

Samsung and Google Cloud Join Forces to Bring Generative AI to Samsung Galaxy S24 Series

Google's Gemini Pro and Imagen 2 to deploy in production new text, voice, and image features on the new Samsung Galaxy S24 series

SEOUL, Korea and SUNNYVALE, Calif., Jan. 17, 2024 /[PRNewswire](#)/ -- Samsung Electronics Co., Ltd and Google Cloud today announced a new multi-year partnership to bring Google Cloud's generative artificial intelligence (AI) technology to Samsung smartphone users around the globe. Starting with the Samsung Galaxy S24 series announced today at Galaxy Unpacked in San Jose, California, Samsung will be the first Google Cloud partner to deploy Gemini Pro and Imagen 2 on Vertex AI via the cloud to their smartphone devices.

"Google and Samsung have long shared deeply-held values around the importance of making technology more helpful and accessible for everyone. We're thrilled that the Galaxy S24 series is the first smartphone equipped with Gemini Pro and Imagen 2 on Vertex AI," said Janghyun Yoon, Corporate EVP and Head of Software Office of Mobile eXperience Business at Samsung Electronics. "After months of rigorous testing and competitive evaluation, the Google Cloud and Samsung teams worked together to deliver the best Gemini-powered AI experience on Galaxy."

Samsung is the first Google Cloud partner to deploy Gemini Pro on Vertex AI to consumers. Built from the ground up to be multimodal, [Gemini](#) can generalize and seamlessly understand, operate across, and combine different types of information including text, code, images, and video. Starting with Samsung-native applications, users can take advantage of summarization features across Notes, Voice Recorder, and Keyboard¹. Gemini Pro on Vertex AI provides Samsung with critical Google Cloud features, including security, safety, privacy, and data compliance.

Galaxy S24 series users can also immediately benefit from Imagen 2, Google's most advanced text-to-image diffusion technology from Google DeepMind to date. With Imagen 2 on Vertex AI, Samsung can bring safe and intuitive photo-editing capabilities into the users' hands. These features can be found in Generative Edit in S24's Gallery application.

As part of this partnership, Samsung is also one of the first customers to test Gemini Ultra, Google's most capable and largest model for highly-complex tasks. The S24 series will also use Gemini Nano, an on-device LLM delivered as part of the Android 14 operating system, the most efficient model of Gemini for on-device tasks.

"Together with Samsung, Google Cloud sees the tremendous opportunity for generative AI to create meaningful mobile experiences that stimulate and strengthen connection and communication for millions," said Thomas Kurian, CEO, Google Cloud. "With Gemini, Samsung's developers can leverage Google Cloud's world-class infrastructure, cutting-edge performance, and flexibility to deliver safe, reliable, and engaging generative AI powered applications on Samsung smartphone devices."

About Google Cloud

Google Cloud accelerates every organization's ability to digitally transform its business and industry. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology, and tools that help developers build more sustainably. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

About Samsung

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, home appliances, network systems, and memory, system LSI, foundry and LED solutions, and delivering a seamless connected experience through its SmartThings ecosystem and open collaboration with partners. For the latest news, please visit the Samsung Newsroom at news.samsung.com

¹ Galaxy AI features may require internet connection, Samsung Account login, and/or update to latest Android version. Product functionality may be dependent on your app and device settings. Some functions may not be compatible with certain apps or require additional software downloads, such as language packs. Availability of the service may vary by country, region, or market. Accuracy of results not guaranteed. For detailed specifications and conditions, refer to your local Samsung website.

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