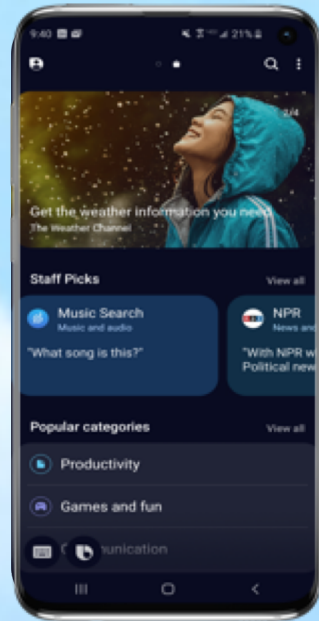


# Samsung Bixby Voice



**Jennifer Arnold**  
**Director, Partner Engineering**  
**Samsung / Viv Labs**

# Why Should You Integrate with Bixby ?



## Massive Consumer Reach

Access to the largest device ecosystem in the world



## Differentiated Experience

Multimodal assistant works seamlessly across device types and contexts



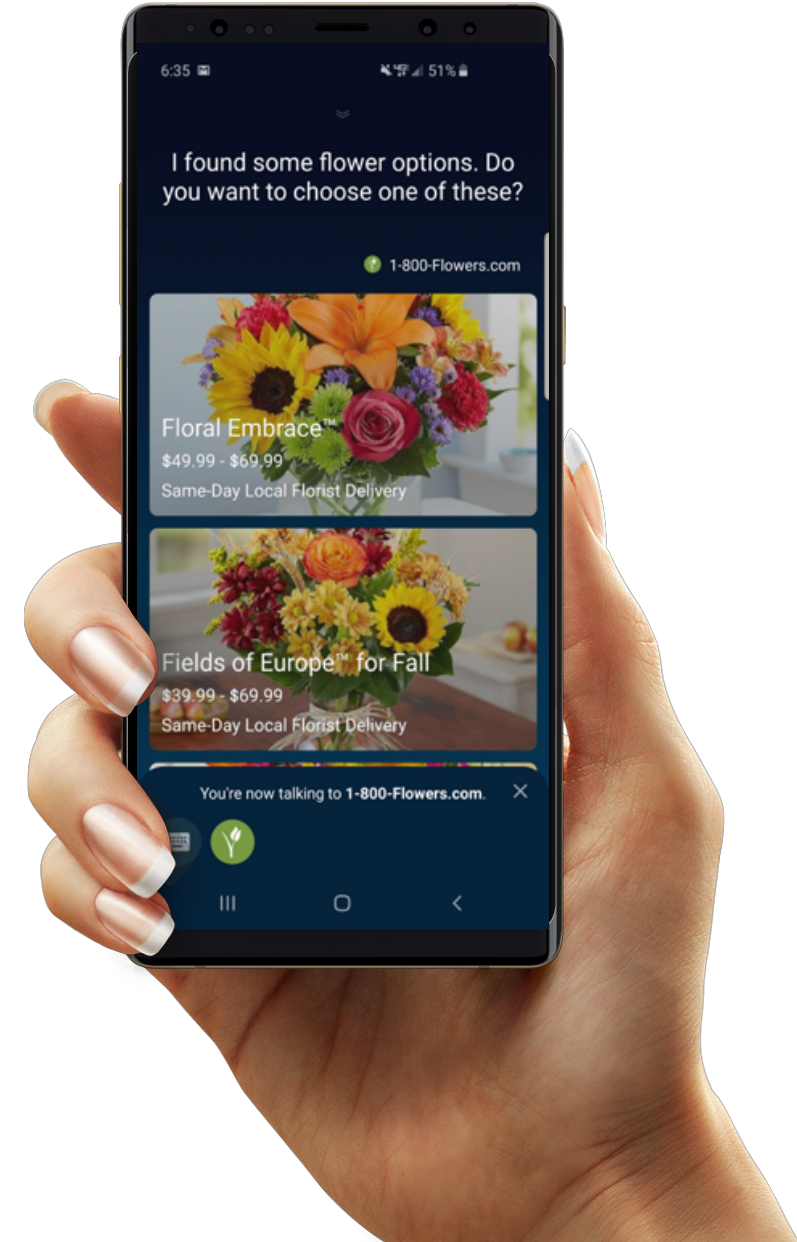
