

The startup Perplexity AI, which develops an AI assistant and competes with Google and OpenAI, is ramping up efforts to place its product on smartphones. The company is in talks with Samsung Electronics to integrate its assistant into Samsung devices and has already reached an agreement for similar cooperation with Lenovo Group's Motorola.

Negotiations with Samsung are in their early stages, while the partnership with Motorola will be announced this month. Motorola plans to hold an event in New York on April 24, where it is expected to share details about the collaboration. The specifics of the deal with Samsung are still being discussed but may include offering Perplexity as a default AI assistant option or pre-installing the startup's app on Android smartphones. Samsung might also actively promote the assistant in its Galaxy Store.

Representatives from Perplexity, Samsung, and Motorola have declined to comment. The deal with Perplexity is complicated by Samsung's broad partnership with Alphabet, whose technologies underpin many of Samsung's AI functionalities and default search engine operations. However, Samsung has been maintaining ties with Perplexity for several months, and the South Korean company's NEXT investment division invested in the startup last year and may plan further investments.