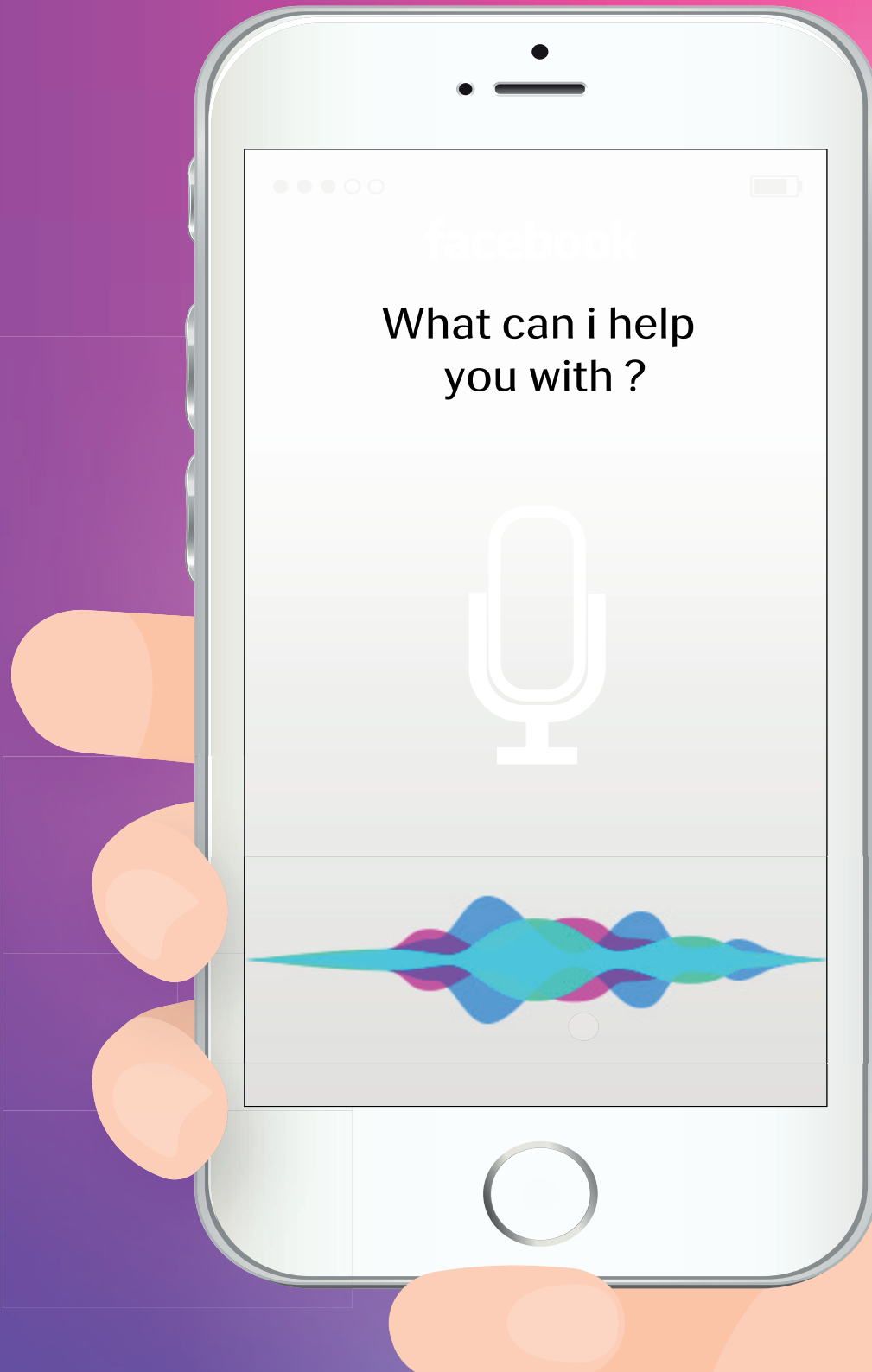


Joshua Ntanu & Daniel Phan

# SIRI

"We Have to talk"



# SIRI

Joshua Ntanu & Daniel Phan



Susan Bennet,  
USA 🇺🇸

John Briggs,  
England 🇬🇧

Karen Jacobsen,  
Australia 🇦🇺

Siri is Apple's voice-controlled individual associate and he/she, has been around for quite a long while now since 2011. The thought is that you have a conversation with her as you would a companion and she helps users complete things, regardless of whether that be making a dinner reservation or a simple chat.