## A New Kind of Marketplace

Scalable, open marketplace with frictionless service discovery



## Breakthrough Technology

Sophisticated developer tools to enable rich conversational experiences



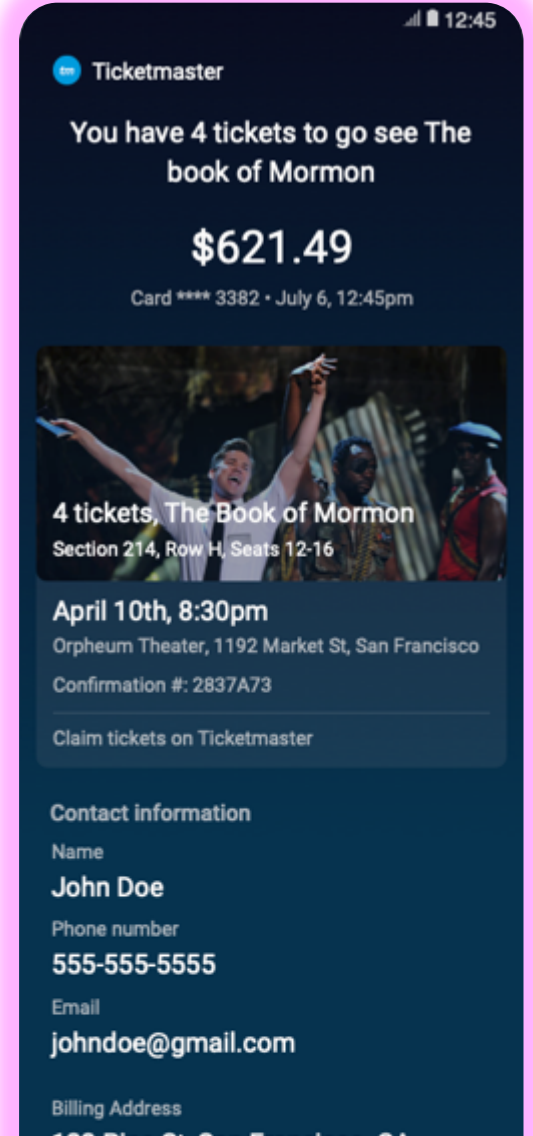
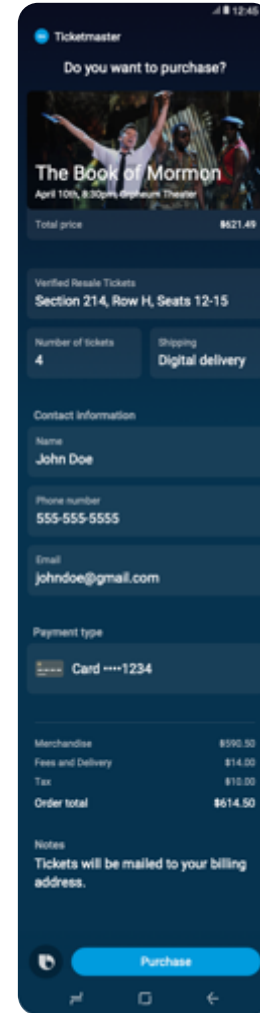
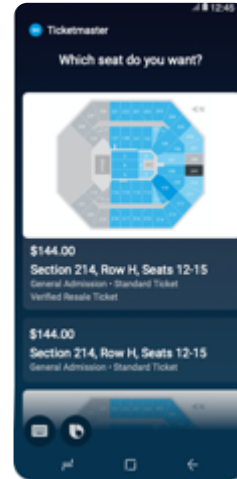
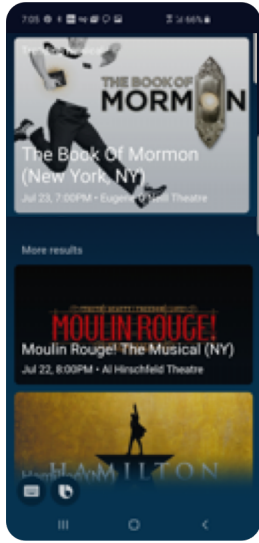
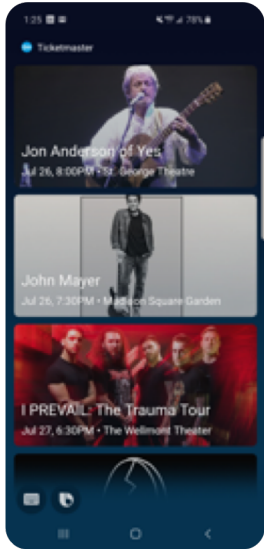


