# Samsung set to unveil innovative AI features at Galaxy Unpacked



Samsung is gearing up for an exciting unveiling at its upcoming Galaxy Unpacked event, scheduled for January 22, where the spotlight is expected to shine on the technology and software enhancements integrated into its latest smartphone offerings. The 2025 flagship devices, including the potentially much-anticipated Galaxy S25 Slim, are anticipated to feature significant upgrades, particularly in the realm of artificial intelligence (AI) functionalities. Recent leaks have emerged, shedding light on new AI tools that Samsung intends to introduce, which could redefine user experience.

Brazilian tech outlet Tecnoblog has reported on these leaks, which include intriguing details regarding two key AI features: “Now Brief” and enhanced integration of Google’s Gemini. The leaked information suggests that Samsung is actively looking to enhance the personalisation of user interactions with their devices via AI advancements.

The feature “Now Brief” appears to be a daily personal briefing tool that leverages AI to present users with customised information each day. According to the leaks, this could encompass a variety of statistics, including the weather forecast and an "Energy score" derived from users’ rest patterns, likely tracked through fitness devices or smart rings. Further enhancing its utility, Now Brief is designed to provide reminders, such as notifications for expiring coupons. Uniquely, it would also enable users to recap their day with a summary of significant moments and an overview of their progress toward daily activity goals, making it a versatile morning and evening companion.

In terms of AI assistant functionality, it seems Samsung may be planning to simplify its lineup by potentially transitioning away from the classic Bixby assistant in favour of a more prominent role for Gemini. Although concrete details still remain speculative, the leaked materials suggest that Gemini could facilitate a more seamless interaction across various applications within the Galaxy and Android environments. The intended changes could allow users to summon assistance for tasks across multiple apps with ease, thereby streamlining the user experience.

Moreover, as indicated in the reports, the new Galaxy AI capabilities may enable users to request that summaries from videos, such as those on YouTube, be saved directly into Samsung Notes. This highlights not only the anticipated cross-app functionality but also a deepened understanding of the content being engaged with on the devices. This progressive integration is expected to enhance the functionality and efficiency of the device for users.

As Samsung prepares for its unveiling, the developments underline the broader trend within the industry towards deploying increasingly sophisticated AI-driven tools that aim to simplify and enrich the user experience. The excitement surrounding the potential features of the Galaxy S25 and other devices signals a significant step forward in the role AI will play in business practices, providing deeper insights and automation capabilities that could redefine how consumers interact with technology.

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

## Bibliography

1. <https://www.samsung.com/uk/support/mobile-devices/galaxy-unpacked/> - Corroborates the date and time of the Galaxy Unpacked event, scheduled for January 22, 2025.
2. <https://www.sammobile.com/news/galaxy-s25-camera-specifications-galaxy-ai-features-leaked-images/> - Provides details on the leaked AI features, including the 'Now Bar' which is similar to the described 'Now Brief' feature, and other AI enhancements for the Galaxy S25 series.
3. <https://www.techradar.com/phones/samsung-galaxy-phones/the-galaxy-s25-could-have-genuinely-useful-ai-features-that-trump-apple-intelligence-including-these-5-tricks> - Supports the anticipation of significant AI upgrades in the Galaxy S25, including notification summaries and enhanced AI functionalities like Sketch to Image.
4. <https://www.techradar.com/phones/samsung-galaxy-phones/the-galaxy-s25-could-have-genuinely-useful-ai-features-that-trump-apple-intelligence-including-these-5-tricks> - Mentions the potential transition from Bixby to a more prominent role for Gemini in facilitating seamless interactions across various applications.
5. <https://www.sammobile.com/news/galaxy-s25-camera-specifications-galaxy-ai-features-leaked-images/> - Details the personalized information and suggested actions provided by the Now Bar, such as weather forecasts and Energy Scores, aligning with the described 'Now Brief' feature.
6. <https://www.techradar.com/phones/samsung-galaxy-phones/the-galaxy-s25-could-have-genuinely-useful-ai-features-that-trump-apple-intelligence-including-these-5-tricks> - Highlights the cross-app functionality and the ability to save video summaries into Samsung Notes, showcasing the deepened integration of AI capabilities.
7. <https://www.sammobile.com/news/galaxy-s25-camera-specifications-galaxy-ai-features-leaked-images/> - Corroborates the involvement of Gemini and Samsung's in-house AI algorithms in powering new features on the Galaxy S25 series.
8. <https://www.techradar.com/phones/samsung-galaxy-phones/the-galaxy-s25-could-have-genuinely-useful-ai-features-that-trump-apple-intelligence-including-these-5-tricks> - Mentions the multimodal upgrade for Sketch to Image, allowing users to use voice commands and text prompts, further enhancing AI drawings.
9. <https://www.sammobile.com/news/galaxy-s25-camera-specifications-galaxy-ai-features-leaked-images/> - Provides details on the Night Summary feature of Now Bar, which displays memorable moments of the day and daily activity statistics.
10. <https://www.techradar.com/phones/samsung-galaxy-phones/the-galaxy-s25-could-have-genuinely-useful-ai-features-that-trump-apple-intelligence-including-these-5-tricks> - Supports the broader trend in the industry towards deploying sophisticated AI-driven tools to simplify and enrich the user experience.
11. <https://www.samsung.com/uk/support/mobile-devices/galaxy-unpacked/> - Confirms that the Galaxy Unpacked event will be live-streamed on Samsung.com and the Samsung Community, aligning with the anticipation of the event.
12. <https://www.techradar.com/phones/samsung-phones/samsung-galaxy-s25-ai-leak-teases-major-gemini-upgrades-and-new-morning-briefings> - Please view link - unable to able to access data