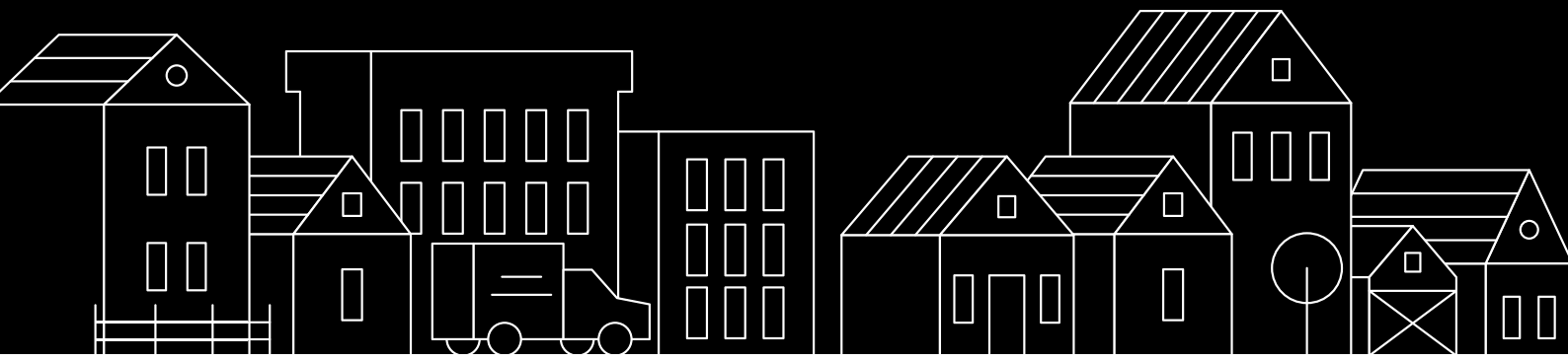
SAMSUNG

Intelligent Living:

How AI is enhancing everyday experiences



The power and potential of AI – a survey of 11,000 consumers

Accessible AI holds immense potential to transform and add value to daily routines. However, consumers need to know more to harness the technology to simplify, as well as enhance, their lives.

The recent and rapid advancement of artificial intelligence (AI) shows no signs of slowing down.

In fact, it appears to be gaining momentum, with the European AI market projected to grow by 35% in 2024 and ongoing expansion anticipated throughout the decade. AI has already launched itself into most of our lives, from the algorithms that guide our choices in entertainment to the smart devices that anticipate our needs at home. But what will be AI's legacy? How can consumers maximise all AI has to offer in their daily lives to simplify tasks and enhance entertainment activities?

To assess European sentiment towards AI in 2024, Samsung conducted the landmark survey: **Intelligent Living: How AI is enhancing everyday experiences**, polling public views across 10 European countries. One key finding is that an overwhelming 90% of the 11,000 adult respondents have some understanding of AI but only 15% of them know how it can be used in their daily lives. It highlights the significant gap between AI's capabilities and consumers' perceptions. To bridge this divide, it is crucial to build consumer knowledge and confidence in AI as a practical, manageable resource that can be harnessed for tangible everyday benefits.

This report examines what consumers want and expect from this technology – and how technology companies can meet those expectations, offering a roadmap to developing AI that simplifies and enriches everyday life.

[1] Samsung Consumer AI Findings Report 2024

AI for All

Advancing AI in society

AI is reshaping how we spend our time at home and at work every day.

We are witnessing a pivotal moment in the development of AI. Over the past 15 years, it has progressed from predictive models to advanced generative AI (GenAI), capable of creating outputs that closely mimic human behaviour. GenAI's ability to mirror human communication allows consumers to interact with their devices in a more intuitive way, and it is reshaping their entire relationship with the technology around them.

This progress could enable GenAI to integrate seamlessly into daily life and come closer to home, literally and figuratively. As it becomes an intuitive and seamless part of our daily routines, AI is essentially becoming a daily companion with a presence we don't notice. This evolution positions AI as more than just advanced technology, but as an integral part of a balanced, well-managed lifestyle.