# Bixby Helps Accelerate Task Completion

Differentiated Experience 

Specific Language

Personalization

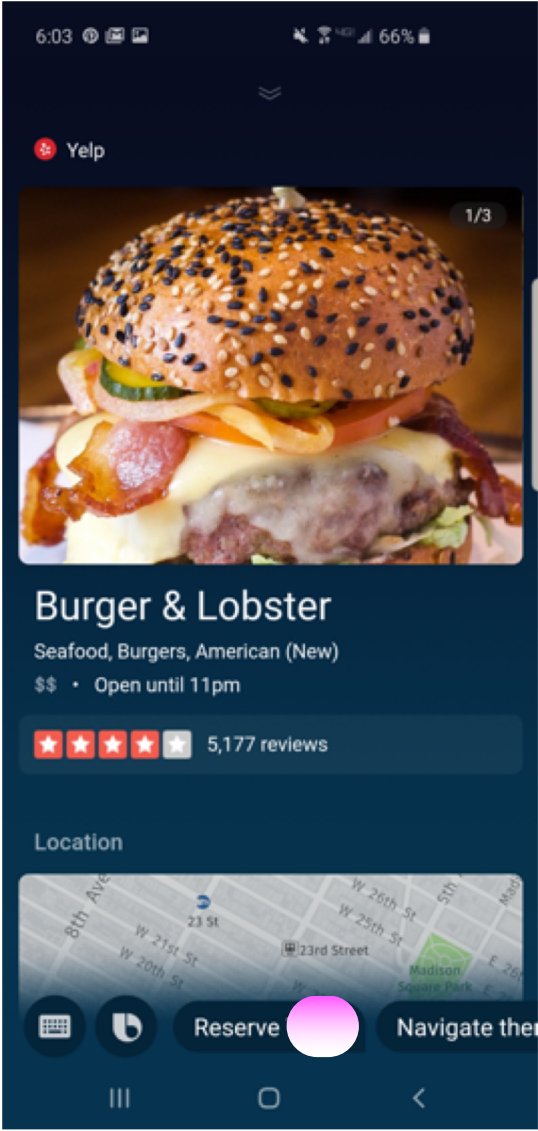


"Find me a great concert this weekend"

"How about musicals instead?"

