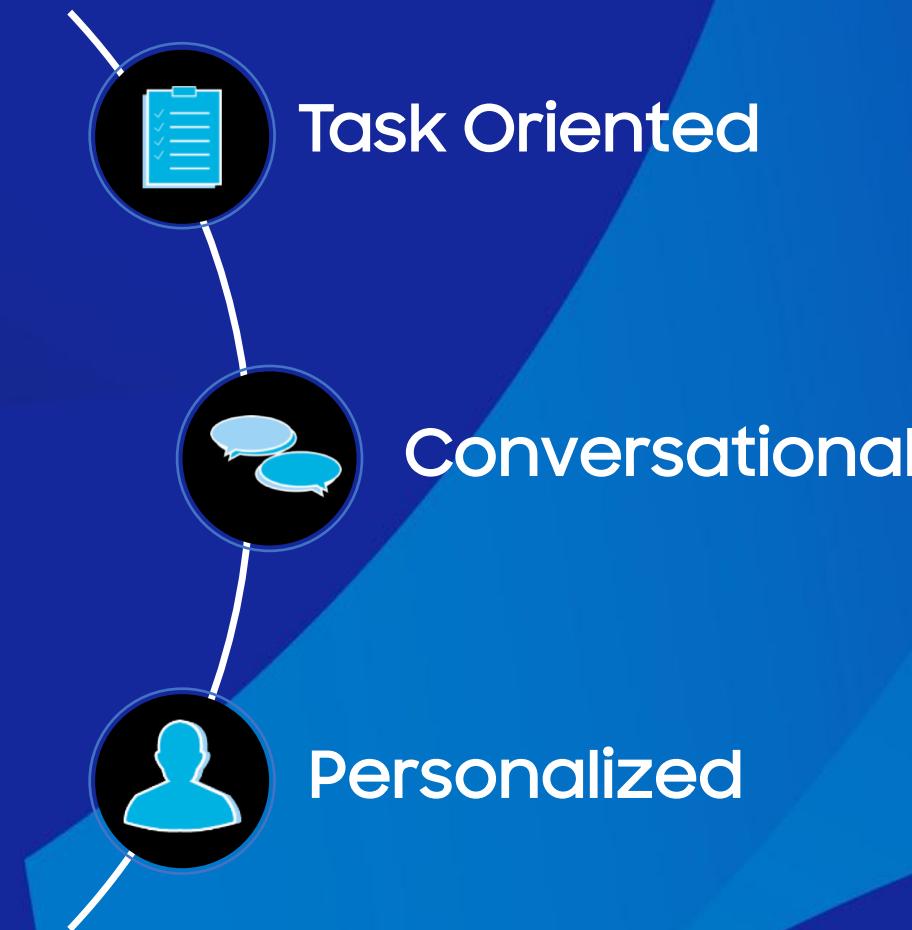
Bixby enables continuous assistant access throughout the day

