



جهاز لمساعدتك باللغة العربية:

Google Assistant launches in Arabic in Egypt

- *The Assistant serves as a virtual personal assistant which helps Egyptians get more things done (and have more fun) with their phone while speaking to their devices naturally.*
- *The Google Assistant in Arabic combines all the technologies and smart Google has built over the years to deliver a helpful and fun experience.*
- *Machine learning enables the Assistant to continuously get better as this is the first time the Assistant launches in Arabic.*
- *Launched in 2016, the Google Assistant is now available on more than one billion devices worldwide.*

Tuesday April 30, Dubai - Google announced on Tuesday that the Google Assistant, a virtual assistant available on mobile devices designed to help people get more things done with their phone, has launched in Egypt on both Android and iOS devices and can understand the Egyptian dialect and answer in standard Arabic. The Assistant will also be available in Saudi Arabia where people will also be able to converse with it using the Saudi dialect.

“The Google Assistant brings together all of the technology and smarts we've been building for years. With the Google Assistant, you can talk or text with Google in a natural way, helping you get more done in your everyday life. This is the latest in a series of features we launched for our Arabic-speaking users and the Assistant will only get better with time as it learns with the help of machine learning,” said Tarek Abdalla, Regional Director of Marketing at Google Middle East and North Africa.

To activate the Assistant on your device, make sure you have the latest version available of your operating system and that your device language is Arabic. Then download the Google app and long-press the home button to activate the Assistant where you can choose your preferred dialect.

The Assistant is designed to help you get more things done with your phone while you are on the go (like driving or exercising), at work (setting alarms, quickly finding information on the web), or while you are with friends and family (jokes, singing fun songs). It will be able to complete a range of tasks using your phone without having to touch your device. These tasks include but are not limited to:

- Hands-free calling: Ok Google, Call Mom
- Text messaging: Ok Google, send a message to Dad
- Web searching: Ok Google, what is the height of Burj Khalifa
- Football timings: Ok Google, when is the next Al Hilal match?
- Prayer timings: Ok Google, when is Maghreb?
- Weather conditions: Ok Google, what is the weather in Beirut?

The Assistant to not just be a useful companion but also a fun one. The Assistant will be able to answer fun questions like “do you love me” or “make me coffee” drawing from iconic cultural moments such as plays (إنت بتذاكري من ورانا؟), viral videos (استطعنا بس ما استطعنا), and even ancient Arabic poetry (هل تحبيني؟). It will be able to tell you jokes, sing you songs, and even answer existential questions like “who am I” all with some smarts and a lot of humor.

While building the Assistant in Arabic, Google relied on several technologies such as machine learning, natural language processing (which helps the Assistant understand Arabic) and natural language generation (which helps it speak Arabic). The team behind the Assistant also developed new technology necessary to process and generate diacritics, an element necessary for Arabic pronunciation.

Launched in the US in 2016, the Google Assistant is now available on more than one billion devices worldwide.

To find out more about the Assistant read our official blog post [here](#).

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