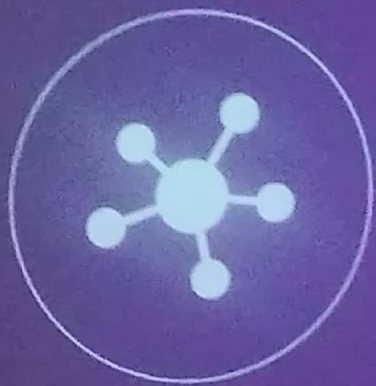
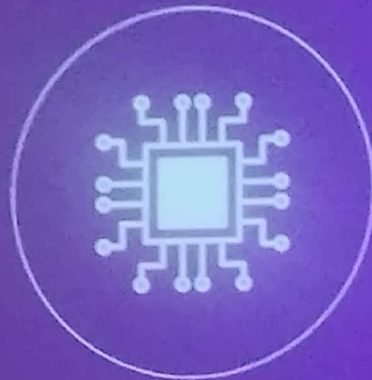


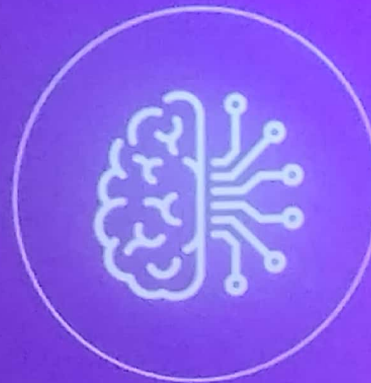
History of Artificial Intelligence



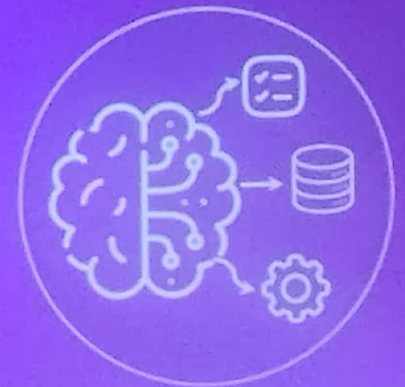
Rule Based



Traditional AI



Generative AI



Agentic AI



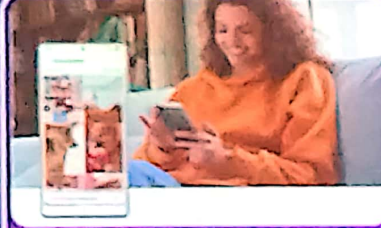
Now Brief

Personalized overview of your day based on interests and location



AI Select

AI suggestions and edits on selected content on the screen



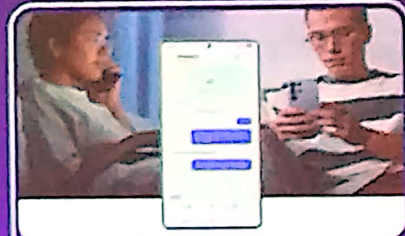
Gallery Search

Natural Language search to get quick results the way you like



Enhanced Wallpaper

Generate with customised prompts, & add weather effects



Call Transcript

Transcribe and summarise calls on device



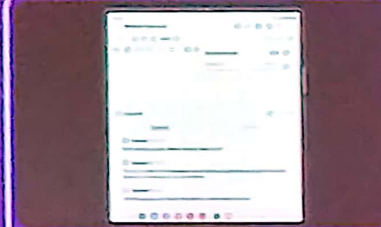
Photo Assist

Resize, Remove, Reposition objects and edit photos, remove shadows



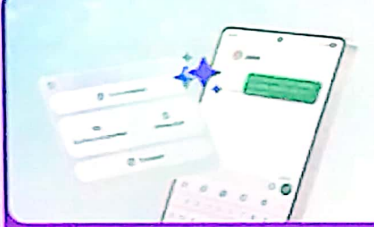
Drawing Assist

Sketch to image and sketch based editing for images



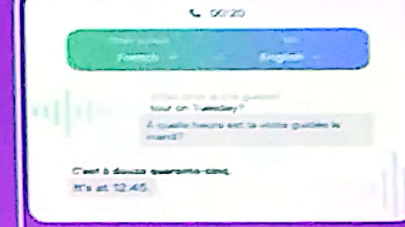
Note Assist

Format text, summarise, spell correct, and translation all in notes



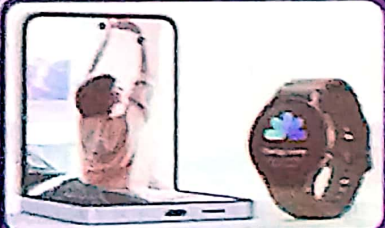
Writing Assist

Paraphrase, edit text, spell correct, check grammar using keyboard



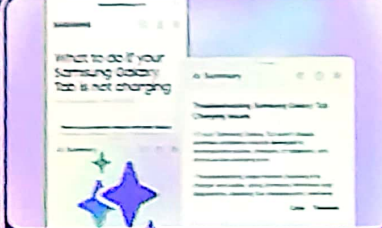
Call Assist

Real Time Call Translation and Insights



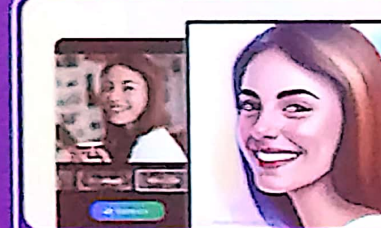
Health Assist

Personalized insights & guidance Uses data in Samsung Health



Browser Assist

Generate summaries, translate pages and highlights of any browser page



Generative Portrait

Add Artistic Style to Selfies & Portraits (Comic, 3D Cartoon, Watercolour, Sketch)



