# Samsung unveils Bespoke AI Jet Ultra vacuum with AI features



Samsung has recently unveiled its latest vacuum cleaner, the Bespoke AI Jet Ultra, which is touted for its ability to utilise artificial intelligence to adapt its cleaning methods based on the type of flooring it encounters. This innovative appliance is designed to automatically detect whether it is on hard surfaces, regular carpets, deep-pile carpets, or rugs. Furthermore, it is equipped to recognise when it is nearing a corner or has been lifted, adjusting its suction power and brushroll speed accordingly to enhance cleaning efficiency.

The machine's core functionality relies on its capability to differentiate between various floor types, with the implication that it can deliver a tailored cleaning process for each. Samsung posits that while standard adjustments involve merely increasing suction for thicker carpets, the Bespoke AI Jet Ultra aims for a more nuanced response. Specifically, the company has engineered its vacuum to provide an optimal balance between effective suction power and ease of movement, ensuring that high suction levels do not hinder the user's ability to manoeuvre the vacuum.

Despite the theoretical advantages, early tests of the Bespoke AI Jet Ultra suggest that the execution of its features may not be as reliable as advertised. For instance, while minor alterations in suction were audible when transitioning from hard flooring to carpet, distinct differences were not observed when moving from a carpet to a bath mat placed for testing purposes. Additionally, the vacuum did not provide clear feedback on its adjustments via its display, leading to concerns over its ability to recognise corners effectively.

Other major brands, including Shark and Dyson, are also exploring automated suction adjustments in their vacuum designs. The Shark PowerDetect and Shark Detect Pro vacuums leverage sensor technology to identify flooring types and dirt levels, reliably modifying their power in response. Similarly, Dyson’s Gen5detect and V15 Detect models not only adjust suction based on floor type but also on the quantity and size of particles being picked up, providing real-time data on performance through their LCD screens. This feature offers added reassurance to users regarding the efficiency of operation.

While automatic adjustments could streamline the cleaning process and reduce battery consumption, the current iteration of Samsung's technology appears to fall short in achieving the level of reliability that competitors have demonstrated. The focus of Samsung on distinguishing floor types rather than assessing dirt levels may limit its effectiveness and opens the door for potential operational failures.

Samsung's Bespoke AI Jet Ultra follows the introduction of the Samsung Bespoke Jet AI earlier in 2023, which was similarly engineered to detect various flooring types and respond to specific conditions like being lifted. Despite branding itself as powered by AI, critical assessments imply that the technology may not significantly diverge from the clever sensor and software combinations employed by other brands. As it stands, the Bespoke AI Jet Ultra does not convincingly represent a definitive step forward in the integration of AI within vacuum technology, according to initial insights.

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

## References

* <https://www.samsung.com/content/samsung/sg/vacuum-cleaners/stick/bespoke-ai-jet-ultra-vs90-black-vs90f40dak-sp/> - This URL supports the claim that Samsung's Bespoke AI Jet Ultra vacuum cleaner features AI technology to adapt its cleaning methods based on the type of flooring it encounters. It highlights the vacuum's ability to adjust suction power and brushroll speed for different surfaces.
* <https://www.samsung.com/ca/vacuum-cleaners/stick/vc9700cl-stick-vacuum-jet-ai-ultra-400w-black-vs90f40dmk-aa/> - This URL corroborates the features of the Bespoke AI Jet Ultra, such as its 400W suction power and AI Cleaning mode, which aims to provide efficient cleaning across various floor types.
* <https://www.bestbuy.com/site/shark-ion-750-skinni-2-in-1-cordless-stick-vacuum-black/6343491.p?skuId=6343491> - This URL could provide information about Shark vacuums, but specific details about the Shark PowerDetect and Detect Pro models are not available in the search results. However, it supports the general context of Shark developing vacuums with advanced sensor technology.
* <https://www.dyson.com/support/vacuum-dyson-cyclone-v15-detect-invincible-animal-advanced> - While not directly accessed, this URL generally supports Dyson's advancements in vacuum technology, including the Gen5detect and V15 Detect models, which adjust suction based on floor type and particle size.
* <https://www.samsung.com/global/galaxy/what-is/smartthings/> - This Samsung SmartThings page supports the integration of Samsung's appliances with smart home capabilities, although it does not directly mention the Bespoke AI Jet Ultra.