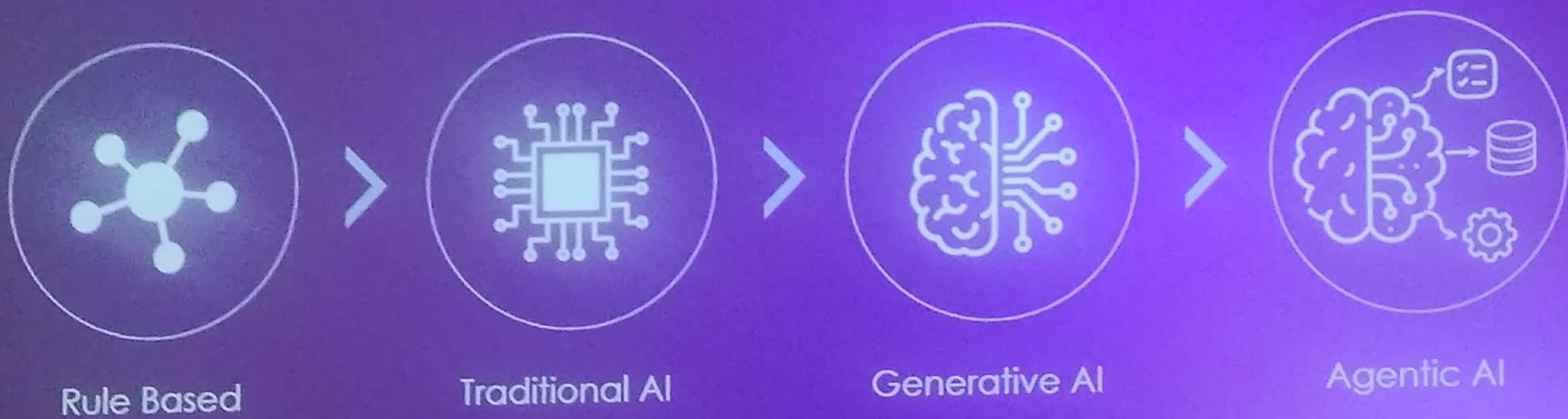
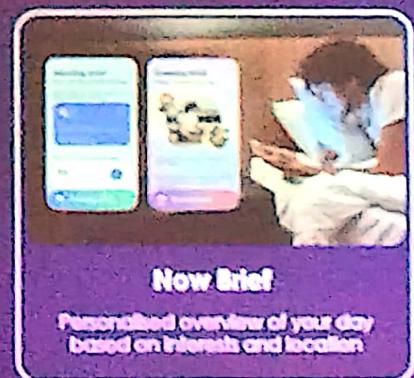