User interactions can vary based on device type and context



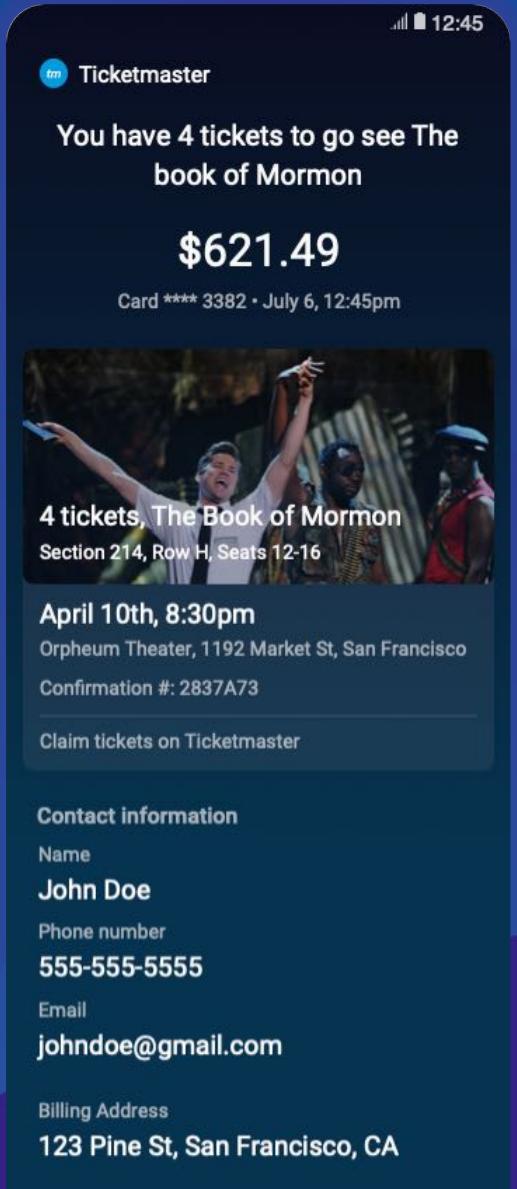
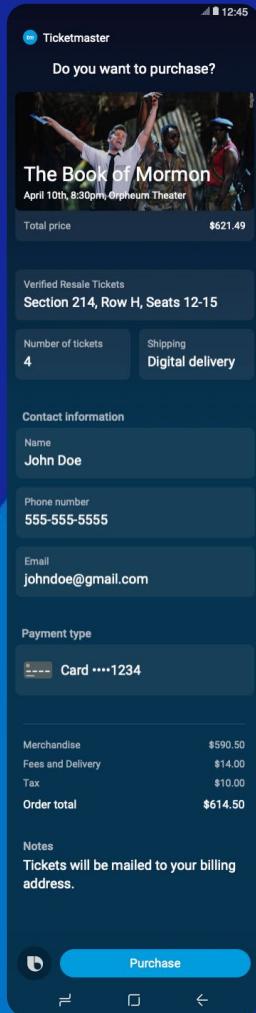
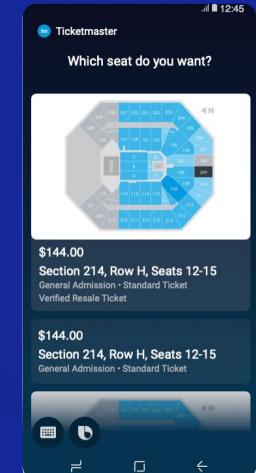
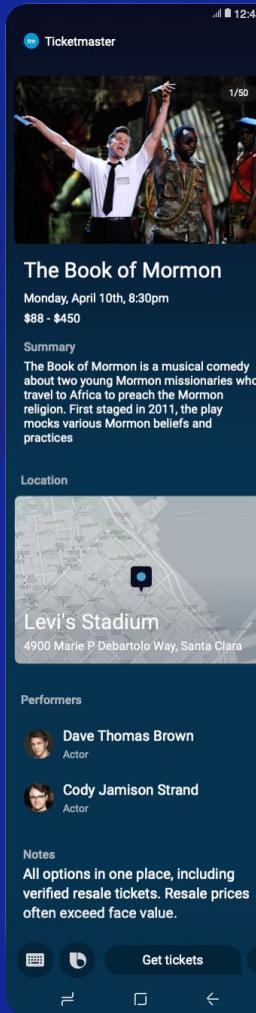
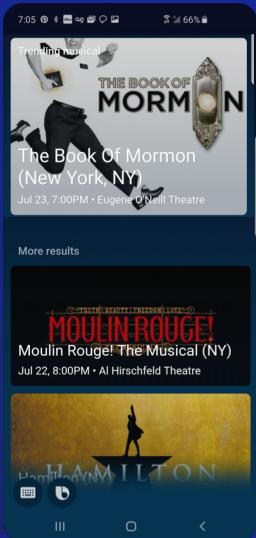
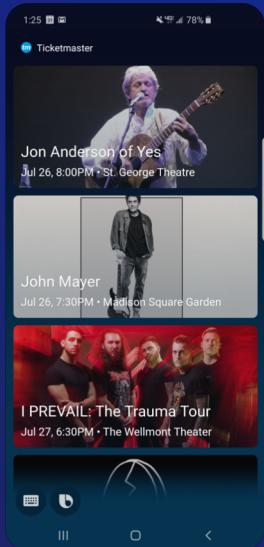