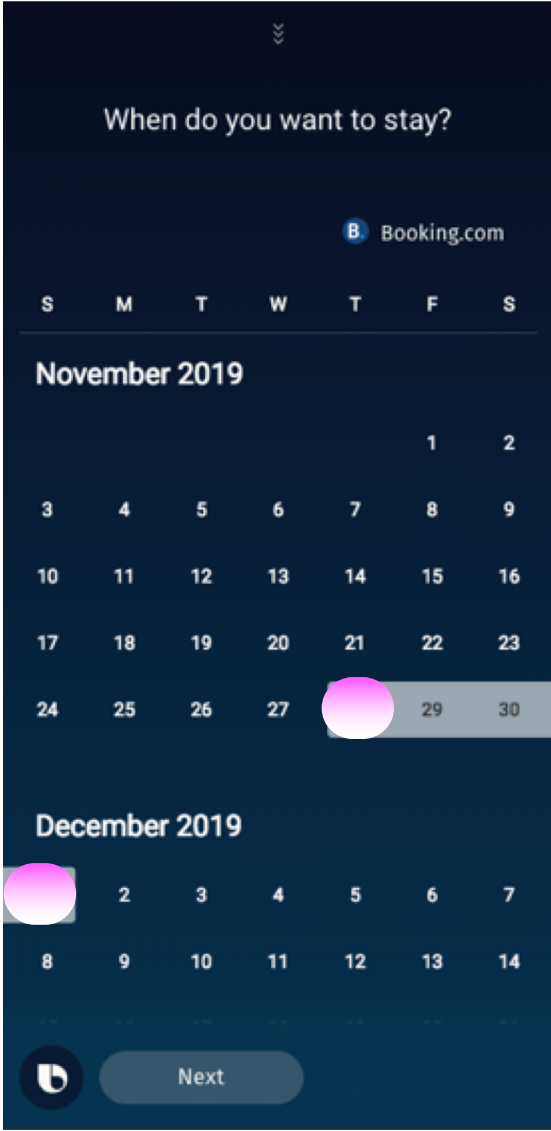


# Bixby is Designed for Multimodal Interactions



OR

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



OR

*"Thanksgiving weekend"*

# Bixby Has Built-In Support for Conversations

Differentiated Experience



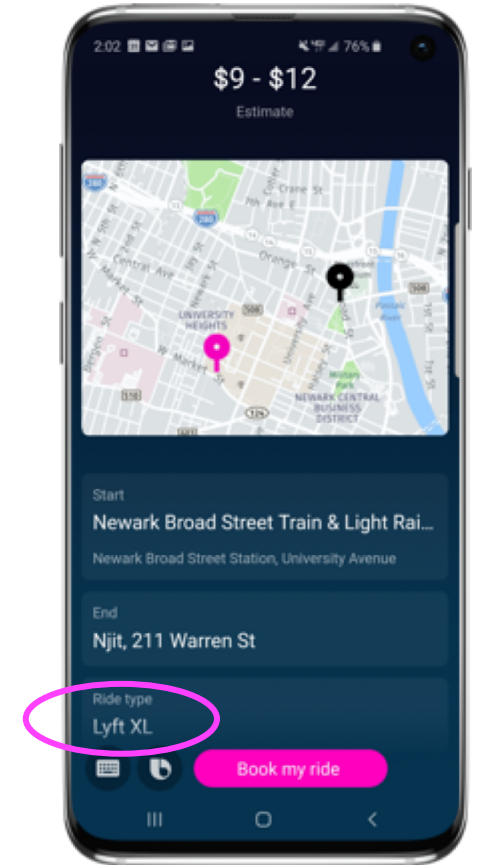
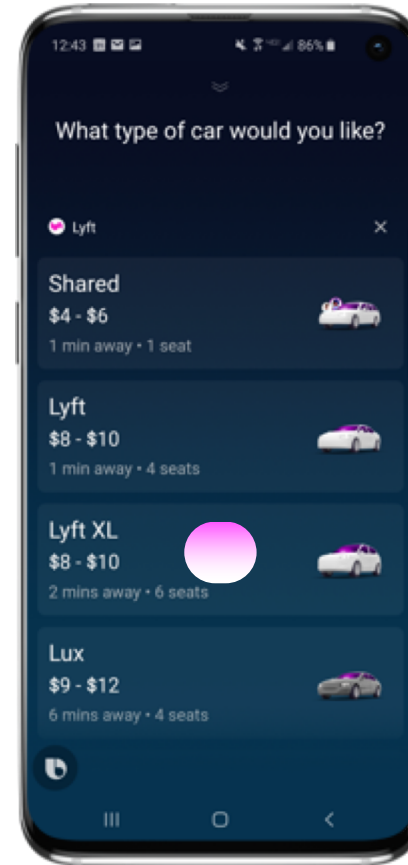
- 1 Search Refinement
- 2 Replacement  
Add Constraints  
Multi-Cardinal Inputs
- 3 Relaxation

# Bixby's Selection Learning Streamlines Interactions

Differentiated Experience 

Selection Learning

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



[Unlearned]

