

YouTube-Provided Transcript for YouTube video of Siri Demo on October 4, 2011

Website: <https://www.youtube.com/watch?v=SpGJNPShzRc>

0:00

[Applause]

0:05

I'm really excited to show you

0:10

Siri you can get to Siri uh at any time

0:13

just by holding down the home button for

0:15

a couple seconds and then Siri's

0:17

listening to you so let's go ahead and

0:19

ask Siri about the

0:22

weather what is the weather like

0:26

[Music]

0:28

today here's the the forecast for

0:31

today it is that

0:39

easy not only did it understand the

0:42

words I said it understands the meaning

0:45

and it goes and gives me this weather

0:47

forecast but the exact words I say

0:49

aren't important it's the meaning behind

0:52

the words so I could ask this in a

0:54

completely different way something

0:56

like what is the hourly forecast

1:00

[Music]

1:02

here's the weather for today again

1:06

different words Siri figures out the

1:08

meaning in fact you can even ask more

1:10

conceptual questions things

1:13

like do I need a raincoat

1:18

today it sure looks like rain

1:27

today and you saw as you came in it was

1:29

raining so it understands the concept of

1:31

raincoat and umbrella and other thing

1:33

and it knows how that relates to weather

1:35

and answers the question so we've

1:37

integrated in with weather we've

1:39

integrated in with all sorts of things

1:42

an iOS so let me go and ask you a

1:44

question using the clock something

1:47

like what time is it in

1:52

Paris the time in Paris France is 8:16

1:55

p.m. so again it recognized the words

1:59

understood the mean meaning and then

2:00

comes back with this live clock ticking

2:03

down the seconds showing what time it is

2:05

in Paris but you can ask other questions

2:08

like let's say you need to set an alarm

2:10

clock just ask

2:12

Siri wake me up tomorrow at 6:00

2:18

a.m. okay I set it 4 6

2:21

a.m. it's that

2:28

easy again we've integrated with lots of

2:31

things we've integrated with the stocks

2:32

so you can ask it about the stock market

2:34

something like how is the NASDAQ doing

2:40

today NASDAQ Composite is down right now

2:43

at

2:45

23217 and again you can ask this from

2:47

the lock screen anywhere just press the

2:49

button ask you can ask about you know

2:50

the NASDAQ the Dow or any specific stock

2:52

as well we've also partnered with Yelp

2:56

and so you can ask questions about

2:57

businesses or restaurants something

3:00

like find me a great Greek restaurant in

3:05

[Music]

3:08

paloalto I found 14 Greek restaurants

3:11

five of them are in paloalto I've sorted

3:13

them by

3:22

rating now I've been in the AI field for

3:24

a long time and this still blows me away

3:27

the fact that it understands the words

3:29

the concept

3:30

and even how now ranks it by yelp's

3:33

ordering we've also integrated in with

3:35

maps so you can just ask Siri for

3:38

directions let's say I want to go to

3:40

Hoover tower on the Stanford campus all

3:42

I say

3:44

is give me directions to Hoover

3:48

[Music]

3:50

Tower here are directions to Hoover

3:54

Tower so again it recognized what I

3:57

meant it found Hoover Tower takes me

3:59

right to maps shows me the directions

4:01

you can even ask for things like you

4:02

know what's the traffic around here now

4:05

sometimes your phone is is locked in

4:07

your pocket and you're in a hands-free

4:09

environment so you might have a

4:10

Bluetooth headset on and you receive a

4:13

text message or an iMessage and you hear

4:16

it come in but it's in your pocket and

4:18

you don't want to take it out of your

4:20

pocket so with Siri you can just ask

4:23

Siri to read it to you so you can just

4:26

press on that button on the Bluetooth

4:27

headset I'll simulate it by pressing the

4:28

home button here but this can all be

4:30

done handsfree and just ask

4:33

Siri read my

4:37

message new message from Phil

4:40

Schiller when can we have lunch so it

4:43

reads it handsfree to me you can reply

4:47

or read it again so before I reply I

4:50

think I want to have lunch on Friday

4:52

handsfree now I can just ask Siri about

4:54

my calendar I can ask

4:57

it do I have any meetings Frid Friday at

5:02

noon you don't have anything on your

5:04

calendar for this Friday at 12: p.m.

5:07

fantastic so let me go ahead and reply

5:09

to Phil now that I can make

5:10

it reply I can do

5:15

Friday here's your reply to Phil

5:18

Schiller ready to send it I can uh

5:21

respond with my voice or I just tap on

5:23

the buttons so I'll go ahead and respond

5:24

okay I'll send your message now you

5:27

noticed I said reply I didn't say reply

5:29

to Phil Schiller Siri is following along

5:32

the conversation just like a human does

5:34

and knows when I said reply I met

5:36

Phil now let me go ahead again all

5:39

handsfree and schedule that lunch just

5:41

by talking to my

5:44

phone schedule lunch on Friday at noon

5:46

with Phil

5:50

Schiller okay I set up your meeting with

5:52

Phil Schiller for this

5:55

Friday are you ready for me to schedule

5:57

it Go and confirm that

6:00

okay I scheduled your meeting with Phil

6:02

Schiller for this Friday now again this

6:04

is blow away I had it read me my

6:07

message I checked my calendar I dictated

6:10

my response and scheduled it all

6:13

handsfree just by talking to my iPhone

6:15

just by talking to Siri but there's

6:20

more I told you about the reminders app

6:22

earlier the reminders is integrated

6:24

perfectly with Siri so you can create a

6:26

reminder just like this

6:29

remind me to call my wife when I leave

6:33

[Music]