Meet Bixby – Samsung's Next Generation Voice Assistant



 **Bixby**

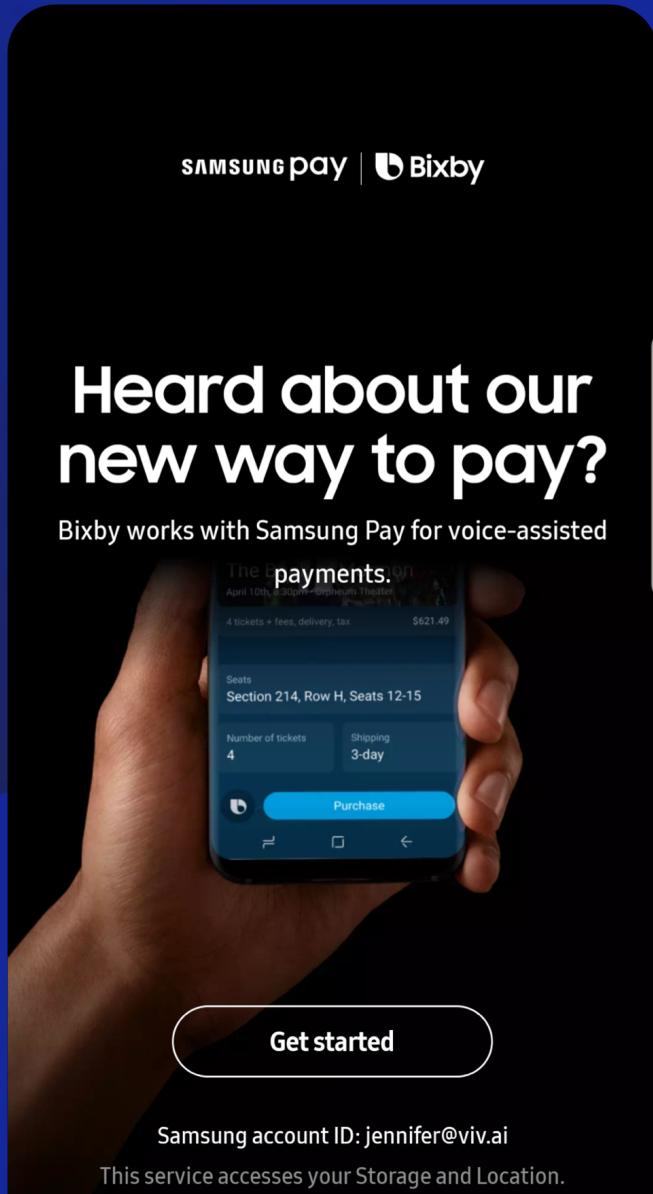
Bixby Helps Accelerate Task Completion



"Find me a great concert this weekend"

"Show musicals instead"

E2E Transactions Lower User Friction



Users can transact with any credit cards stored within Samsung's billing systems

Bixby also supports OAuth standards for a seamless, authenticated experience

Automatic cross-device authentication via account linking with Samsung Account



Bixby Supports Natural Interactions

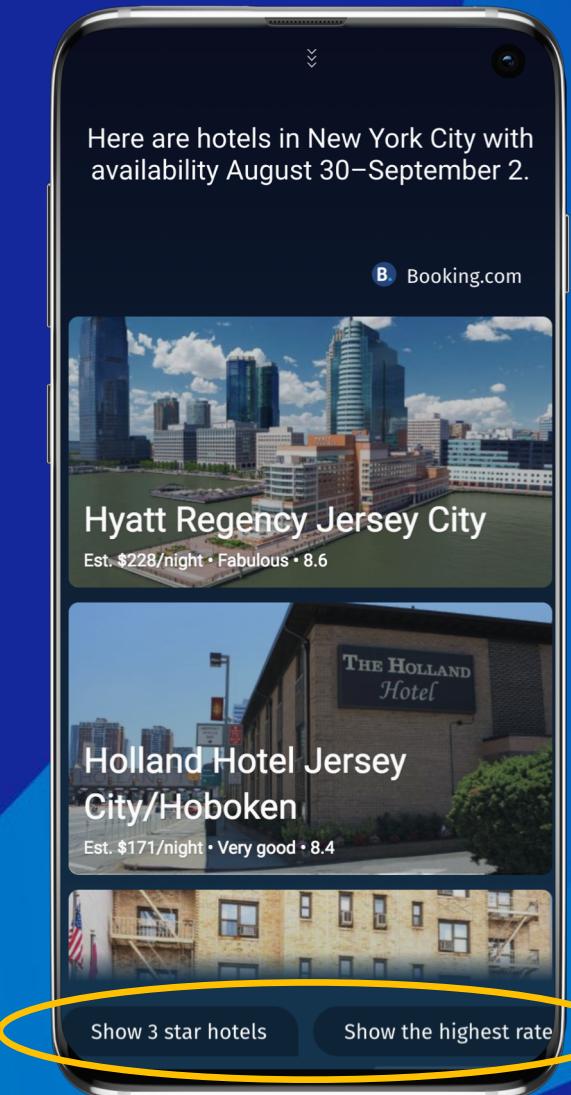
"Find me a hotel in New York for Labor Day weekend"