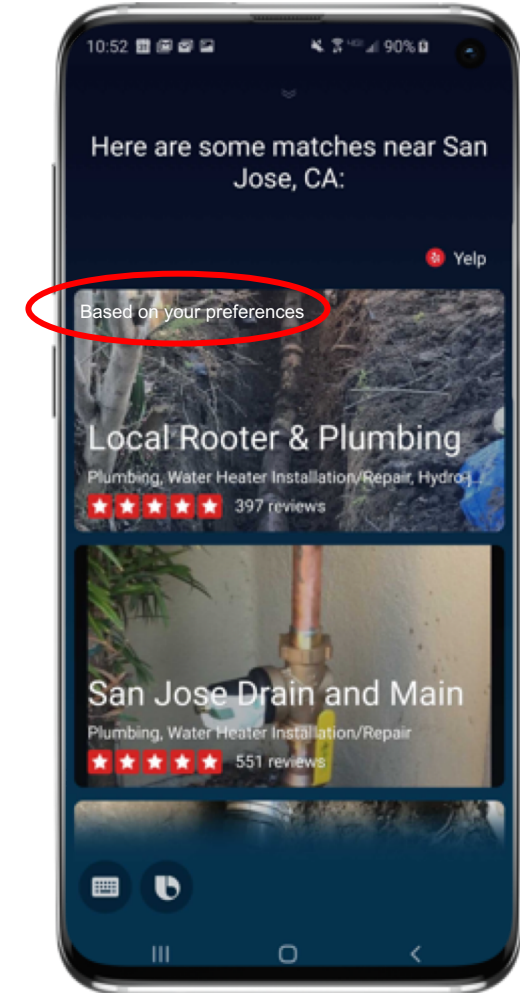
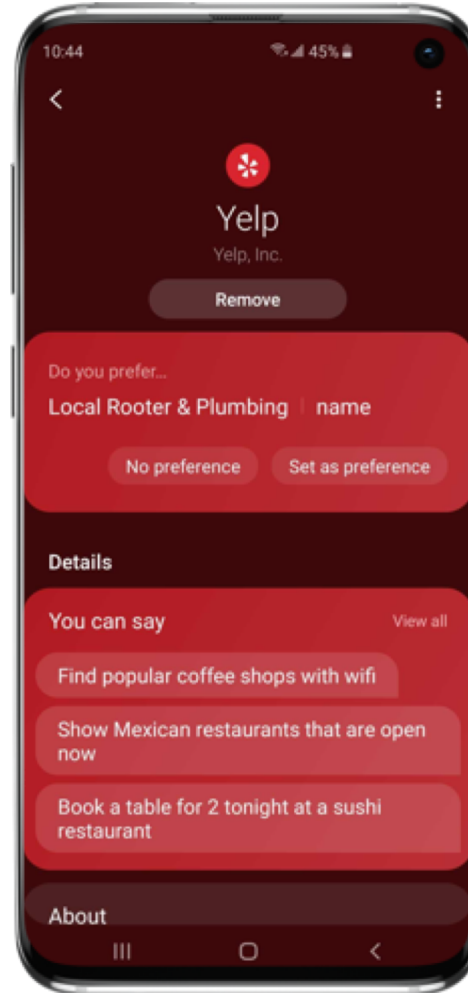
[Learned]