No longer just a tool, AI is transforming into a partner that assists with routine tasks more effectively.

The journey from early AI applications, like spam filters and online ads, to today's intelligent features – such as fridges that auto-detect ingredients to suggest healthy recipes or washing machines that optimise energy settings – shows just how integral AI has become in our lives. We even carry AI around in our pockets and use intelligent features like photo upscaling or live translation without a second thought.

Yet, the research underscores a critical point: AI should enhance human experience, not replace it. To build trust and acceptance, it's vital for technology companies to show consumers how AI can free up valuable time and simplify their daily routines.

"The real promise of AI is in how it can transform our routines to complement, not overshadow, the things we enjoy doing most. As AI becomes more embedded in our devices, its true value will be judged by how well it simplifies tasks, enhances our quality of life and makes everyday interactions smoother without adding complexity."

Dr. Chris Brauer
Expert in AI and Director of Innovation for Goldsmiths, University of London

Did you know?

Using generative AI, Samsung Galaxy smartphones can provide live translations in phone calls. The same technology also enables face-to-face live interpretation, and it doesn't need an internet connection - it even works in Airplane Mode. In this instance, generative AI is a means to lower barriers of language.[2]

[2] Live Translate is only available on the pre-installed Samsung Phone app. Certain languages may require language pack download. Service availability may vary by language. Accuracy of results is not guaranteed.

Our AI future

AI is ready to transform how we manage technology, making it more intuitive, effortlessly connected and accessible.

Galaxy AI has already been used on more than 100 million devices since its release earlier this year,[3] and consumers are expecting intelligent technology to work just as effortlessly as they introduce more AI-powered devices into their homes.

Devices should be simple to set up and provide clear value in day-to-day life. Beyond enhancing performance and usability, AI can also improve device connectivity, making it easier for users to control and manage their technology.

However, for AI to truly succeed, it must be intuitive and seamlessly integrated into everyday life. Consumers need confidence that this technology will simplify their routines, not complicate them. The survey shows that 42% of consumers want AI to connect multiple devices throughout their homes. This aligns with the broader trend toward an interconnected ecosystem where AI serves as the central hub for managing multiple devices effortlessly. AI must therefore simplify technology experiences to ensure accessibility and user-friendliness.

To achieve this, collaboration across the industry is crucial. Open ecosystems and partnerships through the likes of Matter and the Connectivity Standards Alliance are key to creating technology that is not only innovative but also genuinely useful in improving everyday life, straight out the box.

Looking ahead, AI is poised to play a transformative role beyond the home, extending its benefits to urban environments. The development of smart cities will rely on connected technologies, making AI a key component in creating more efficient and sustainable urban living spaces.