"... luxury hotels near Central Park"

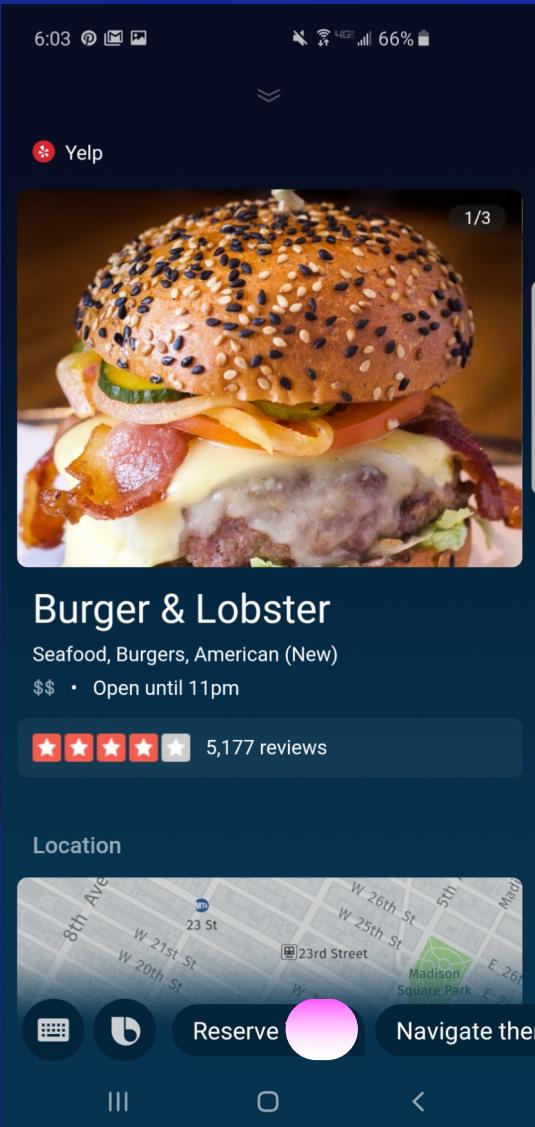
"Sort by the least expensive"

"Make a reservation for 2 people at the 2nd one"

