# Samsung's AI cooking feature revolutionises TV and culinary experience



Samsung recently unveiled an innovative feature for its televisions that leverages artificial intelligence (AI) to enhance the cooking experience for users. This development, reported by Tech Radar, allows the television to identify dishes displayed on-screen and to recommend corresponding recipes via the Samsung Food app.

This new functionality is set to transform the way viewers interact with culinary programming. For instance, if a viewer is engrossed in a cooking show and a delicious beef bourguignon is showcased, the Samsung TV equipped with this technology can recognise the dish and guide the viewer towards the precise recipe needed to recreate it at home. In addition to offering recipe suggestions, the Samsung Food app can also provide real-time updates on grocery lists and take-out orders placed directly through the mobile application, thereby creating a seamless cooking experience.

The Samsung Food app has already made strides in the culinary space by offering AI-guided cooking steps and suggesting recipes based on photos uploaded by users. Now, with the integration into televisions, it marks a significant step forward in blending cooking with household entertainment. Samsung commented in a press release, "We’re bringing dishes from movies or TV right to your dinner table with Samsung Food. Leveraging our AI processor, it recognizes the food on your screen and provides recipes for bringing it to life." Additionally, the app can assess the ingredients available in a user’s fridge and generate a shopping list for missing items. It even facilitates the purchasing of groceries or takeout through compatible provider apps, allowing users to track delivery right from their TV screen.

In conjunction with this initiative, Samsung has also introduced smart capabilities within their Bespoke refrigerators. These refrigerators are equipped with cameras that can inspect the contents of the fridge, suggesting necessary items for replenishment and allowing users to place orders swiftly via Instacart with just a few taps. User-friendly touchscreen interfaces on the refrigerator will enable customers to browse their grocery lists and receive same-day delivery.

This culinary-oriented AI expansion falls under Samsung's suite of features branded as Vision AI. Additional offerings include a Click to Search tool, enabling viewers to identify on-screen actors or filming locations, and a Live Translate feature for real-time subtitle translations. The overarching goal of these enhancements is to cultivate a home ecosystem where technological devices, including televisions, engage as integral parts of daily life, akin to smartphones and smart refrigerators.

Despite its promise, the integration of AI into cooking presents both advantages and limitations. While the prospect of cooking a complex dish inspired by film or television can be exciting, it is essential to recognize that the technology cannot replace the hands-on skills of cooking. As noted in the report, while AI can provide invaluable support, it cannot perform tasks such as chopping vegetables or ensuring the perfect bake. For users who typically opt for takeout while watching culinary competitions, the Samsung Food app may not be suited to their habits. However, for those who enjoy cooking, this novel technology could serve as a significant asset, fostering creativity and enhancing the dining experience.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.insighttrendsworld.com/post/innovation-of-the-day-samsung-s-ai-tv-will-help-you-cook-that-delicious-dish-on-your-screen> - This article explains how Samsung's AI TV can identify dishes on screen and provide step-by-step cooking instructions through the Samsung Food app, and also integrates with other Samsung AI features.
2. <https://app.samsungfood.com/recipes> - This link showcases the variety of recipes available on the Samsung Food app, which is integral to the AI TV's cooking feature.
3. <https://r1.community.samsung.com/t5/others/samsung-food/td-p/23227340> - This community post details the capabilities of the Samsung Food app, including recipe recommendations, meal planning, and integration with smart devices like refrigerators.
4. <https://www.insighttrendsworld.com/post/innovation-of-the-day-samsung-s-ai-tv-will-help-you-cook-that-delicious-dish-on-your-screen> - This article mentions the integration of Samsung Food with other AI features like Click to Search and Live Translate, part of Samsung's Vision AI suite.
5. <https://r1.community.samsung.com/t5/others/samsung-food/td-p/23227340> - This post explains how the Samsung Food app can assess ingredients in a user’s fridge and generate shopping lists, as well as facilitate grocery or takeout orders.
6. <https://www.insighttrendsworld.com/post/innovation-of-the-day-samsung-s-ai-tv-will-help-you-cook-that-delicious-dish-on-your-screen> - This article discusses the smart capabilities of Samsung's Bespoke refrigerators, including ordering groceries via Instacart and tracking delivery on the TV screen.
7. <https://r1.community.samsung.com/t5/others/samsung-food/td-p/23227340> - This community post highlights the user-friendly touchscreen interfaces on Samsung's smart refrigerators for managing grocery lists and orders.
8. <https://www.insighttrendsworld.com/post/innovation-of-the-day-samsung-s-ai-tv-will-help-you-cook-that-delicious-dish-on-your-screen> - This article notes the limitations of AI in cooking, such as not being able to perform hands-on tasks like chopping vegetables or ensuring the perfect bake.
9. <https://r1.community.samsung.com/t5/others/samsung-food/td-p/23227340> - This post discusses how the Samsung Food app can personalise recipes based on dietary preferences and favourite types of cuisine.
10. <https://www.insighttrendsworld.com/post/innovation-of-the-day-samsung-s-ai-tv-will-help-you-cook-that-delicious-dish-on-your-screen> - This article emphasizes the goal of creating a home ecosystem where technological devices, including televisions, are integral parts of daily life.
11. <https://r1.community.samsung.com/t5/others/samsung-food/td-p/23227340> - This post mentions the future plans for the Samsung Food app, including the integration of AI to recognise food through the camera by 2024.
12. <https://www.techradar.com/computing/artificial-intelligence/samsungs-ai-tv-will-help-you-cook-that-delicious-dish-on-your-screen> - Please view link - unable to able to access data