# Preference Learning Provides Personalized Experience

Differentiated Experience



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

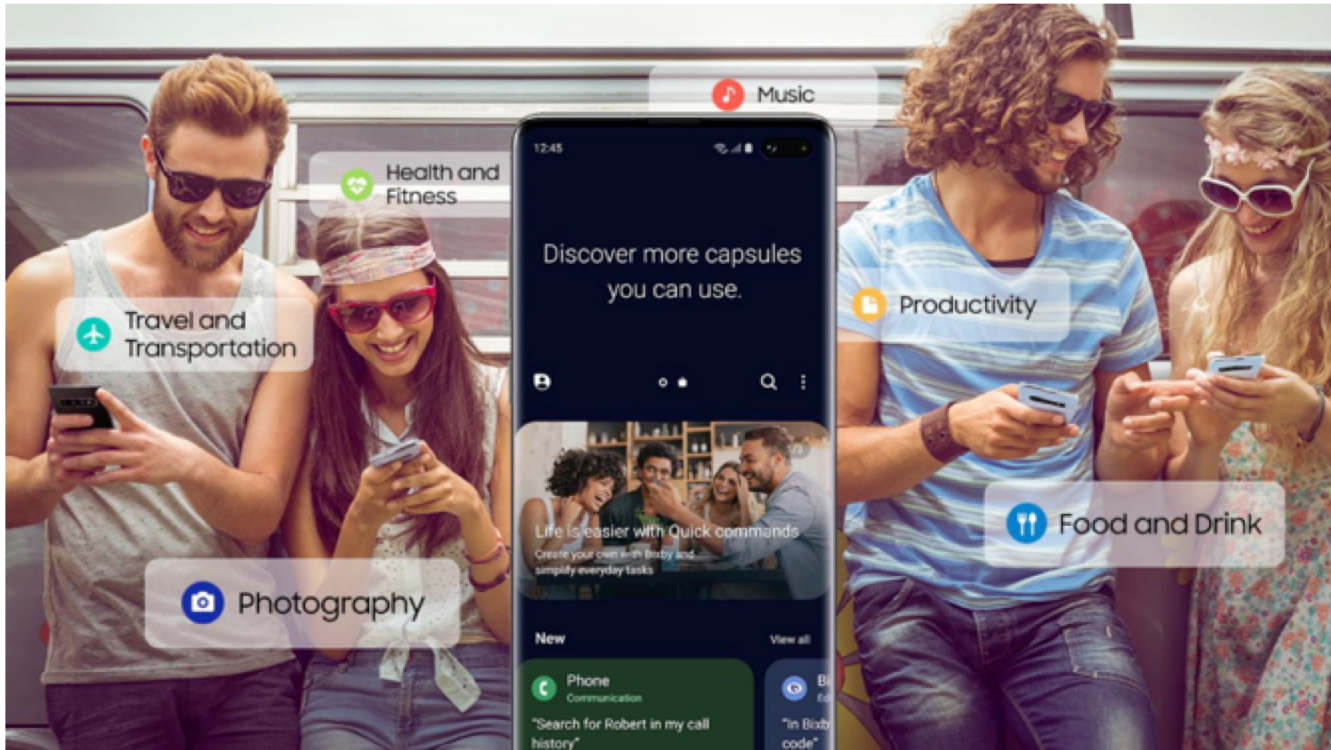




# A New Kind of Marketplace

*A scalable, open marketplace destined to be as important as the web and mobile*

A New Kind of Marketplace



New marketplace with frictionless **service discovery** and **early mover advantages**

**Personalized Bixby experience** through user configuration of preferred services

Enhanced **user engagement** through natural language interactions

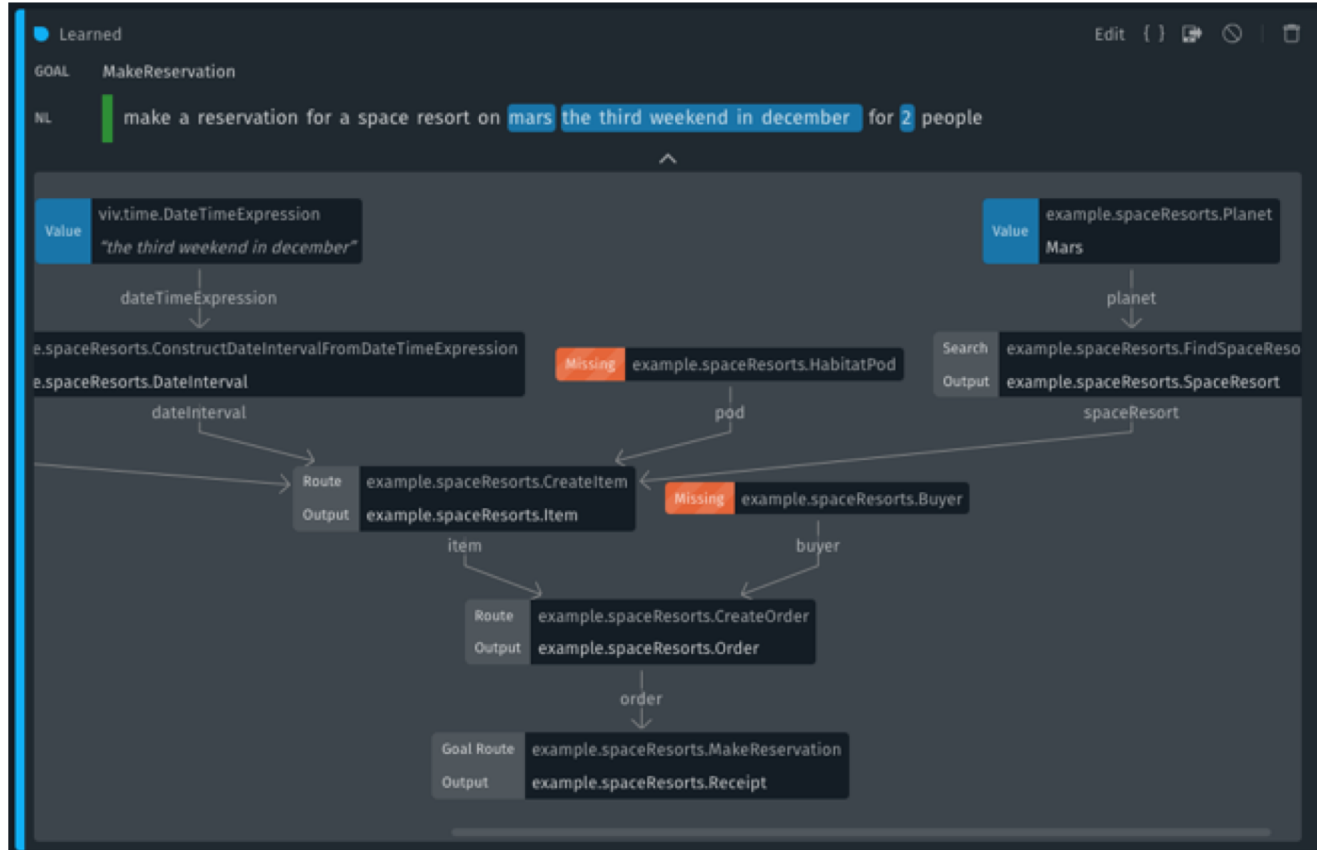
Services presented to the user directly **within Bixby request flow**, e.g. "Get me a ride" surfaces list of rideshare providers