Conversation Drivers

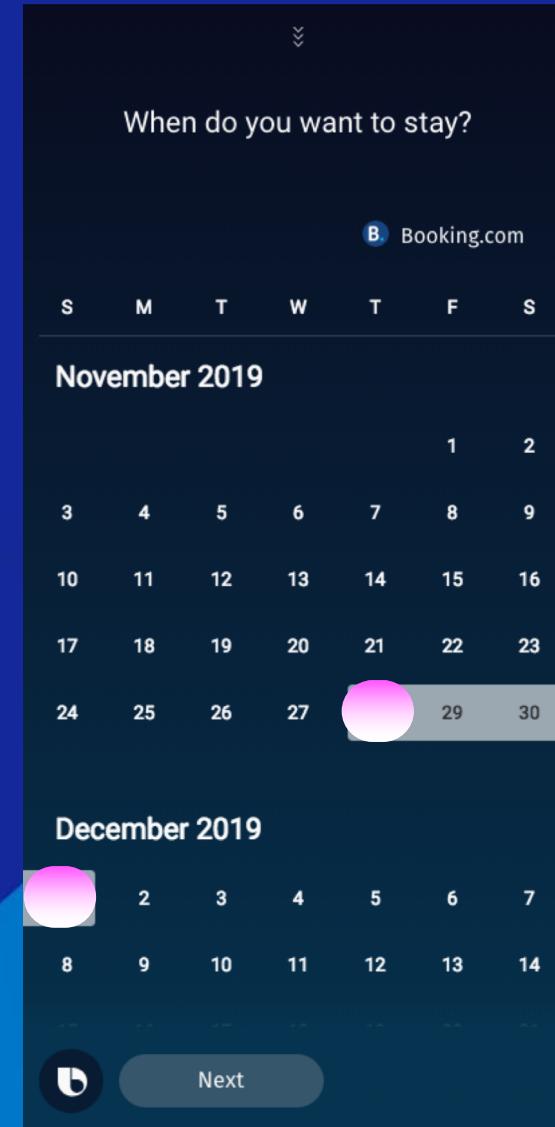


Bixby is Designed for Multimodal Interactions



OR

*"Reserve this
for Friday
night at 9:30"*



OR

*"Thanksgiving
weekend"*

 **Bixby**

Bixby Has Built-In Support for Conversations



1 Search Refinement

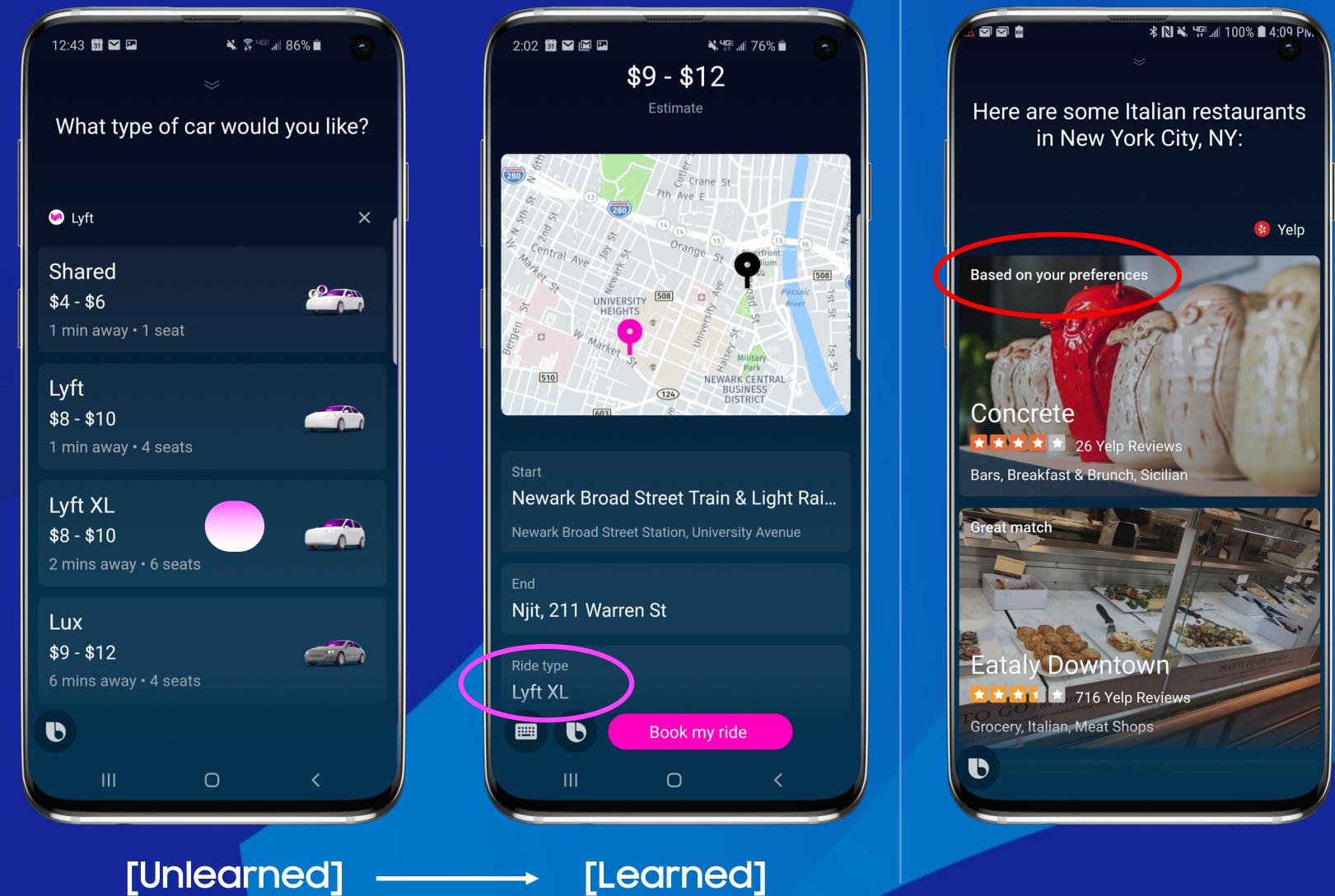
2 Replacement
Add Constraints
Multi-Cardinal Inputs