6:35

work here's your reminder for when you

6:37

leave

6:38

work shall I create it sure let's

6:41

confirm that okay I'll remind you so

6:44

again in an earlier conversation it

6:46

asked me who my wife was and now it

6:47

knows and so I just say you know remind

6:50

me about my wife it's now set up a

6:52

geofence around work in this case Apple

6:55

for me when I leave Apple it'll put up

6:57

an alert reminding me to call my wife

7:00

it's amazing we've also integrated in

7:03

with web searches you can search things

7:05

like Wikipedia just by talking to it so

7:07

let's say you're learning about the

7:09

space program and you want to look up

7:10

Neil Armstrong just take out your phone

7:13

and ask

7:14

Siri search Wikipedia for Neil

7:19

Armstrong searching for Neil

7:24

Armstrong so again it's that fast to

7:27

look something up it takes me right to

7:29

Safari right to the article in

7:32

Wikipedia now we've also partnered with

7:35

wolf from Alpha and they have all sorts

7:37

of information you can ask questions

7:39

about in fact they have an entire

7:41

dictionary built in so now to define a

7:43

word it's as easy as asking Siri to

7:46

Define it like

7:49

this Define

7:53

[Music]

7:54

mitosis let me think about that I found

7:57

this for you it's mitosis cell division

8:00

in which the nucleus divides into nuclei

8:02

containing the same number of

8:03

chromosomes again it is that easy now to

8:05

look anything up in a dictionary you

8:08

just ask your personal assistant Siri

8:11

now let's say you're off in Europe and

8:14

you see something and it costs 45 and

8:17

you're wondering well how many dollars

8:18

is that well just ask

8:21

Siri how many dollars is

8:25

[Music]

8:27

\$45 let me check on that

8:30

this might answer your

8:32

question so what Siri does is it goes it

8:35

looks out figures out the current

8:37

exchange rate and tells me that €45 is

8:41

\$595 right now it even gives me a

8:43

history of the exchange rates and you

8:45

know for extra measure translates it

8:47

into a number of other currencies as

8:49

well now one of my favorite things is

8:52

you know sometimes your kids will ask

8:53

how many days is it until my birthday or

8:55

how many days is it until Christmas it's

8:57

not an easy thing to calculate but now

9:00

you just ask your phone like

9:03

this how many days are there until

9:07

[Music]

9:09

Christmas let me check on

9:14

that I found this for you 82 days until

9:18

Christmas get offing

9:22

so it's just that easy you can ask I

9:25

mean you can ask so many questions of

9:27

Siri now you can't ask everything and

9:29

it's not perfect but there's so much you

9:31

can ask it that we decided to build a

9:33

guide right into the user interface so

9:36

it's quick and easy for you to see what

9:37

kind of questions you can ask so when

9:39

you hold down the button and the Ser UI

9:41

comes up there's an ie button an

9:43

information button on the right hand

9:44

side tap on that to build bring up the

9:46

guide let me go ahead and show you that

9:48

so press and hold tap on that eye button

9:51

now here's all the sorts of things you

9:52

can do with Siri you can voice dial so

9:55

call someone just by saying their name

9:58

you can control your music you can

10:00

control playing you know an artist or an

10:02

album but now you can also play any song

10:05

you want including any song you might

10:07

have on iTunes in the cloud you'll

10:08

download it and start playing it for you

10:10

or even a genre you can say please you

10:12

know play some rap music for me play

10:13

some classical music and it

10:15

automatically start playing that for you

10:17

you can use it for messages send and

10:20

receive text messages

10:22

iMessages you can manage your calendar

10:24

now with your voice schedule meetings

10:26

check check on meetings move meetings

10:28

around cancel Mee meetings all just with

10:30

your

10:32

voice it's integrated with reminders as

10:34

you saw and with maps you can ask for

10:37

traffic and

10:39

directions email you can compose and

10:42

dictate emails right to Siri you can ask

10:45

questions about the weather and about

10:47

stocks with a clock there's a lot of

10:50

things you can do in addition to things

10:51

like uh the alarm clock you can set

10:54

timers so let's say you're you stick

10:56

something in the oven you're going to

10:58

bake it you need to take it out in 30

10:59

minutes just take your phone and ask

11:02

Siri to set a timer for 30 minutes and

11:04

you're

11:05

done you can look up things for contacts

11:09

you can create notes you can search the

11:10

web you can search Wikipedia and all the

11:13

other questions you can ask of wolf from

11:15

alpha it is absolutely Blow Away now you

11:19

might ask well who is Siri let's just

11:21

ask who are

11:25

you I am a humble personal assistant

11:37

and that is Siri Siri is your humble

11:41

intelligent personal assistant that goes

11:43

everywhere with you and can do things

11:46

for you just by you asking thank you