Interpreter

Real-time Translation to translate IRL conversations

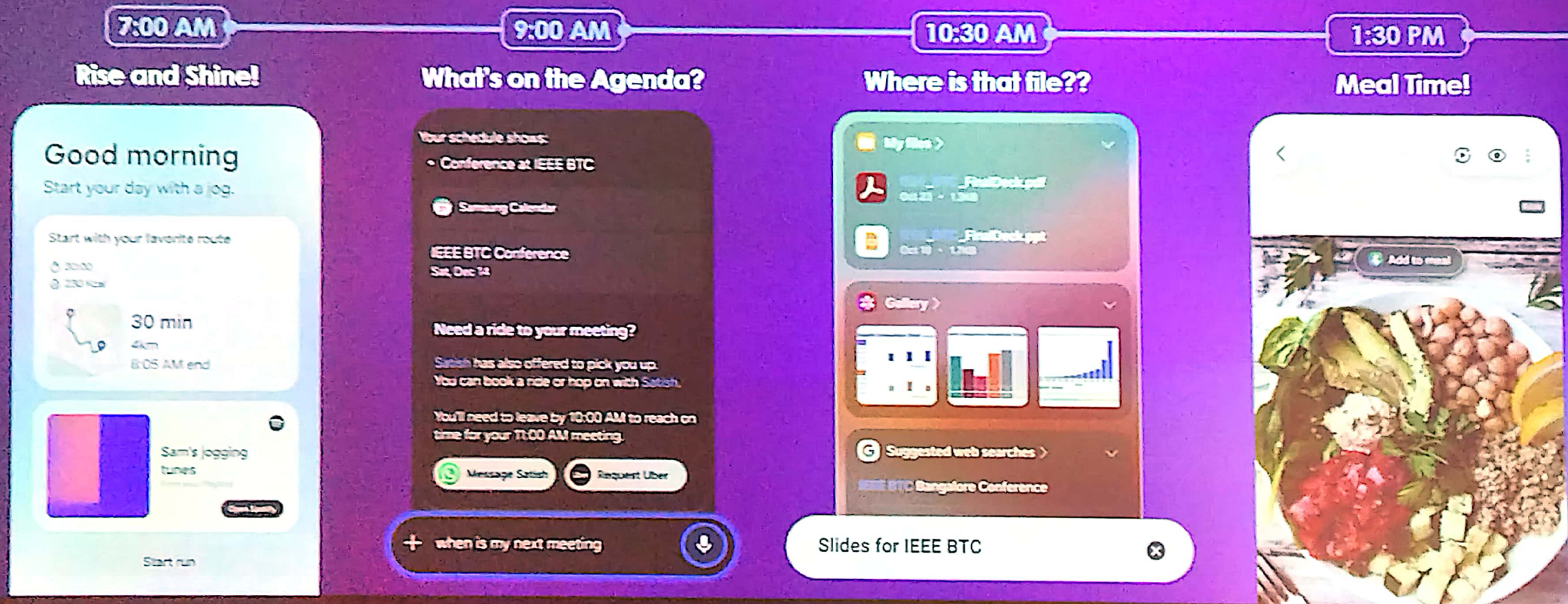


Audio Eraser

Identify and eliminate distracting sounds, ex: Wind

Agents in Action An Agentic Day

Imagine a normal day at work?
Your phone isn't just a tool, it's your agent ...

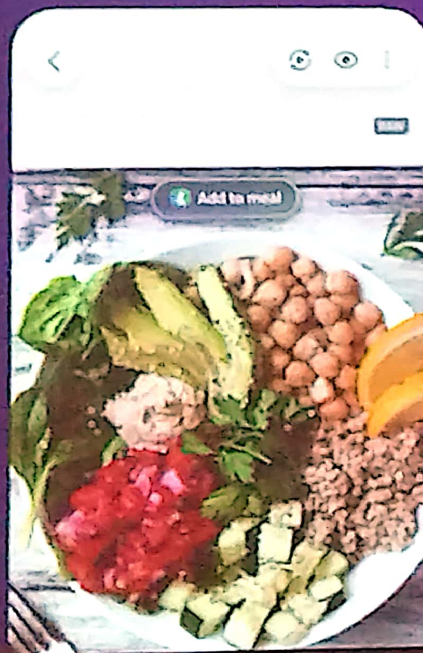


Agents in Action An Agentic Day

Imagine a normal day at work?
Your phone isn't just a tool, it's your agent ...

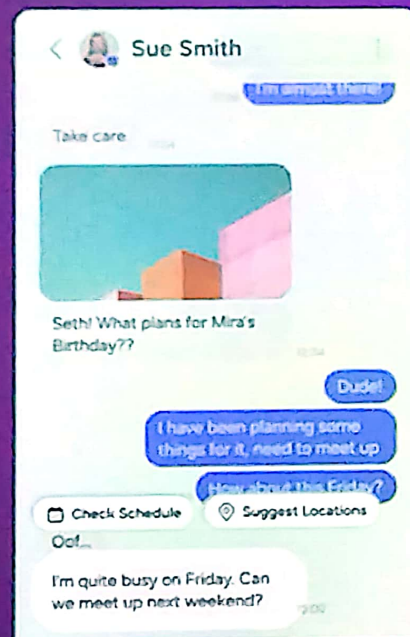
1:30 PM

Meal Time!



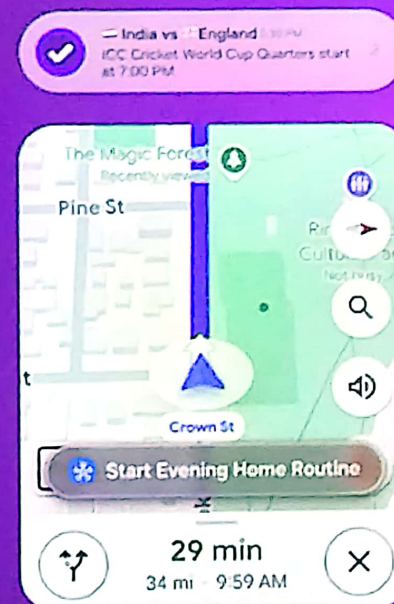
4:00 PM

A Gentle nudge from Sue



6:00 PM

Time to Head! Home



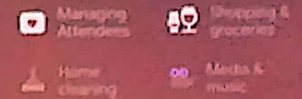
9:00 PM

ZZZ....

Big Day upcoming!
Let's start planning Mira's Birthday Party

Mira's Birthday is in one week.

Let's plan the next steps



A few ideas for this celebration!



Tech Focus



HW & Compute

AI Infra

CPU, GPU, NPU



State-of-the-art

Foundation
Models

OnDevice
LLM, LVM



AI Lifecycle

AI Development
Tools

Data &
Languages



Responsible AI

Privacy &
Security

Ethics



AI Experience

Assistive
Experiences

Domain
Agents