3 Automatic Relaxation

Powerful Personalization Streamlines Interactions

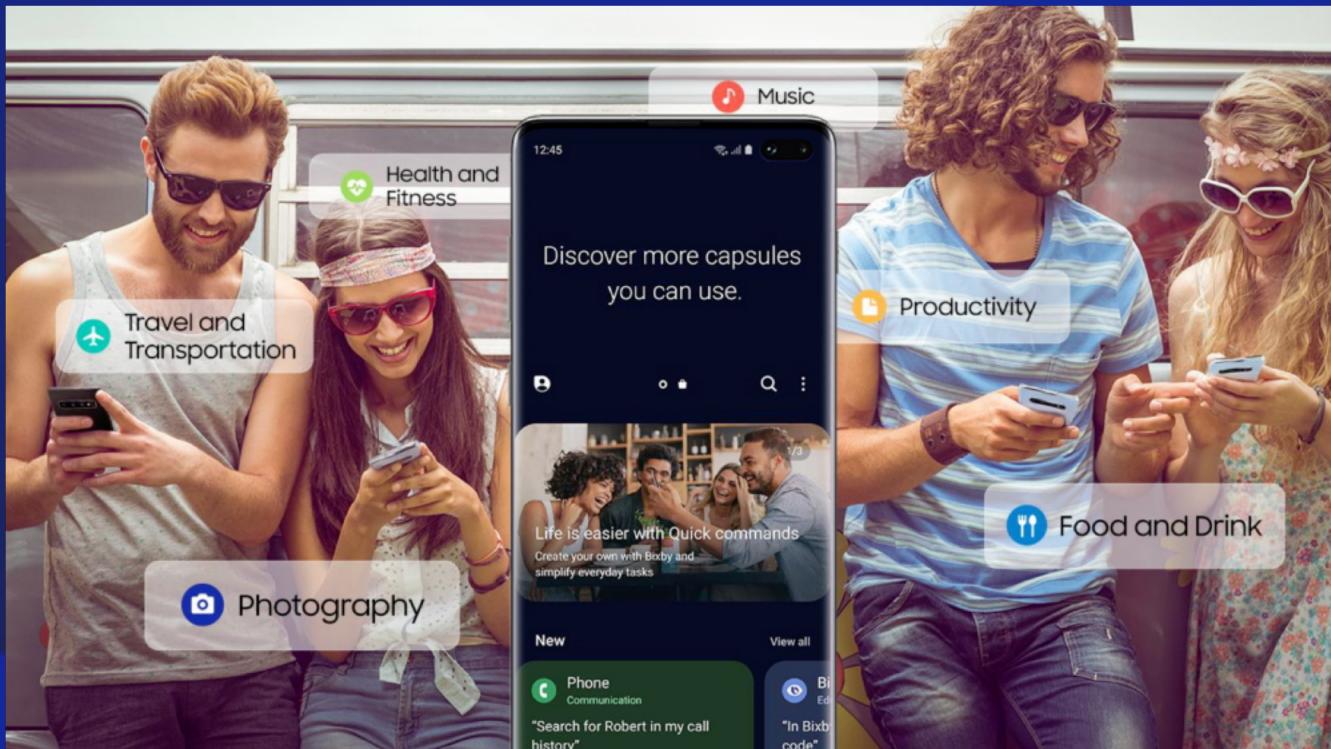
Bixby can learn from user selections over time and start to make selections on-behalf of the user

Bixby can learn to surface results based on user preferences, e.g. cuisine type, price for restaurants/hotels



