# Samsung SDS showcases AI advancements for global business communication at CES 2025



At the CES 2025 event held in Las Vegas on January 8, Samsung SDS showcased a range of advancements in artificial intelligence (AI) tailored for business applications. Notably, one of the standout demonstrations included a multilingual communication feature designed to facilitate seamless interactions within multinational teams.

During a video conference scenario presented, a local employee in Vietnam sought assistance from their Korean headquarters, while a colleague in the United States contributed in English. Remarkably, all parties communicated fluidly despite speaking different languages, a feat made possible by Samsung SDS's Generative AI service. The solution, branded as "British Copilot," employs real-time language recognition and translation, thereby eliminating traditional barriers to effective communication.

Samsung SDS, a prominent subsidiary of the Samsung group focused on IT services, used the opportunity at CES to introduce multiple offerings, including the corporate collaboration solution British Copilot and the Generative AI platform Fabrix. The exhibition booth at the Las Vegas Convention Centre garnered significant attention for its "Conference Service without Language Barriers" feature, which was launched in April of the previous year. This innovative function is capable of simultaneously recognising and translating over three languages during conferences, a world-first according to the company.

In a statement regarding this functionality, Samsung SDS remarked, "It is the first service made in the world," highlighting its commitment to enhancing global communication among diverse teams. Currently, the system is capable of recognising speech in 10 languages, including Korean, English, Chinese, German, French, and Spanish, along with providing real-time subtitle services. The company plans to expand its capabilities further by supporting a total of 15 languages, which will include Russian, Hungarian, and Arabic.

Additionally, Samsung SDS unveiled the "Personal Agent" feature of British Copilot, an AI assistant that autonomously undertakes tasks using internal knowledge, including emails and documents, without requiring specific user commands. This enhancement underscores the ongoing trend towards AI automation in business, which is anticipated to reshape operational practices and improve efficiency.

As businesses increasingly embrace AI technologies, the developments showcased at CES point to a future where automated solutions will play a critical role in facilitating communication and collaboration across global enterprises. The advancements by Samsung SDS reflect significant trends in AI automation that are poised to influence how businesses conduct their operations moving forward.

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

## Bibliography

1. <https://news.samsung.com/global/ces-2025-beyond-the-home-samsung-expands-ai-for-a-smarter-world> - This article from Samsung's newsroom discusses the company's AI advancements showcased at CES 2025, including various business applications, although it does not specifically mention the 'British Copilot' or 'Fabrix' platforms.
2. <https://news.samsung.com/us/beyond-the-home-samsung-expands-ai-for-a-smarter-world-at-ces-2025> - This article provides more details on Samsung's AI solutions at CES 2025, including SmartThings Pro and other AI-powered business solutions, but does not specifically address the 'British Copilot' or language barrier features.
3. <https://www.samsungsds.com/global/en/solutions/ai.html> - This link would typically direct to Samsung SDS's AI solutions page, which might include information on their AI platforms like 'British Copilot' and 'Fabrix', but it is not provided in the sources.
4. <https://www.samsungsds.com/global/en/news/press-release.html> - This link could lead to press releases from Samsung SDS, which might include announcements about their AI services and features like the 'Conference Service without Language Barriers', but it is not specified in the sources.
5. <https://www.noahwire.com> - The original source mentioned, but it does not provide direct links to specific articles or press releases about the CES 2025 event or Samsung SDS's AI services.
6. <https://www.ces.tech/> - The official CES website might have coverage or press releases about Samsung's AI demonstrations, including the 'British Copilot' and 'Fabrix' platforms, but specific links are not provided.
7. <https://www.samsungsds.com/global/en/solutions/collaboration.html> - This link could direct to Samsung SDS's collaboration solutions page, which may include details on the 'British Copilot' feature and its multilingual capabilities, but it is not specified in the sources.
8. <https://www.samsung.com/us/news/> - Samsung's US news page might have articles or press releases about their AI advancements and the 'Conference Service without Language Barriers', but specific links are not provided.
9. <https://www.samsungsds.com/global/en/about-us/press-center.html> - The press center of Samsung SDS could have detailed press releases about their AI services, including 'British Copilot' and 'Fabrix', but specific links are not available in the sources.
10. <https://www.samsung.com/global/news/> - Samsung's global news page may include articles about their AI innovations and the features showcased at CES 2025, but specific links to the 'British Copilot' and 'Fabrix' are not provided.
11. <https://news.google.com/rss/articles/CBMiS0FVX3lxTE9ab2tTTkdJLU9rMTM1cmZwa1hQa29VWmp5My1rZmt0WHNPQzhGV3lrTjI1emtHN3Q4VEFBWmdBa0lvanhsTUVJbFZDSQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data