



SAMSUNG

Samsung Tech Talk: Language and Personal Intelligence

July 10, 2025 @ 5:30 PM-7:30PM

Mountain View, CA

[Register Here](#)

Join Us

You're invited to join us for an exciting Samsung Tech Talk on Language & Personal Intelligence! Our North America Artificial Intelligence Center (AIC) is hosting an onsite event at our Mountain View campus.

AIC Leader, Murat Akbacak and Senior Director, Vasu Chappidi, will discuss our goals to enhance personal AI by enabling seamless, intelligent, and privacy-preserving interactions on edge devices, empowering users with context-aware, proactive assistance that deeply understands knowledge, context, human intent and their evolving preferences.

About Us

The AI Center (AIC) at Samsung Research America, Mountain View is dedicated to advancing research in key AI areas such as deep learning, language AI, on-device AI, generative AI, computer vision and multi-modal machine learning. Our fundamental research results in top-tier conference papers each year and also contributes to Samsung products.

Speakers



Murat Akbacak

Dr. Murat Akbacak is a distinguished expert and technology leader in artificial intelligence, specializing in human-machine interaction, personal digital assistants, and conversational AI. Before joining Samsung, Dr. Akbacak was with the Siri team at Apple since 2015, where he served as the Head of the Conversational and Contextual AI organization. Prior to his tenure at Apple, from 2012 till 2014 he was at Microsoft where he contributed to the development of Cortana, Microsoft's personal digital assistant, and played a key role in bridging the gap between research and production.

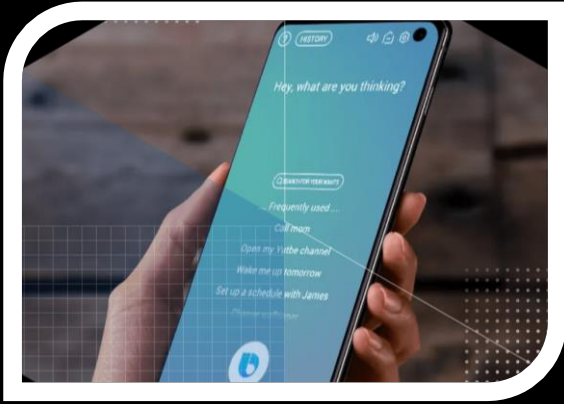
Dr. Akbacak earned his PhD from the University of Colorado at Boulder. He has also served as a consulting professor at Stanford University and an adjunct professor at UT Dallas. He co-chaired the IEEE Spoken Language Technology (SLT) Workshop in 2014 and served as an Associate Editor for IEEE Signal Processing Letters. From 2017 to 2019, he was a member of the IEEE Spoken Language Technology Committee (SLTC).



Vasu Chappidi

Previously, led teams at Apple responsible for building the Personalization platform, ML solutions and experiences for Siri including the recently announced Apple Intelligence. Before that, he spent time working on recommender systems at Amazon (you know, the 'Recommended for you' magic that knows what you want before you do!) and also worked on Search engine ranking/relevance at Microsoft Bing. Vasu is passionate about researching innovative solutions, refining them, and delivering them to customers with measurable impact.

Research Topics



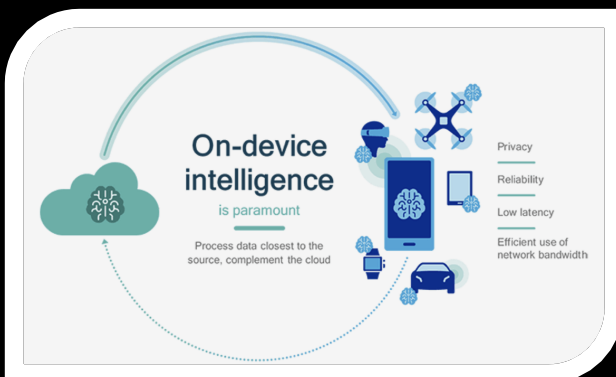
Language AI

Language AI is a critical technology for Samsung to understand natural language voice or text input and generate intelligent and interesting responses. To this end, we have been working on advancing the state of the art in transformer-based natural language understanding & generation, common sense and knowledge augmentation, and leveraging large language models (LLMs) for Samsung's unique language AI needs.



Multimodal AI

Real-world communication involves not only voice but also shared context to convey information. As AI technology advances, users anticipate AI agents to communicate in a similar multimodal way using camera or screen content. To enable responses to such user queries, we focus on advanced multimodal AI topics such as visual language grounding, emotion-aware AI, and generative AI that operates across text, audio and visual modalities.



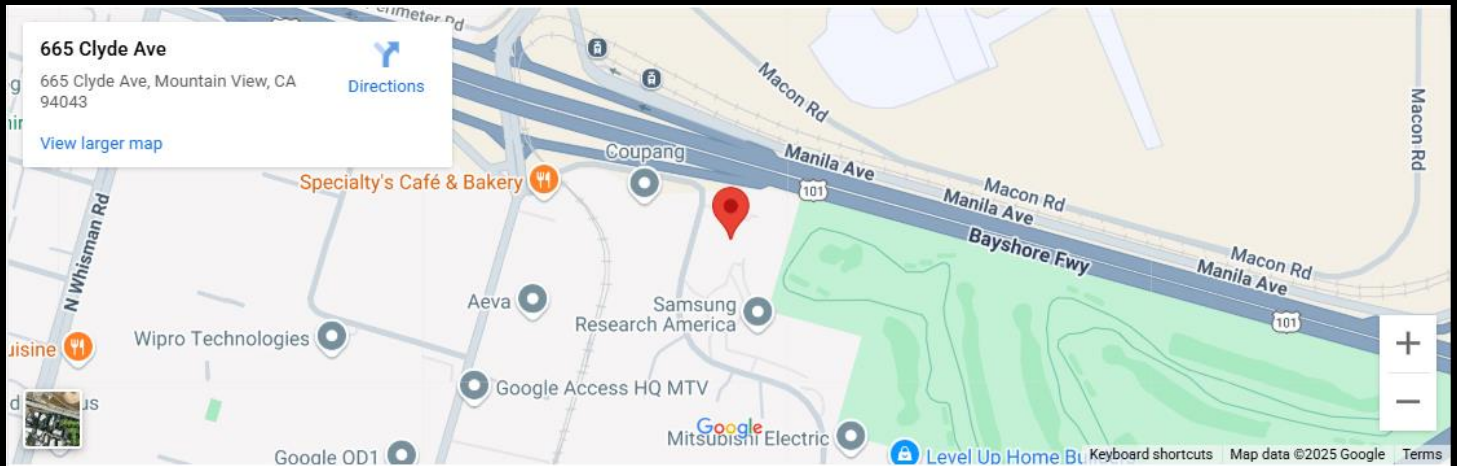
On-device AI

Although many AI services currently rely on cloud computing, there is a growing need for on-device AI models that can provide real-time, always-available, and privacy-preserving services. To meet this need, we are working on developing lightweight transformer models or compressing large transformer models that can operate with small disk size, runtime memory, and computational resources. We are also pushing the

boundary to make deep learning models tiny enough to run on chip with ultra-low power, memory and latency

Map

Event Location: 665 Clyde Avenue, Mountain View, CA



Follow Us



Website



LinkedIn



Careers