Bixby Marketplace

Scale your service across the largest device ecosystem in the world

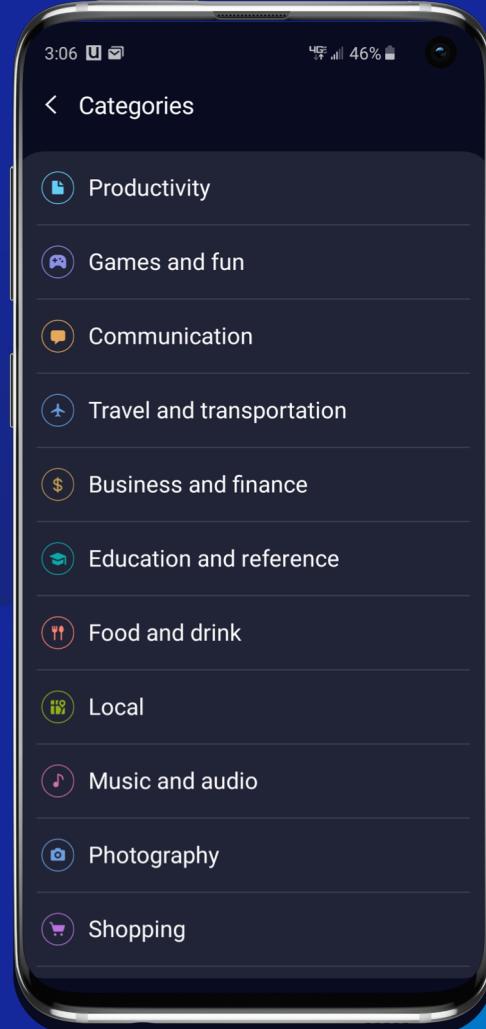
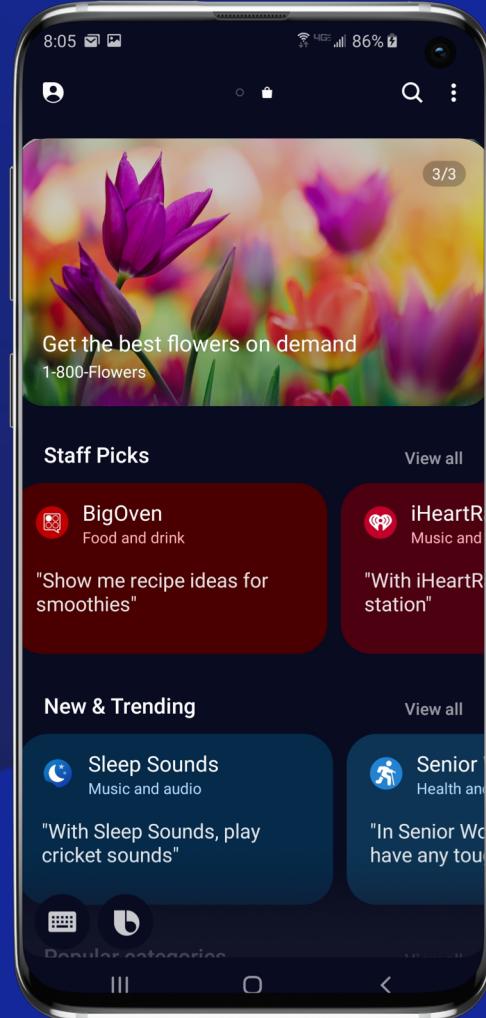


User Configuration of Services
for **Personalized Bixby**
Experience

Enhanced Service Discovery &
Engagement thru natural
language Interactions

Business Models to Enable
Service Monetization

Introducing the Bixby Marketplace



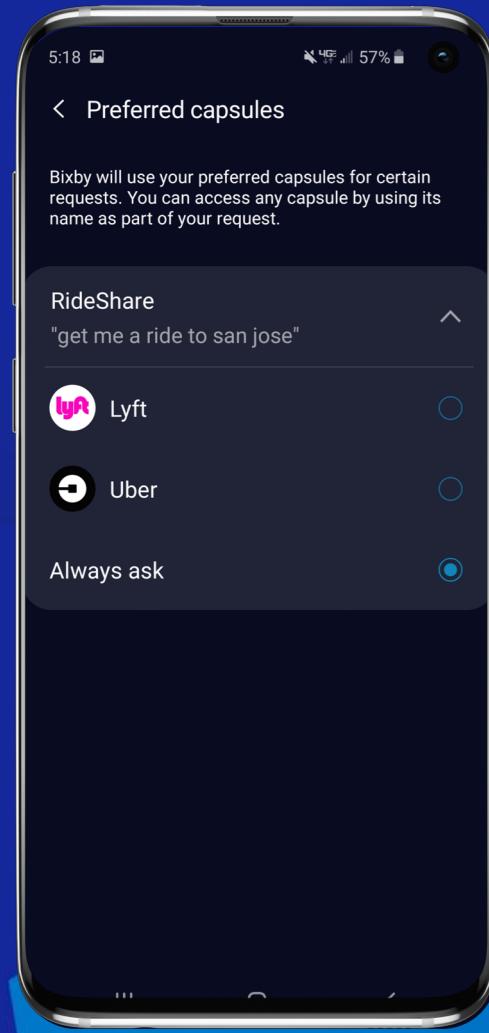
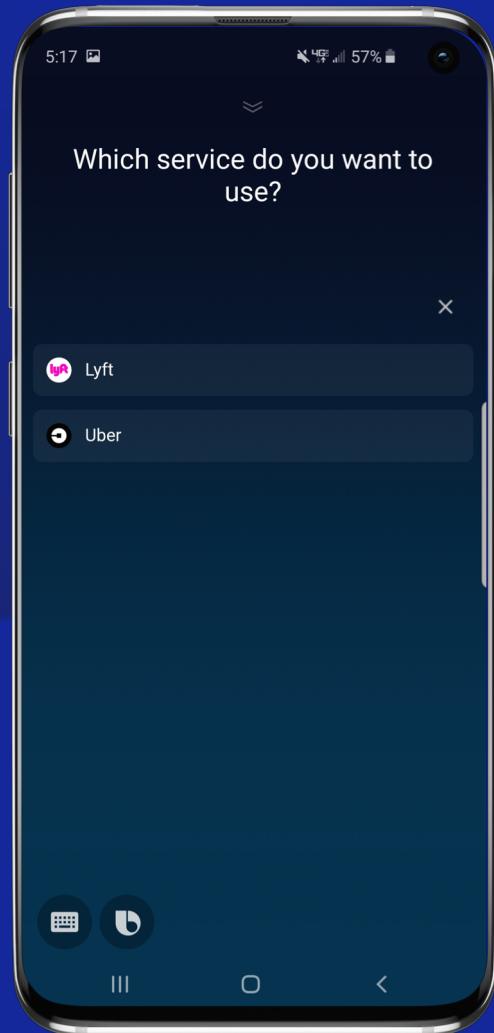
Accessible via single tap on Bixby button and swipe left