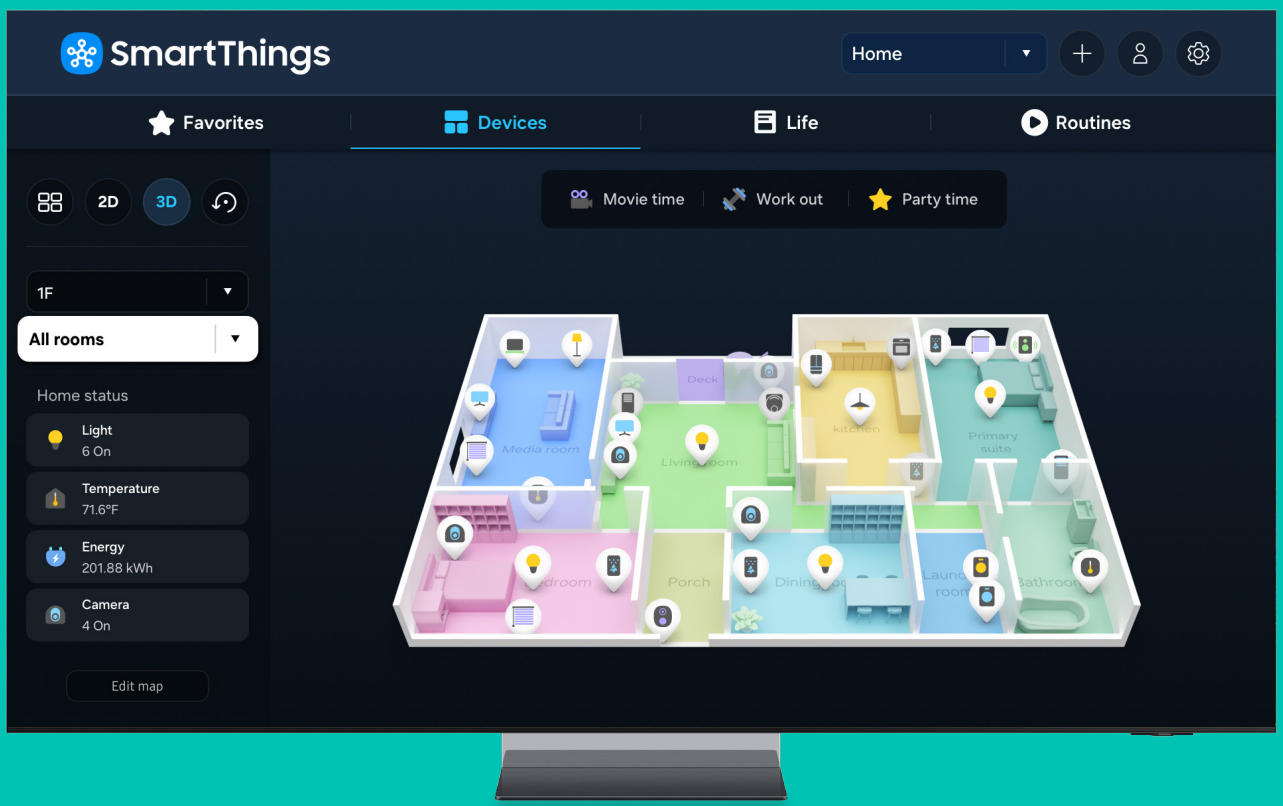
> **At Samsung, we believe that AI should enhance daily life by being an invisible helper that simplifies tasks without demanding attention. Our commitment is to create technology that is as intuitive as it is powerful, fitting effortlessly into consumers' routines and empowering them to focus on what truly matters.**

Timothy Hospedales
Head of Samsung AI Research Centre in Cambridge

[3] (Galaxy Unpacked 2024) The Future of Mobile AI: Expert Panel Highlights Collaborative, Responsible AI Innovation

Did you know?

Samsung's vision for AI's future is rooted in SmartThings, an ecosystem that brings together smartphones, home appliances, TVs and audio devices into one easy-to-use platform. This integrated approach to multiple categories of technology makes it easier for consumers to intelligently stay on top of all their connected devices, minimising the complications associated with smart devices.



The current landscape of AI awareness

Understanding consumer attitudes is essential for shaping AI development. As it becomes increasingly ingrained in our connected devices, many consumers still view it as a tool rather than a transformative force in their lives.

Our survey reveals that although many consumers believe they have some understanding of AI, there is a strong demand for more knowledge and practical guidance.

