



**Press Release**  
**For Immediate Release**

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## **Mass Luminosity Releases Artificial Intelligence Assistant for GTribe**

(December 28, 2017, Dallas, TX) Dallas based Mass Luminosity, Inc., announces the release of a voice-enabled Intelligent Assistant for the GTribe social media network, powered by SAMI™ (Socially Advanced Machine Intelligence). Starting today, GTribe's UX premium members will be among the first to test the integrated Intelligent Assistant, which will eventually proactively predict member's needs and control the site's primary functions -- a first for any social media network.

Initially, SAMI will perform exclusively on desktops and laptops, but in a few months it will also be integrated to both GTribe's Android and iOS apps. UX members will see a microphone icon by the site's search input field. Clicking on the icon will trigger SAMI's listen mode and display an animation on the icon.

The software engineers at Mass Luminosity have been assigning different tasks to SAMI. Some of the initial questions and commands are:

*What's your name?*  
*Who are you?*  
*How are you?*  
*What's your mission?*  
*Who's online?*  
*Message [Friend's Name]*  
*Video chat [Friend's Name]*  
*Call [Friend's Name]*  
*Open [Page Name]*  
*Turn Lights On or Off*

The voice-enabled AI is also the world's first to allow multiple commands separated by the word: *AND*. For example, "Message [Friend's Name] *AND* [Friend's Name]" will open two chat windows - one for each friend.

"It's our goal to develop a benevolent AI to empower the experiences of all members of our global network," said Teodor Atroshenko, Senior Vice President of Technology at Mass Luminosity. "Longer term, SAMI will become an active non-human member of the GTribe global community and help usher a new era of interactivity between AI's and humans."

"The SAMI project is the culmination of many months of work, leveraging our proprietary technology with a number of existing technologies developed by IBM and Google," said Angel Munoz, Chief Executive Officer at Mass Luminosity. "We're excited to offer voice

integration initially to our UX members, so they can help us advance this new technology.”

**About Mass Luminosity:**

Mass Luminosity, an initiator of global engagement and community experiences, manages large social media channels and is the parent company of **GTribe**, the leading social media network for technology enthusiasts and gamers located at [www.GTribe.io](http://www.GTribe.io). For more information on Mass Luminosity visit: [www.massluminosity.com](http://www.massluminosity.com).

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