Developers publish capsules to marketplace categories

Users can search & browse from assistant home page to discover services

Enhanced Service Discovery and Engagement

Discovery integrated within Bixby request flow



Marketplace designed to promote user choice

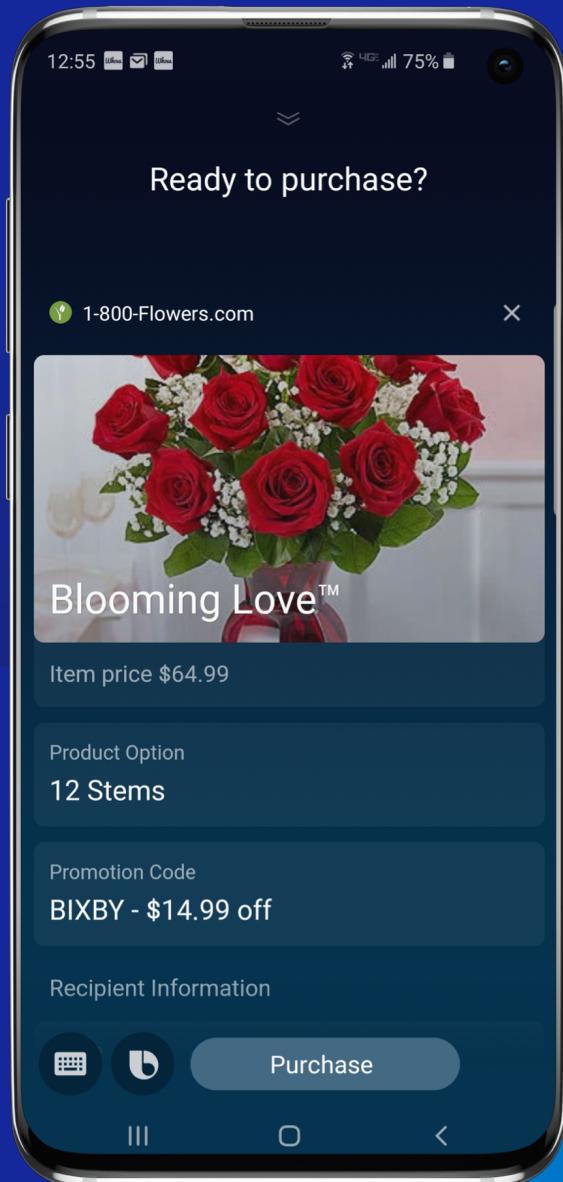
Users configure Bixby based on their preferred services

Users then use natural language to invoke these preferred services

Bixby Monetization through Business Models

Support for in Bixby transactions via:

1. Samsung Payment Service
2. OAuth



We understand content providers will need to monetize based on their existing business models

Stay tuned for upcoming announcements shortly

The Bixby Opportunity

Breakthrough Technology

Differentiated Experience

Access to 1 Billion Devices

New Bixby Marketplace



How do I get started?

Home - <http://bixbydevelopers.com>

Sample Code - <http://github.com/bixbydevelopers>

Learn - <http://bit.ly/BixbyVideos>

Find us - [@Samsung_Dev](https://twitter.com/Samsung_Dev)

Questions?

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 Bixby