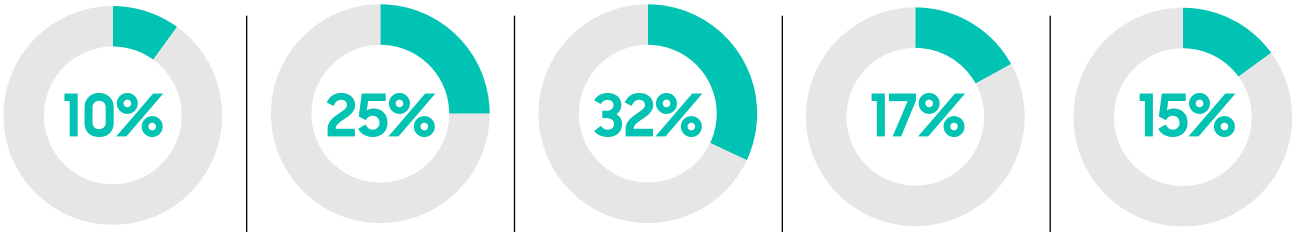
Consumers are increasingly keen to see how AI can be meaningfully integrated into their lives, highlighting the need for user-friendly and intuitive AI-driven products.

Although 90% of respondents believe they have some understanding of AI, only 15% feel confident in its applications for their personal lives. A closer look across Europe shows that respondents in Poland report the highest level of full understanding of AI (23%), while those in the UK have the lowest (11%), highlighting potential cultural and educational influences on AI perception.

Consumers are also open to seeing AI's potential: 53% want to use tools that will make life easier, and 37% see it as a companion managing daily activities. This reflects wide expectations, with some seeking practical assistance and others desiring a more immersive experience. Recognising all possibilities is key for developing AI products that truly meet consumer needs.

Despite AI's potential, only 38% of respondents express intrigue about its role in their lives, indicating a cautious optimism. However, there is also a strong desire to learn more, with 55% eager to deepen their understanding. For technology companies, this is an opportunity to demonstrate how AI can deliver tangible benefits and build trust in its everyday applications.

Which describes your level of understanding of AI



I have no understanding

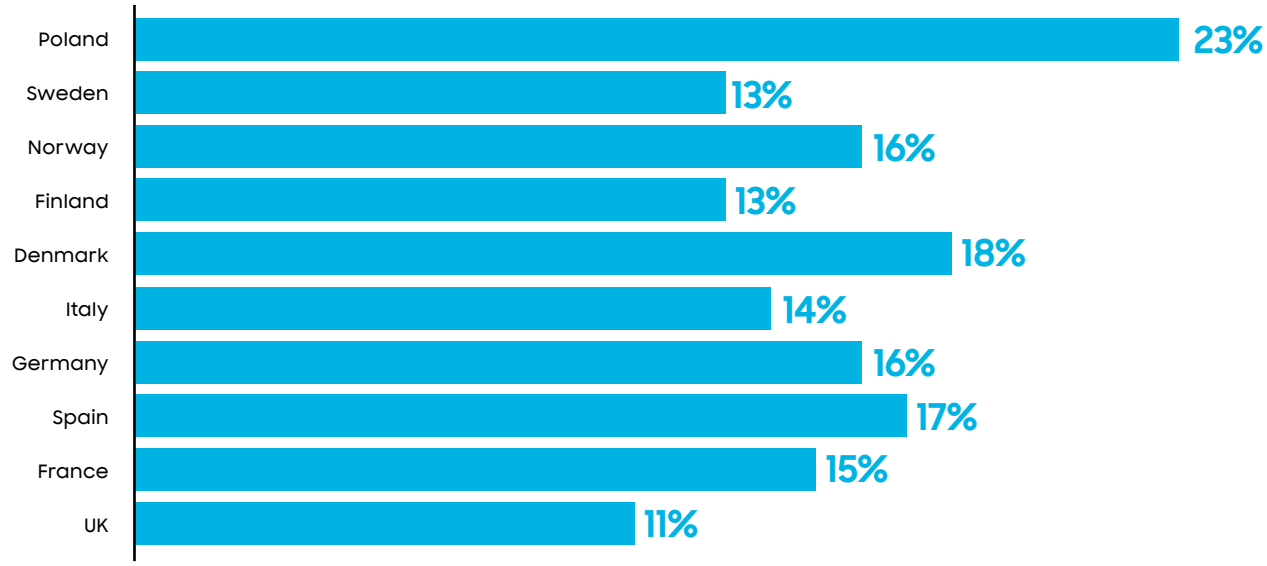
I have some understanding but don't know how I can use it in my daily life