Siri was initially created by the SRI global Intelligence Center. It was helped to establish by Dag Kittalaus, Adam Cheyer, and Tom Gruber. Siri's speech recognition was given by Nuance Communications which is a discourse technology organization and its speech recognition framework makes utilization of refined machine learning strategies, including convolutional neural systems and long here and now memory. There were a number of voice artists that shaped the voice of Siri. The American voice performing artist for Siri was Susan Bennett which was in July 2005. The male English voice artist is John Briggs. The Australian voice artist is by Karen Jacobsen (she was best known as

"GPS" young lady). SIRI was initially released as an IOS working framework in February of 2010 and the designers were meaning to utilize the working system for android and blackberry gadgets and after two months apple acquired Siri.

Even though android is the most dominant system in the smart phone market Siri leads the market on voice assistance for mobile phones (46.5 epercent) Google assistance is in second place with a 29% usage whiles alexa (amazon) ranks third with a 13%, samsung bixby with a 6% and microsoft cortana. comes in fifth place with 4% whiles other devices comes in last place with 1%.

With the rise of the popular SIRI feature being integrated into iphones and Macs, other competitors also jumped on the voice assistant market. Back in 2011 when the iphone 4s released, voice assistants became the "future" to many. These include Google Assistant, Amazon Echo and Cortana.

In 2016, Google released their own virtual assistant. It is available for both Android and iOS devices. It is used like Siri to launch apps, send messages, search the web and answer questions. Noteworthy features include things such as reading text such as signs or menus and translating them for the user. Google Assistant is also used in their smart speaker, the Google Home. It lets people interact with Google services such as listening to music, control playback of videos and receive news updates on the fly.

Next is the Amazon Echo. It is a well-known device that competes with Google Home. Amazon Echo is a smart speaker that has a voice-controlled assistant named Alexa. It works with a wide range of home devices from companies such as Nest, Samsung and Philips. The reason why Echo and Home are more dominant than Apple's HomePod because they were released much earlier.

Last is Windows' Cortana. It is a voice assistant for Windows and Windows phones. It operates exactly like Siri with answering questions and launching apps.

Siri has impacted many since its release. Not only has it brought a new market to the table, it has also helped people's day-to-day lives. An example of this is when driving a car. It allows users to use their hands when they are not free such as when driving. It helps users stay productive and save time in the busy world. Siri is a feature that is easy to use no matter the age and ethnic of the person. It also helps those with disabilities that could make using the phone a hard obstacle overcome. It helps reinforce the image of the Apple brand as being the go-to product for quick and simple use which could be the main factor when choosing a phone.



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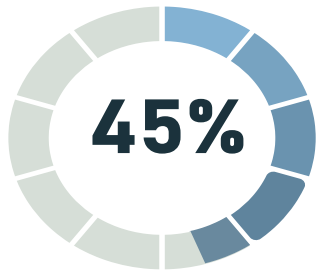
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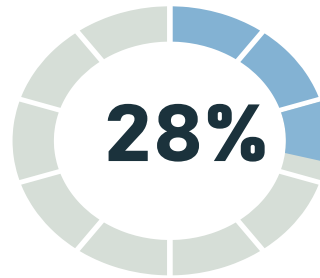
# THE MOST USED VOICE ASSISTANT



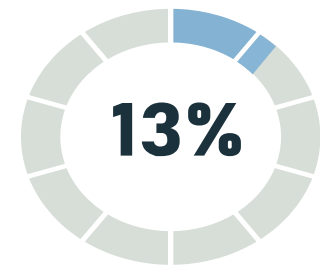
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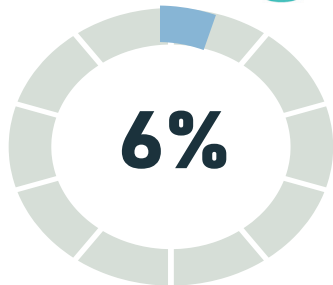
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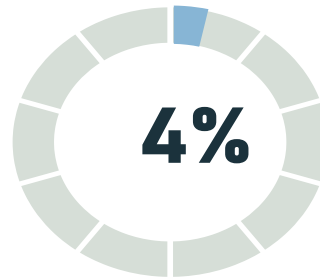
AMAZON ALEXA 



SAMSUNG BIXBY 



MICROSOFT CORTANA 



OTHERS

