



SIRI

Siri's here to help

Set a reminder, get the weather, make a FaceTime call, and more.

Get to know Siri at apple.com/siri

"Hey Siri,..."

Are you familiar with your virtual assistant?
What practical benefits does it offer you?



Siri - Virtual Assistant

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Through the use of new and cutting-edge technology like Siri, Apple has made creative judgments to make our lives a little easier. Siri is a virtual personal assistant that is always on call and can answer simple questions. Have you ever wondered about Siri's origins, how it works, how it has evolved through time, or what using it may do for you?

Siri was created by Adam Cheyer the creator of Bixby, Viv Labs, Change.org, and Sentient. The goal at the time was to develop a technology-enabled multi-modal, conversational method of interacting with all available information. What began as a quirky research experiment evolved into a substantial, 17–18 year undertaking that would eventually impact billions of people. The technology was created as part of the Personalized Assistant that Learns (PAL) programme of DARPA, the largest-known AI project in American history, by the Cognitive Assistant that Learns and Organizes (CALO) project, led by SRI and EPFL, the Swiss Institute of Technology. It was launched in

early 2010 and was a startup by the same name but Apple bought the startup.

Saying "Hey Siri" will enable the hands-free operation of Siri. The focus of a very simple, always-on voice recognition system is only those two sentences. The words and phrases that follow "Hey Siri" are interpreted by the remainder of Siri as requests or commands. The "Hey Siri" detector uses a Deep Neural Network to construct a probability distribution among speech sounds based on the acoustic pattern of your voice at each moment (DNN). A temporal integration technique is then used to calculate a confidence score that the sentence you said was "Hey Siri." If the answer is sufficient, Siri will awaken. This article looks at the fundamental technologies. Readers who are familiar with machine learning but less familiar with voice recognition make up the target audience.

With the launch of Siri on the Apple iPhone 4s, Apple became the first company in the technology industry to introduce a digital assistant on a smartphone. Siri is also

gradually integrating into Apple products: All iPads since June 2012, iPod Touch, Apple TV, and the stand-alone Siri remote in 2015, and Macs since September 2016. Since iOS 6 and up until iOS 16, Siri's sound has been improved to be more natural. A more intuitive and friendly user interface has also been added. Throughout the year, Siri is now able to speak 22 languages. Translating from English to Chinese, French, German, Italian and Spanish phrases is possible. For English, you can choose between American, Australian and British accents. Siri has the ability to adjust certain system settings.

As Apple announced to the consumer, Siri "do it all even when your hands are full". With Siri, you can ask Siri to complete any task you need, including calling, sending texts, answering your questions, navigating, and providing maps. The service is beneficial for disabled users. Find out what's happening in the stock market, sports, weather, and entertainment. Compared to other AI-based

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digital assistants, Siri is known as being the most private. Siri stores user information and advertisers cannot use it. It is a significant reason Apple lost its dominance, and other assistants became more helpful. Advertising companies or products suggest which options are suitable for users. Due to this, the number of people using Siri continues to increase yearly.

In conclusion, this article outlines the background of Siri and how it was invented. Siri has been Apple's icon since the release of the iPhone 4s. By saying "Hey Siri," the voice recognition system is activated, and the user can then command. With Apple's evolution of Siri over the year, Siri has become the most private digital assistant and has a large number of active users. Siri provides users with practical benefits such as daily task organisation, navigation, and assistance to those with disabilities.

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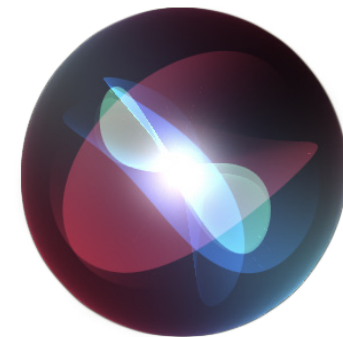
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Evolution of Apple's Siri



iOS 6 - iPhone 4s

- The user interface slides up from the bottom and occupies only a portion of the display.
- Be able to provide information on sports, restaurants, movies, and related topics.
- Possess the ability to share on social media, send messages, or open apps.
- Hands-free operation and 15 languages available.



iOS 16 - iPhone 12 Pro Max

- The user interface takes over the entire screen. Siri will display a circle at the bottom when it is active to let the user know it is listening.
- System settings such as aeroplane mode, Bluetooth, and do not disturb can be adjusted.
- Siri now has a better sound, is more natural and can be selected between a female or male voice.
- In addition to speaking 22 languages, Siri has three accents for English: American, Australian, and British.

Siri annual active users 2015 to 2020 (mm)