I have some understanding and some knowledge of how I can use it in my daily life

I have full understanding but don't know how I can use it in my daily life

I have full understanding of how I can use it in my daily life

Percentage of people who say they have full understanding of AI and can use it in daily life



AI is becoming harder to distinguish within our devices as it seamlessly integrates into the user experience. This creates a challenge in bridging the knowledge gap, as many people aren't even aware they're already using AI in their daily lives. Companies like Samsung have a real opportunity to demystify AI by focusing on clear, practical applications that resonate with everyday needs, helping people see the value and build enthusiasm for what AI can truly offer.

Dr. Chris Brauer
Expert in AI and technology

Consumer preferences for AI features

Consumers prioritise AI features that simplify daily tasks, offer high-quality entertainment and support seamless technology integration.

As AI technology becomes more ingrained in everyday life, understanding consumer preferences is crucial.

Our survey revealed that the most desired AI features are those that simplify tasks and offer translation services. For instance, 24% of respondents want features that make it easier to manage homes, while 23% desire real-time language translation. The growing interest in these AI capabilities reflects a broader desire for greater control over daily lives. Consumers want to manage their time better, to make deeper connections, and focus on what matters to them.

AI's success will hinge on its ability to adapt to individual user needs, making technology both practical and empowering. This includes streamlining household tasks and supporting health needs, all while addressing consumer concerns about security and usability.

Beyond daily tasks, consumers see AI's potential in enhancing leisure activities and entertainment, such as improving travel experiences, watching TV and listening to music. They are increasingly looking for AI-driven solutions that optimise their time and allow them to focus on activities they truly enjoy.

Across Europe, 31% of people expressed interest in AI tools that will help them save power in a way that doesn't compromise the entertainment experience, while 27% are interested in AI that optimises picture definition and the same percentage (27%) are also interested in AI that optimises sound quality on TVs and detects background noise.

For example, with the latest AI TVs, old content can be upscaled for lifelike clarity, adaptive sound features can adjust audio to perfectly suit what you're watching, while adaptive picture can automatically adjust brightness and contrast to ensure an immersive experience even on a sunny day.[4]

Despite these responses and availability of the above technology, there is still a challenge around awareness of these AI features, since 28% said that there were no AI functions that would interest them in relation to home entertainment.

