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Galaxy AI is your new personal assistant in the workplace

Published on Jan 24, 2025 By [Shane Schick](#)



A personal assistant used to be a perk limited to a company's senior executives. Today, advancements in mobile devices mean personal assistants don't have to be costly new hires for limited employees. Instead, assistive capabilities powered by artificial intelligence (AI) can be built directly into the latest smartphones.

With the launch of Samsung's [Galaxy S25 Series](#), including [Galaxy S25](#), [Galaxy S25+](#) and [Galaxy S25 Ultra](#), everyone from small business owners to the most junior employees can enjoy a personal assistant of their own. Galaxy S25 Series comes loaded with [Galaxy AI](#),* which allows you to complete actions across multiple apps, saving time and effort so you can focus on your colleagues, customers and most critical priorities.

Here are some examples of where Galaxy S25's role as personal assistant will become essential for everyday work:

Contextual search

Many items on our to-do lists involve looking up information that's not readily available. A marketing professional, for example, might need to edit a headshot of the keynote speaker for an upcoming event or develop a GIF that can be woven into a social media campaign.

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Galaxy S25's contextual search capabilities include "Action Search," which means it will intuitively find the relevant online tools to tackle these tasks.

As your organization adopts more mobile apps, employees can waste minutes or even hours trying to figure out how to use them. In-app searches using Galaxy S25 devices are a fast and easy way to find content and settings, reducing the learning curve.

Of course, many of us are also visual learners, but some photographs contain details that are difficult to understand. That's why Galaxy S25 Series also supports instant on-screen search, so you can identify where an object in an image is located, its history and other critical facts.

Galaxy S25's next-generation intelligent search even makes it easier to brush up on a new or complicated topic — such as how to troubleshoot a product issue — via instant on-screen tutoring.

Multiple tasks with one ask

Beyond finding information, business professionals often have to manage it across multiple applications just to finalize a basic task. You might need to tap into a search engine like Google, native apps on your device containing your calendar and contacts, and third-party apps that let you send and receive messages.

Galaxy S25 Series uses Galaxy AI to perform seamless actions across apps, allowing you to complete multi-stage tasks with one simple voice command. Imagine you need to review some financial projections with a key member of the team who always seems to be tied up. With a simple command like “Find [the person's] available openings and create an appointment in our calendars,” you can reduce all the usual steps into one.

Galaxy S25 Series also uses natural language to make it easier to treat it like a personal assistant. This can be used in all sorts of scenarios. Creating a sizzle reel to show off your latest product? Just ask, “Recommend music to create a sense of anticipation,” and Galaxy S25 devices will comb through your music library for the most appropriate backing track.

Barrier-breaking communication

“Hold my calls,” a CEO of yesteryear might have barked to their assistant. The reality now is that calls are a vital part of getting deals done, nurturing customer relationships and pursuing new business opportunities. Even the smallest organization may need to field calls or reach out to contacts on an international level.

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Galaxy S25's [Live Translate capabilities](#) now support up to 20 languages, allowing you to understand and record calls in more than 49 countries. Acting on what's said in those calls is easier than ever, thanks to Galaxy S25's on-device transcription and AI-generated summary features.

Once your call has ended, for instance, you can organize the transcript into highlights that make debriefing the rest of the team easier and assign follow-ups or action items to get you closer to your goals.

The info you need before you need it

The best personal assistants are often so good at understanding what will help their bosses succeed that they proactively arm them with information. Galaxy S25 Series does the same with Now Brief.

Before you hit the road to meet up with a customer, for example, Now Brief will provide an alert about challenging traffic conditions and suggest the best routes or alert you to potentially hazardous weather.

Having helpful tips and reminders throughout your day means you'll stay on track, avoid common pitfalls and make the best use of your time. Galaxy S25 Series also enables effortless actions by creating routines, such as automatically turning on a Wi-Fi hotspot whenever you get in your car.

Assistance across the entire Galaxy ecosystem

The Galaxy Ecosystem just became even more seamless. With multi-device actions, you can use Galaxy AI more efficiently across all your devices and conveniently find and utilize content regardless of which device it is on.

Galaxy S25 is a highly versatile personal assistant because it builds upon Samsung's vision of [a connected experience](#), where you can manage content and apps across your Galaxy smartphone, tablet, PC, watch and more.

For example, Galaxy S25 Series devices let you auto-generate various documents, such as meeting minutes, and easily transfer them to your PC in desired formats. Start by transcribing a webpage or presentation on your Galaxy S25, and then summarize it

on your [Galaxy Book4 Series](#) or [Tab S10+](#) without skipping a beat. It's just as fluid to search and use content from other devices on your phone or to share content with other devices.

A personal assistant for the long haul

Galaxy S25 Series also boasts a powerful industry-leading processor and seamlessly optimized power efficiency to adjust battery consumption automatically. That makes it a personal assistant that can not only [handle AI workloads](#) but one that's ready to support you throughout your workday and beyond. In other words, it's the kind of personal assistant every business professional deserves.

Sign up for [updates on Galaxy S25 Series](#), and enjoy exclusive volume pricing, bulk trade-in discounts, free shipping and more with a [Samsung Business Account](#).

*Galaxy AI features by Samsung will be provided for free until the end of 2025 on supported Samsung Galaxy devices.

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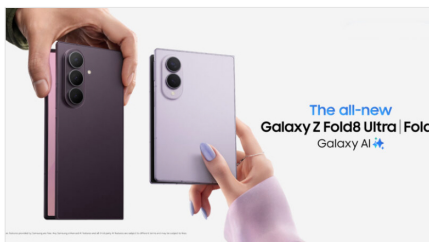
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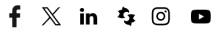
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