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How Galaxy AI translation is enabling borderless communication in business

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Communication is key to every business conversation, task and transaction. When business crosses borders, whether virtually or in person, a language barrier can impede communication or create miscommunication.

Artificial intelligence (AI) is helping to break down language barriers — after all, the leading AI tools are built on large language models that can understand, interpret and generate human-like text across many languages and contexts. Samsung is leading the way in bringing AI-powered, near-real-time translation to business-ready mobile devices as part of its [Galaxy AI*](#) platform. Here's how it works in common use cases on the new Samsung [Galaxy S25 Series](#), including [Galaxy S25](#), [Galaxy S25+](#) and [Galaxy S25 Ultra](#).

Live Translate at a glance

Live Translate automatically translates voice calls and text messages as they occur. On a phone call, translations come through audibly and on-screen after each person speaks. In text messages, translations are shown below each sent and received message.

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For example, if you're meeting with colleagues or clients who don't speak the same language, simply pull up Live Translate on your Galaxy S25 Series device to translate and communicate seamlessly.

Live Translate debuted in [Galaxy S24 devices](#) with native call and message app support for 13 languages. It now supports 20 languages on Galaxy S25 Series. Learn how to quickly [enable Live Translate](#) before a phone call or during a text message exchange on a Galaxy AI-enabled smartphone. The feature remembers the preferred language settings for each contact after the initial setup for that contact.

Retail customer assistance

Live Translate is easy and reliable to use in conversation — that's what makes it so powerful. Translating from one language to another isn't necessarily all that new on the internet, but the ability to do so in near real time on a mobile device, with minimal manual input, is truly game-changing for many industries and functions.

For example, in retail, language barriers can make it difficult for customer service representatives to assist customers with questions or troubleshooting. With either or both a rep and customer using AI translation during a voice call, the conversation can go smoothly regardless of the different languages being spoken. The result is likely a better experience for the customer and increased loyalty for the brand. In retail and even hospitality, Live Translate can also enhance inbound phone order and reservation handling, deliveries and just about any touchpoint along the communication chain.

Professional services

Financial professionals often work with clients from around the world. Live Translate makes it easier to communicate complex ideas and nuanced terms clearly so everyone is on the same page. Allowing clients to speak in their preferred language also builds rapport and trust. Galaxy AI's real-time language conversion can help accelerate cross-border transactions and negotiations in a field where precision and timeliness are important.

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Field technicians can benefit from Live Translate as well. With the feature enabled, they can provide clear communication on-site with customers while breaking through any language barriers as part of a mobile-first experience.

Business travel

For business travelers, Live Translate is like having a personal interpreter in your pocket. Imagine you're in a taxi heading to a meeting in a country where you don't speak the language. Using Live Translate, you can effortlessly communicate with your driver while in the car to confirm your destination or make last-minute changes to your route, ensuring you arrive on time and stress-free. Or, picture trying to coordinate a meeting spot with a local business partner via text. Language differences could easily lead to confusion and delays, but with Live Translate, your messages are instantly translated, allowing for clear, effective communication. AI translation ensures logistical details are ironed out swiftly, leaving more time for what's important: your business objectives and working relationships.

Internal collaboration

Internal collaboration is pivotal for the success of any organization, especially for those operating across international locations. With teams often working in silos due to language differences, Live Translate can bring an entirely [new dimension of collaboration to a company](#).

For example, consider a scenario where a project team in Japan needs to discuss the specifications of a new product with their counterparts in Germany. With Live Translate, they can conduct phone meetings and exchange text messages in Japanese and German, respectively, while the back-and-forth is accurately translated instantly.

For another example, say a quick consensus is needed between teams in Brazil and France before engaging a service provider. Live Translate can facilitate real-time text exchanges or conference calls, enabling each party to contribute in their native language. This can speed up the decision-making process while creating a virtual space where every opinion is heard and valued, truly talking the talk of promoting diversity and inclusion within the organization.

New opportunities, stronger relationships

At the end of the day, business revolves around opportunities, and opportunities stem from relationships. Until now, opportunities and relationships alike have been somewhat limited to situations where people speak the same language. With the Live Translate feature on Galaxy S25 Series, the whole world opens up for leaders, colleagues, prospects, clients, vendors and industry partners from diverse locales and cultures to communicate more seamlessly. It's one of the many ways [Galaxy AI functions](#) as your human-like assistant to simplify your daily life.

Learn how Samsung Galaxy S25's game-changing capabilities can help you redefine productivity and empower your day. Sign up

Learn how Samsung Galaxy S25's game-changing capabilities can help you redefine productivity and empower your day. 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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Daniel Gordon became a full-time freelancer in 2015 after spending several years as an in-house and agency copywriter. His marketing experience spans from Fortune 500 companies and Forbes World's Most Valuable Brands to small businesses, startups and marketing agencies. Before he entered the marketing world, Daniel worked in the music business as a manager to producers and songwriters, and as an A&R/talent scout.

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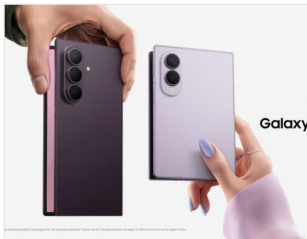


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