# Samsung unveils Bespoke AI Jet Ultra vacuum cleaner with artificial intelligence features



Samsung has unveiled its latest innovation in home cleaning technology, the Bespoke AI Jet Ultra vacuum cleaner, which incorporates artificial intelligence to enhance its efficiency. The launch took place in late 2023, with the product engineered to discern various types of flooring including hard surfaces, regular carpets, deep pile carpets, and rugs. The device is also equipped to identify when it is nearing corners or being lifted, adjusting its suction and brushroll speed accordingly to optimise cleaning performance.

The Bespoke AI Jet Ultra aims to outperform existing vacuums by providing a tailored cleaning experience. It has the capability to adjust to different floor types, theoretically allowing for a more effective clean. For example, it applies increased suction on thicker carpets compared to hard floors where dust predominantly settles on the surface. However, the practicality of these adjustments has come under scrutiny, as testing has yielded inconsistent results.

In a review shared by Tech Radar, the reviewer noted that while changes in suction power were observable when transitioning from tiled to carpeted surfaces, there was little distinction detected when moving from a carpet to a bath mat. Additionally, concerns were raised regarding the vacuum’s failure to identify its position in corners, highlighting areas where the device's performance could be improved.

Other brands in the vacuum market, such as Shark and Dyson, have developed automated suction adjustment technologies that appear to function more reliably. Shark’s PowerDetect series is designed to sense floor types and adjust cleaning power based on dirt levels and edge detection, performing satisfactorily in various testing conditions. Similarly, Dyson's Gen5detect and V15 Detect models utilise sensors that measure floor resistance and particle sizes, adjusting suction levels and providing real-time feedback through an LCD display.

The journalist expressed scepticism towards Samsung's approach, suggesting that the emphasis on floor type detection may not be as advantageous as focusing on dirt levels, as demonstrated by competitors. This design oversight opens up additional possibilities for malfunction, which seems evident in the initial performance of the Bespoke AI Jet Ultra. The vacuum is the second device from Samsung to utilise AI technology in its vacuum lineup, following the release of the Samsung Bespoke Jet AI earlier in 2023.

Samsung’s branding strategy ties the AI capabilities of the new vacuum to its wider 'AI for all' initiative. However, there remains a debate about the differentiation between AI-driven features and advanced sensor technology, with the reviewer implying that the core innovation may be more about sophisticated software rather than groundbreaking artificial intelligence.

The introduction of the Samsung Bespoke AI Jet Ultra reflects the brand's commitment to innovation within household appliances, but its performance prompts questions regarding the necessity and effectiveness of AI integration in vacuum technology compared to established models from other manufacturers.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://news.samsung.com/global/samsung-to-launch-bespoke-ai-jet-ultra-the-most-powerful-cordless-stick-vacuum-cleaner-in-the-world> - This article supports the claim that Samsung has introduced the Bespoke AI Jet Ultra, incorporating AI to enhance cleaning efficiency and featuring adjustable suction power for different floor types.
* <https://www.samsung.com/content/samsung/sg/vacuum-cleaners/stick/bespoke-ai-jet-ultra-vs90-black-vs90f40dak-sp/> - It provides specifications and features of the Bespoke AI Jet Ultra, including its suction power of up to 400W and advanced HEPA filtration system.
* <https://www.samsung.com/us/home-appliances/vacuums/jet-stick/bespoke-ai-jet-ultra-cordless-stick-vacuum-with-all-in-one-clean-station-and-400aw-suction-power-in-satin-black-vs90f40dmk-aa/> - This webpage details the features of the Bespoke AI Jet Ultra, including AI Cleaning Mode 2.0 and an All-in-One Clean Station.
* <https://www.sharkclean.com/products/powerdetect> - Although not explicitly listed in the search results, Shark's PowerDetect series is known to feature automation in suction adjustment based on floor types, which can be found on Shark's official website.
* <https://www.dyson.com/vacuum-cleaners/cordless.html> - Dyson's official website provides information on their models like Gen5detect and V15 Detect, which utilize sensors for adjusting suction levels based on floor resistance and particle size.