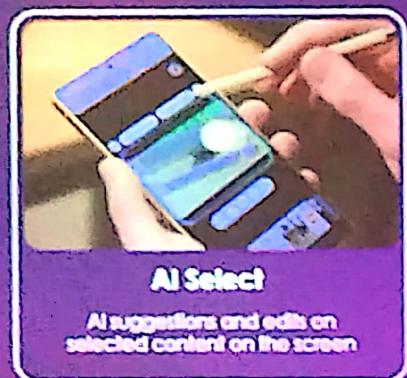
History of Artificial Intelligence





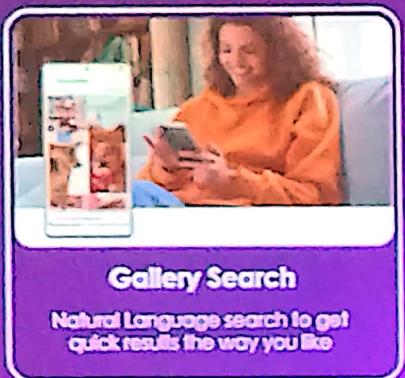
Now Brief

Personalised overview of your day based on interests and location



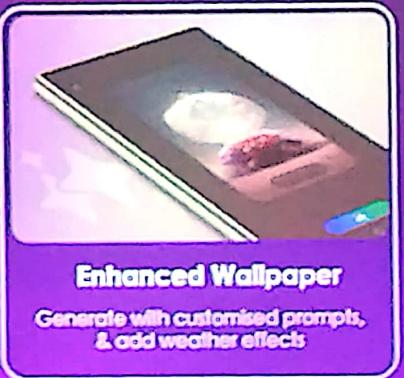
AI Select

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

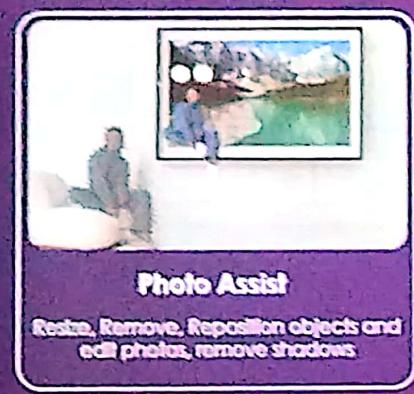
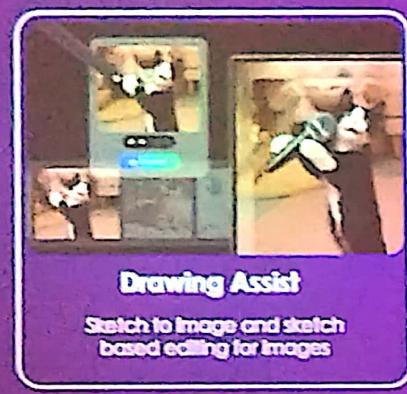