# Bixby Developer Studio

Breakthrough  
Technology



*Developer and AI work in tandem to create rich conversational experiences*



With Dynamic Program Generation, integration and interaction paths written by AI at runtime

Easy connectivity to your service and data through APIs

Advanced personalization features to learn user preferences

Support for developing multimodal conversational experiences

Code reuse across device types and locales

Build capsule in minutes with new Bixby Templates

Same powerful tools used by Samsung's development teams

# Marketing and Promotional Opportunities

Numerous mechanisms to promote your brand and products

## Channels

In-App Placements

Promotional Offers

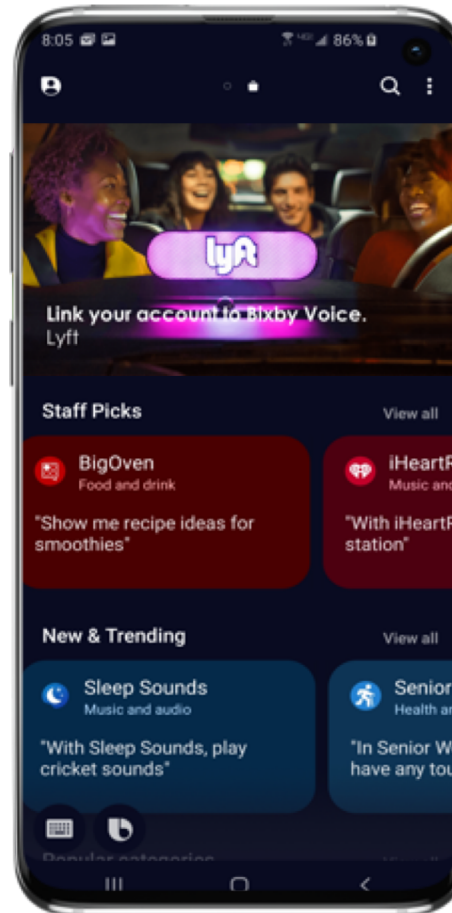
Cross-Service Placements

Capsule Launch Notices

Joint Press Release

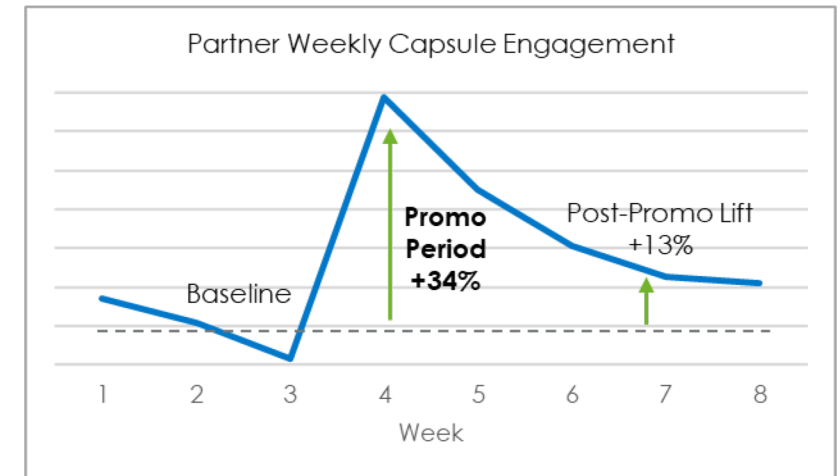
Social Media

## Sample Creative



## Case Study

- Partner Marketplace Banner resulted in a significant lift in capsule engagement (+34%)
- Capsule engagement lift above the baseline was sustained post-promotion (+13%)





