

*Sarah Peña*

# "Hey Siri..."

Apple's Built-in Assistant.  
Is she everything she's meant to be?

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Siri is Apple's voice activated personal assistant, built into their range of products, to help enhance and make efficient use of the technology and its many possibilities. By default, Siri has an American female voice that replies to prompts such as "Hey Siri", or by holding down a certain button on an iPhone or Mac. The personal assistant was introduced to Apple's products back in 2010 as an app, and then was integrated as a feature into the iPhone 4s on release day in October 2011. Since then, many iPhones and updates later, Siri has become one of the most helpful voice activated personal assistants in smart phones to date and is only becoming more intelligent and efficient.

## Features and Attributes

The features that Siri has, range from simple phone

calls and texts, to playing your favourite songs, as well as setting timers and also answering general questions about anything that can be searched on the internet. She responds to "Hey Siri" when applied in Settings, and the user can ask questions and make commands instantly.

As default, Siri has a female American voice that replies, but if the user wants, they can access the Siri settings and change the voice to a male voice too. Accents from American, Australian, British, Indian, Irish and South African can be selected to suit the preference of the user.

Apple also has a smart home initiative, which can connect Siri to the home security cameras, Apple TV, Apple CarPlay etc. All these settings can be accessed in the Apple

Home app. Simply asking, "Hey Siri, show front door camera.", a display will come up on the users iPhone to show the front door camera. The advantage of these features is that users won't have to move from their seat to do things like turn on lights, close the garage door, remind kids about brushing their teeth or even turning on a speaker to play music while making dinner. The efficiency and innovative ways to use Apple's products in and around the home is made effortless and secure.

## So What Next?

Overall, Siri is a very popular route for a voice activated personal assistant, as she is installed into the most popular brand of smart phone. This automatically attracts users to interact with and get the most out of the software provided by the technology and its attributes. The future is bright for Siri, yet competitors such as Google's Assistant, Amazon's Alexa and Microsoft Cortana's abilities, the upgrades and possibilities that Siri is able to do will need to be amped up in order to keep up with its competition.

The broadening prospect of voice activated personal assistants being installed and used in more everyday household items is becoming more and more prominent, and soon, everything we do and see will be inhabited by the technological phenomenon. The way that technology is headed, we are very quickly approaching and even more technology-driven world, in the way we work, play and rest. This thought

makes the future seem very mysterious and intimidating, but with the right understanding and humility to accept the reality of technology and the 21st century's pace, we'll come to terms with the risk that comes with the world becoming completely digital. "Hey Siri, play Somewhere Over the Rainbow!"



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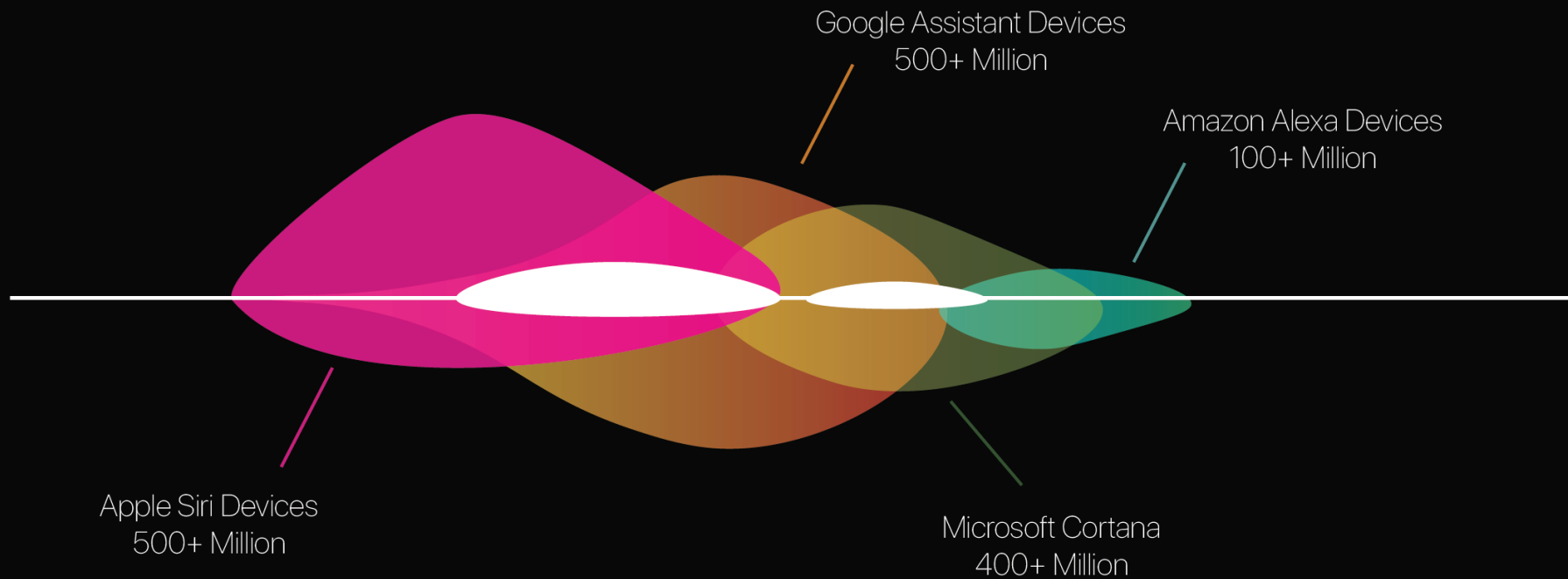
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# Most Popular Voice Assistants 2019



# Siri Upgrades Over iOS Updates



2011  
iPhone 5s  
iOS 5  
Introduced Siri to iPhone  
Installed and ready to go  
Hold down home button  
to activate



2012  
iPhone 6s  
iOS 6  
Improved Siri  
Eyes free  
Voice activated



2013  
iPhone 7  
iOS 7  
New look interface  
New Siri display



2014  
iPhone 8  
iOS 8  
Hands off  
Continuity



2015  
iPhone X  
iOS 9  
Proactive intelligence  
Easy accessibility  
Lock button held down to  
activate



2019  
iPhone 11 Pro  
iOS 13  
Shortcuts app  
Accessibility & efficiency  
amped up