

## Samsung Opens Bixby to 3rd Parties

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The 2018 Samsung Developer Conference sees the S. Korean giant announce the Bixby Developer Centre-- a set of tools allowing 3rd party developer to build services compatible with the voice-controlled smart assistant.



Samsung calls such additions "Bixby Capsules." Essentially the equivalent of Alexa Skills or Google Assistant Actions, they bring more features to the Bixby AI, as well as the potential to control more smart home devices like the other currently available AI assistants. Such "Bixby experiences" will be available through an appropriate marketplace providing users with a range of custom Bixby interactions.

The company is also set to focus Bixby capabilities on smart TVs, which should come to no surprise considering it is the biggest TV maker in the world. Thus, a Media Control API allows the voice assistant to control Netflix, Hulu, HBO Now and Spotify content on Samsung TVs.

In addition, Samsung announces Bixby support for 5 more languages-- German, French, Italian, Spanish and British English.

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