# The Bixby Opportunity

**Massive Consumer Reach**

**Differentiated Experience**

**A New Kind of Marketplace**

**Breakthrough Technology**





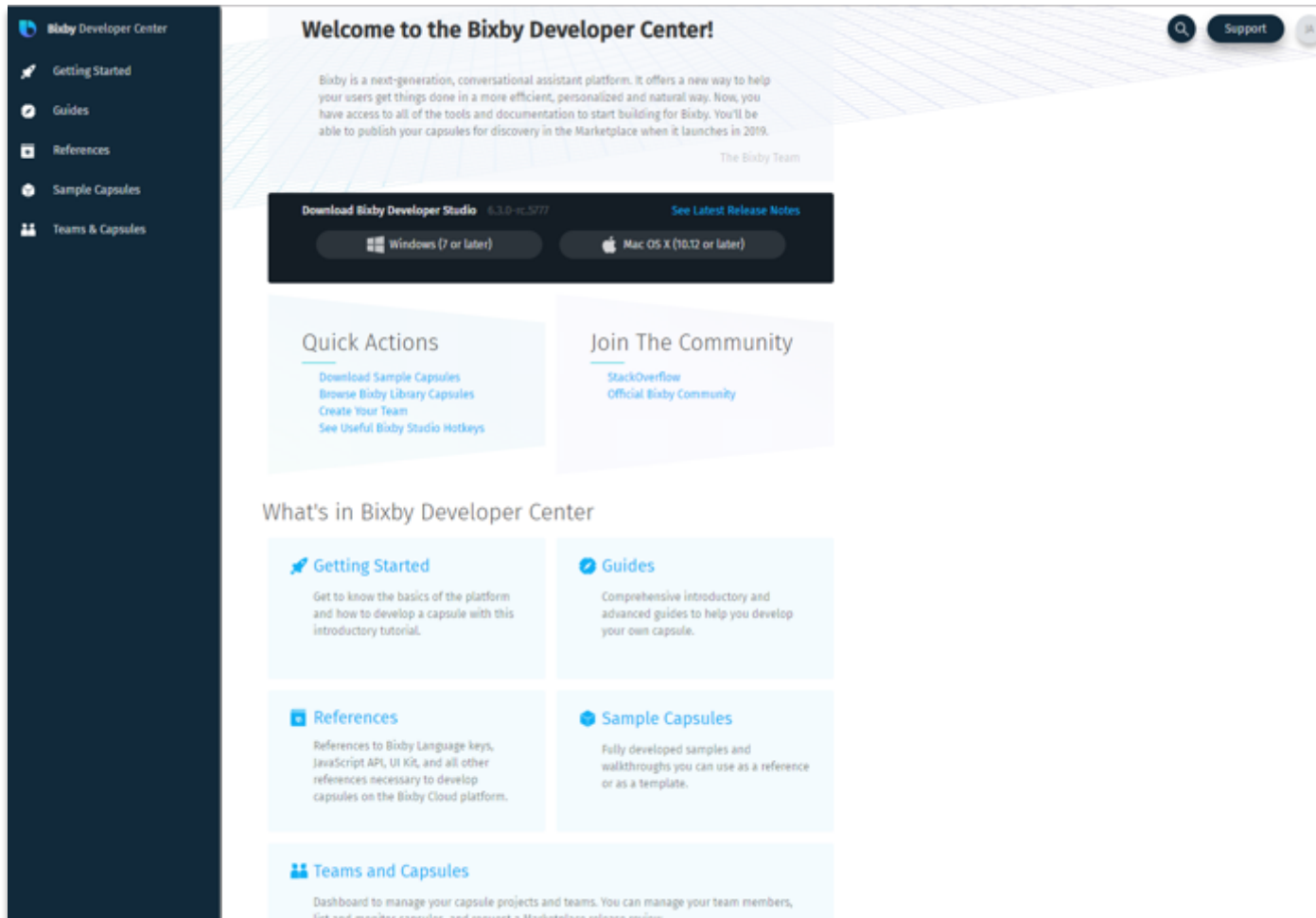


# Thank You

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Jennifer Arnold

# Bixby Developer Center

*One-stop shop for tools and documentation needed to start building for Bixby*



## Features

- Bixby Developer Studio (IDE) download links
- Comprehensive technical documentation
- Sample capsules with detailed walkthroughs
- Capsule team setup and management
- Capsule submission for marketplace approval
- Technical support and community knowledge base (Stack Overflow)
- New feature requests and feedback