



Meta's Muse AI agent arrives in Singapore with shopping and travel hooks

Description

Meta's personal AI agent is now available in Singapore, and its pitch is the thing most chatbots cannot do: it acts on the services you already use rather than just answering questions. Muse went live here on 27 October on iOS, Android and muse.ai, with connectors to Shopee, Grab, Singapore Airlines, Agoda, ShopBack, Klook, Trip.com and Lazada.

Some of those integrations will arrive after launch. Connector features roll out progressively, so a name on the list is not a promise that every function works on day one. Agoda's connector is live in Singapore separately and covers hotel search, booking and itinerary changes.

The agent can also link to Gmail, Google Calendar and Instagram, which lets it handle email, schedules and saved posts.

What it is meant to take off your plate

Meta's examples are shopping and travel. You can ask Muse to compare prices across Shopee and Lazada before you buy, plan a grocery run through GrabMart, or look up dining options in Grab's app. Travel, ticketing and reservations run through Singapore Airlines, Agoda, Klook and Trip.com. ShopBack handles cashback on shopping and travel and in-store dining deals.

That is a wider set of hooks than most assistants have in Singapore, and it is the reason the launch matters more than another chatbot release. An agent that can reach into a checkout is a different proposition from one that writes you a list.

The security question

Muse runs on what Meta describes as a Muse Secure VM, a dedicated cloud machine that holds the credentials for connected services and keeps passwords and payment methods out of the agent's view. The agent checks with you before sensitive actions such as sending an email or making a purchase, and you decide what it can reach.

Those are design promises, not audited guarantees, and anyone connecting a shopping or payment account should read the permissions before switching them on. Connectors that touch money deserve a slower look than connectors that read a calendar.

What it costs

Muse is free for most of what it does, with subscription tiers for heavier use. A version for AI glasses is coming.

Nicole Tan, Meta's managing director for Singapore, describes the plan as connecting Muse to brands people here already use.

The agent arrives as competition in consumer AI shifts from answering questions to completing tasks, and as regulators in several markets press platforms on how much access these assistants should get to a person's accounts.

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