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Samsung is to differentiate the upcoming Galaxy S8 flagship with an AI assistant, Reuters reports-- specifically Viv , the service the Korean company acquired little more than a month ago.



The service will also be integrated in other Galaxy smartphones, as well as home appliances and wearable devices. Samsung does not detail how the Galaxy S8 will use Viv, but it does say Viv allows for seamless use of 3rd party services through an interconnected nature and a sophisticated backend featuring "dynamic program generation."

"Developers can attach and upload services to our agent," the company says. "Even if Samsung doesn't do anything on its own, the more services that get attached the smarter this agent will get, learn more new services and provide them to end-users with ease."

Viv was co-founded by Dag Kittlaus, Adam Cheyer and Chris Brigham, who left Siri after it was acquired by Apple in order to start Viv in 2012. Currently all big names are in an arms race for the development of the best voice-controlled assistant, so it makes sense for Samsung to take on the challenge, especially after it suffered the massive Galaxy Note 7 recall.

No word is available as to when the Galaxy S8 will hit the market, but it will probably do so early next year.

Go Samsung to Launch AI Digital Assistant Service for Galaxy S8 (Reuters)