# Samsung unveils plans to integrate AI across its technology offerings



At the Consumer Electronics Show (CES), Samsung has unveiled an ambitious plan to enhance its technology offerings by integrating artificial intelligence (AI) into its products and services. Executives from the company have highlighted their strategy to make AI more connected and personalised for consumers, while also showcasing their latest technological innovations, including the new flagship Neo QLED 8K QN990F TV.

Yongsu Kim, executive vice president of visual display and global head of TV services at Samsung, stressed the company’s commitment to AI, stating, “AI is here.” He detailed several upcoming AI-driven features for the Samsung TV Plus platform, which will be available on the company's 2025 television models. Notably, viewers will soon have the ability to press an AI button during scenes in films or television series to gain insights about what's happening on-screen. This includes identifying actors through an image recognition tool, providing users with biographical information, and recommending their other films.

In a move to enhance global content accessibility, Samsung is also developing real-time AI translation capabilities that will support a wider range of languages. Kim noted, “if you’re seeing a movie and it doesn’t happen to have translation of the closed captioning in your language, [this would have] AI capabilities that will take the closed captioning in one language and translate into your language of choice.” This feature aims to break down language barriers for international audiences, making more content available to non-local speakers.

Samsung’s initiative to globalise its content offerings includes a significant focus on Korean entertainment. The company is collaborating with major Korean content providers, such as CJ ENM, to position itself as a premier distribution platform for high-quality Korean content on Samsung TV Plus. Currently, the service offers over 4,000 hours of Korean programming to viewers in the United States and certain international markets. Kim elaborated, “We’re increasing the number of shows, movies... We’re also doing partnerships with major K-content related events.”

One prominent partnership referenced was with the MAMA K-Pop Awards, highlighting Samsung's commitment to broadcasting local events globally. The company has plans to extend this focus on live broadcasts to a variety of events, including sports and music channels.

Additionally, Samsung announced a collaboration with Microsoft, aiming to integrate the Copilot AI assistant across Samsung TVs and monitors. This partnership is expected to further augment user experience and engagement with the brand's technology.

The company is also broadening the content available for its displays, with Kim mentioning an interest in making artwork, such as renderings of famous museum paintings, accessible to users. “We’ll always take the approach of working with the content owners and making sure that we’re licensing them to make it available to our users,” he said. The plan includes establishing commercial arrangements with these owners to ensure mutually beneficial partnerships that facilitate broader distribution of content while also allowing for monetisation.

Through these multiple initiatives and partnerships, Samsung aims to leverage AI not only for enhancing viewer experience but also for transforming how consumers interact with content on its platforms.

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

## Bibliography

1. <https://news.samsung.com/us/samsung-expands-ai-for-all-vision-at-ces-2025-to-bring-ai-everyday-everywhere/> - Corroborates Samsung's 'AI for All' vision and the integration of AI into various products and services at CES 2025.
2. <https://www.rapidinnovation.io/news-blogs/how-will-samsungs-ai-revolutionize-ces-2025> - Supports the information about Samsung's AI innovations and their impact on user experiences at CES 2025.
3. <https://news.samsung.com/us/samsung-expands-ai-for-all-vision-at-ces-2025-to-bring-ai-everyday-everywhere/> - Details Samsung's strategy to make AI more connected and personalized for consumers, as outlined by executives.
4. <https://www.rapidinnovation.io/news-blogs/how-will-samsungs-ai-revolutionize-ces-2025> - Mentions the AI-driven features for Samsung TV Plus, including image recognition and real-time translation capabilities.
5. <https://news.samsung.com/us/samsung-expands-ai-for-all-vision-at-ces-2025-to-bring-ai-everyday-everywhere/> - Explains the real-time AI translation capabilities to support a wider range of languages and break down language barriers.
6. <https://news.samsung.com/us/samsung-expands-ai-for-all-vision-at-ces-2025-to-bring-ai-everyday-everywhere/> - Highlights Samsung's focus on Korean entertainment and partnerships with major Korean content providers.
7. <https://www.rapidinnovation.io/news-blogs/how-will-samsungs-ai-revolutionize-ces-2025> - Mentions the collaboration with major K-content related events, such as the MAMA K-Pop Awards.
8. <https://news.samsung.com/us/samsung-expands-ai-for-all-vision-at-ces-2025-to-bring-ai-everyday-everywhere/> - Details the partnership with Microsoft to integrate the Copilot AI assistant across Samsung TVs and monitors.
9. <https://www.rapidinnovation.io/news-blogs/how-will-samsungs-ai-revolutionize-ces-2025> - Supports the initiative to make artwork and other content accessible to users through commercial arrangements with content owners.
10. <https://news.samsung.com/us/samsung-expands-ai-for-all-vision-at-ces-2025-to-bring-ai-everyday-everywhere/> - Corroborates Samsung's plans to extend the focus on live broadcasts to various events, including sports and music channels.
11. <https://variety.com/2025/biz/news/samsung-ces-2025-ai-capabilities-1236267351/> - Please view link - unable to able to access data