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SHAPING TECHNOLOGY FOR ALL

Magenta AI

Your Intelligent Companion
for Tomorrow's World



Imagine a world where cutting-edge technology meets everyday convenience. Welcome to the future with Magenta AI, Deutsche Telekom's AI feature developed in collaboration with industry leaders Perplexity and Google.

Our innovative solution offers customers a revolutionary way to access information and receive personalized assistance. By integrating a trusted AI digital assistant directly into OneApp, Magenta AI provides better answers, AI-powered creativity, and broad AI enlightenment at users' fingertips. With its intuitive interface and comprehensive capabilities, Magenta AI makes customer interaction easy and convenient.

Key facts

- Intuitive voice, text and **gestures control interaction** (double-tap or lock screen icon)
- **Comprehensive task management** across various daily activities (e.g. travel, shopping etc.)
- **Personalized Knowledge Discovery:** an intuitive way for users to find relevant information
- **Cloud-based and on-device AI options** for enhanced accessibility and efficiency
- Focus on **making AI technology easy available** for users at one place on the device
- **Real-time, sourced answers** to complex queries



Unlike traditional ways of customer interaction, Magenta AI offers personalized knowledge discovery, conversational interface and providing real-time information in the interacted and transparent way.

At its core, Magenta AI offers a more intuitive and conversational way for users to discover relevant information. The AI-powered tool is designed to handle a wide range of tasks, from travel planning and shopping to content creation, effectively replacing multiple applications typically found on smartphones. This comprehensive approach streamlines the user experience and enhances efficiency. Magenta AI's integration goes beyond simple text-based interactions. The feature is accessible via a double-tap on the power button or press on the lock screen icon, providing instant access to its capabilities. Additionally, Magenta AI incorporates AI avatar creating features, allowing users to reimagine their online presence.

A key component of Magenta AI is the "Discover" section, which presents AI-curated articles on various topics. This feature enables users to expand their knowledge across different fields in an engaging and interactive manner. Deutsche Telekom has prioritized making AI technology accessible to all customers, not just those with high-end devices. By combining advanced AI capabilities with a user-friendly interface, Magenta AI aims to empower Deutsche Telekom customers with a powerful tool for information discovery, task management, and creative expression. As the technology continues to evolve, Magenta AI is poised to play a central role in shaping the future of customer interaction and digital assistance.