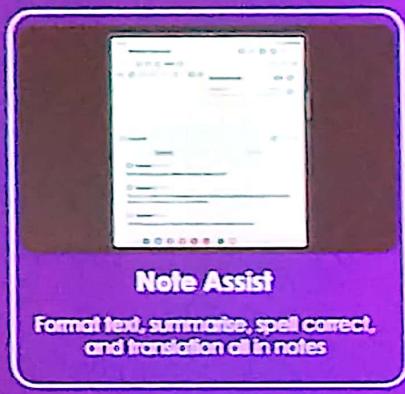
Photo Assist

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



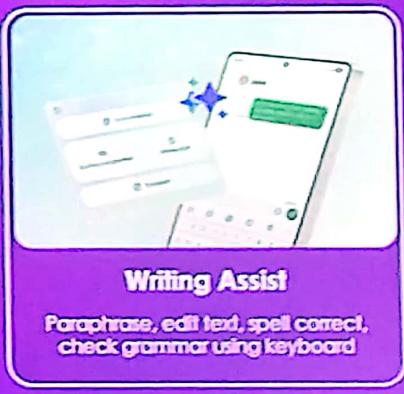
Drawing Assist

Sketch to Image and sketch based editing for Images



Note Assist

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



Writing Assist

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



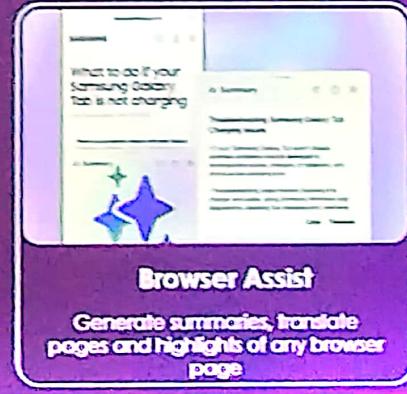
Call Assist

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



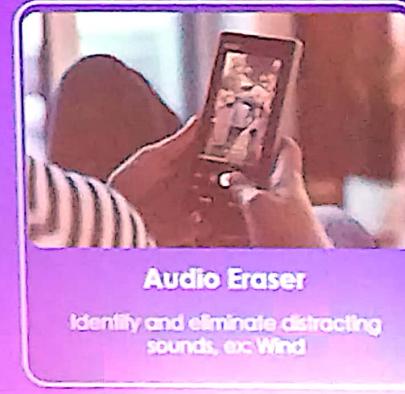
Generative Portrait

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



Interpreter

Real-time Translation to translate IRL conversations

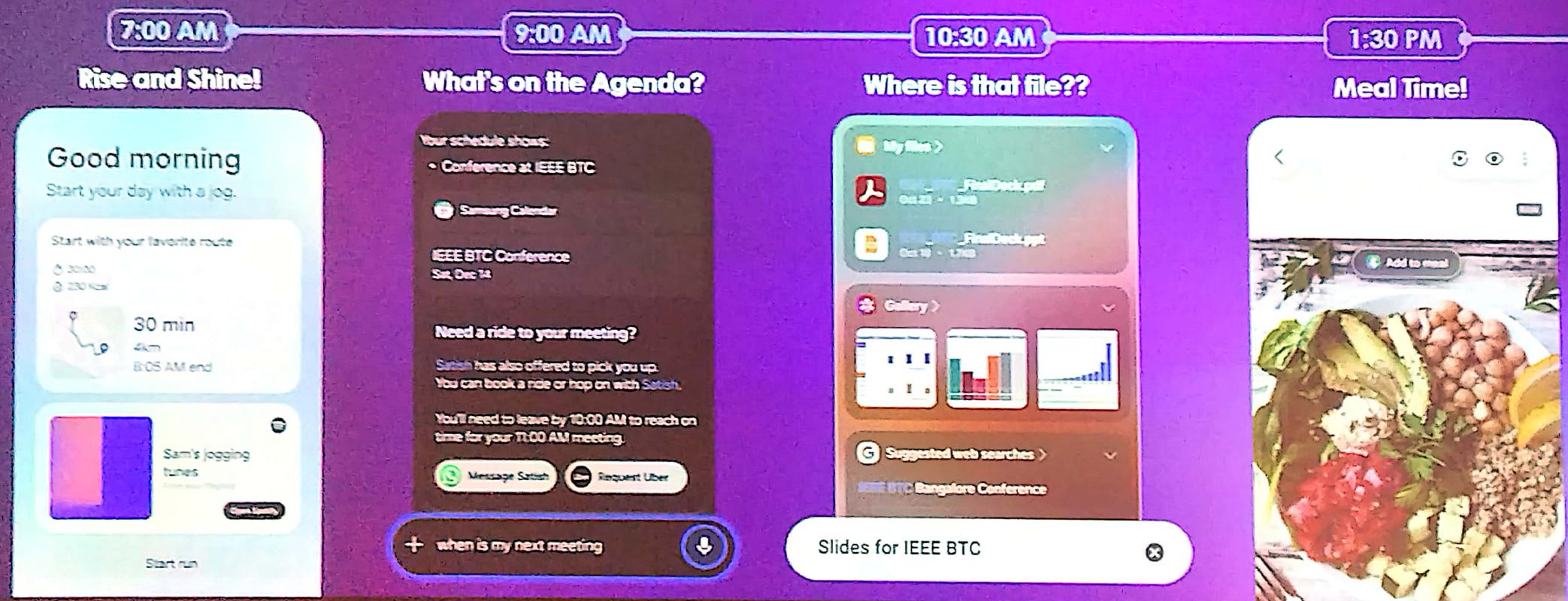


Audio Eraser

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 ...

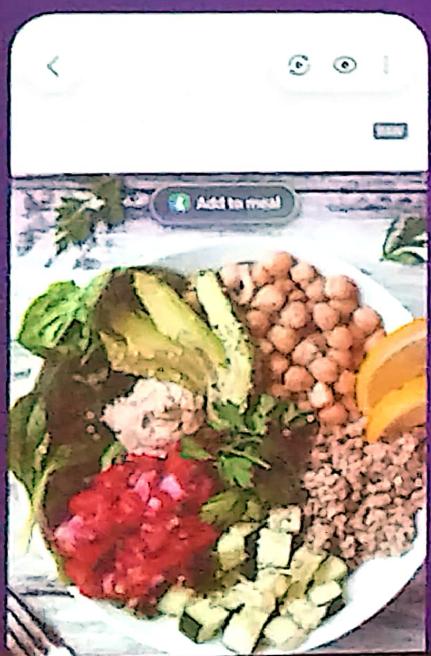


Agents in Action An Agentic Day

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....



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