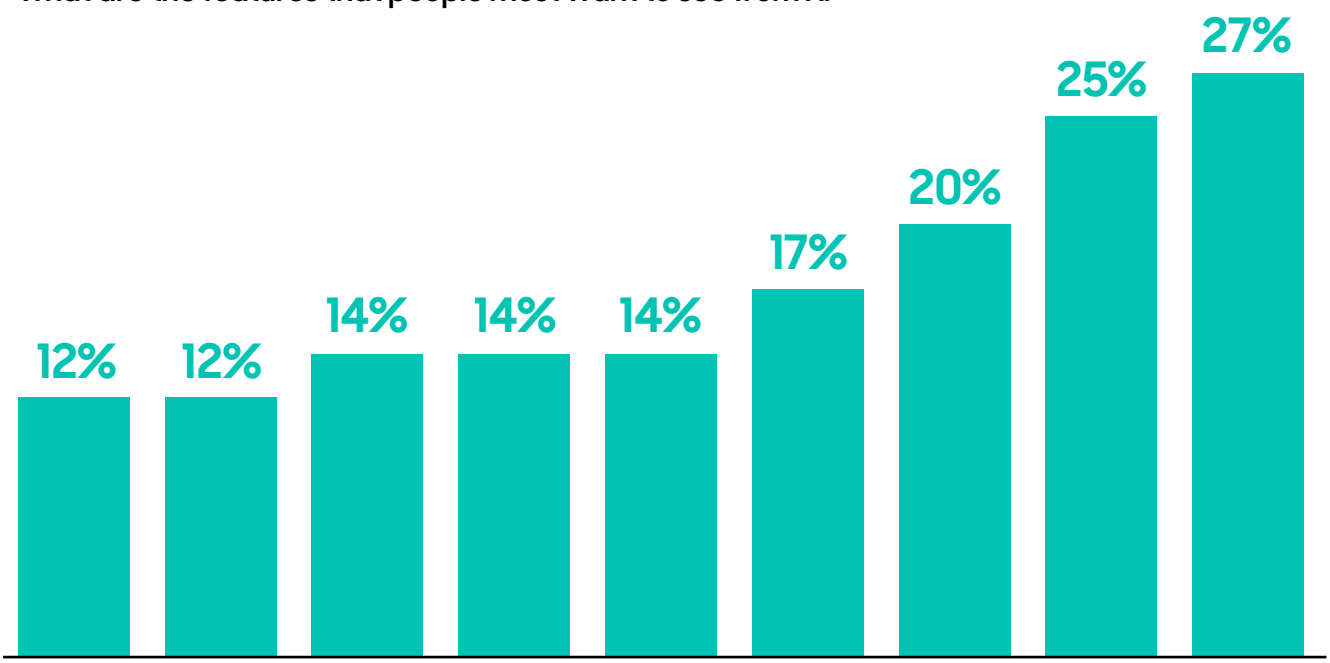
Security is also a matter of concern. To build trust, 37% of respondents cited regular security updates as essential, 34% valued 24/7 active threat monitoring, and 27% identified full security protection as the most important AI feature if integrating the technology into their daily life in the future. These insights underscore the need for AI technologies that are not only innovative but also secure.

[4] AI upscaling does not apply to PC connection and Game Mode. Availability of features varies by product and content.

"The attraction of AI-driven features like smart home management and real-time translation lies in their ability to simplify complex tasks. As AI becomes more embedded in daily life, these features will continue to evolve, providing even more seamless integration and convenience. The focus for companies like Samsung should be on enhancing these experiences, making sure AI stays intuitive and genuinely beneficial for users."

Dr. Chris Brauer
Expert in AI and technology

What are the features that people most want to see from AI



Accessibility AI that is inclusive and accessible to all

Entertainment AI that can enhance the quality of your home entertainment

Ethics AI systems that adhere to ethical principles

Chore Companion AI that manages all your chores

Personalisation AI tailors itself to your specific needs

Education & Skills AI that helps you learn and upskill

Reliability AI that consistently delivers accurate results

Health AI that helps you track and personailse your health and wellbeing

Full Protection Strong safeguards to protect your data

Did you know?

Samsung Knox is a multilayered approach to security based on secure hardware and software authentication, built to protect user data from malicious attacks. Ready for the hyperconnected age of AI, the latest Samsung Knox developments allow connected Samsung devices to monitor each other for potential threats.

Content around AI should be more human

Public perception of AI is shaped by media narratives, with a need for a balanced discussion that highlights both its benefits and challenges.

As AI continues to integrate into our everyday lives, engaging with public perception will be critical to widespread adoption.

Our survey reveals that over half (53%) of respondents feel that AI conversations in the news don't sufficiently highlight the benefits of this technology to ordinary people, indicating a disconnect between AI's positive potential and its portrayal.

Additionally, 57% of respondents believe there isn't enough information on how to use AI effectively, leaving many consumers aware of AI but uncertain about how to incorporate it into their routines.

Nearly half (47%) feel that current discussions around AI focus too much on potential risks, which may contribute to hesitation in embracing AI solutions that could enhance their lives.

To bridge the gap between awareness and adoption, it's essential to address these perceptions and provide clear, accessible information. By fostering a more positive, empathetic and informed public perspective on AI, we can encourage broader acceptance and integration of this transformative technology while better understanding consumer preferences and boundaries against adoption.

AI can help with chores and unlock time for enjoyable pursuits

Consumers are looking to AI to unlock more time for activities they truly enjoy.

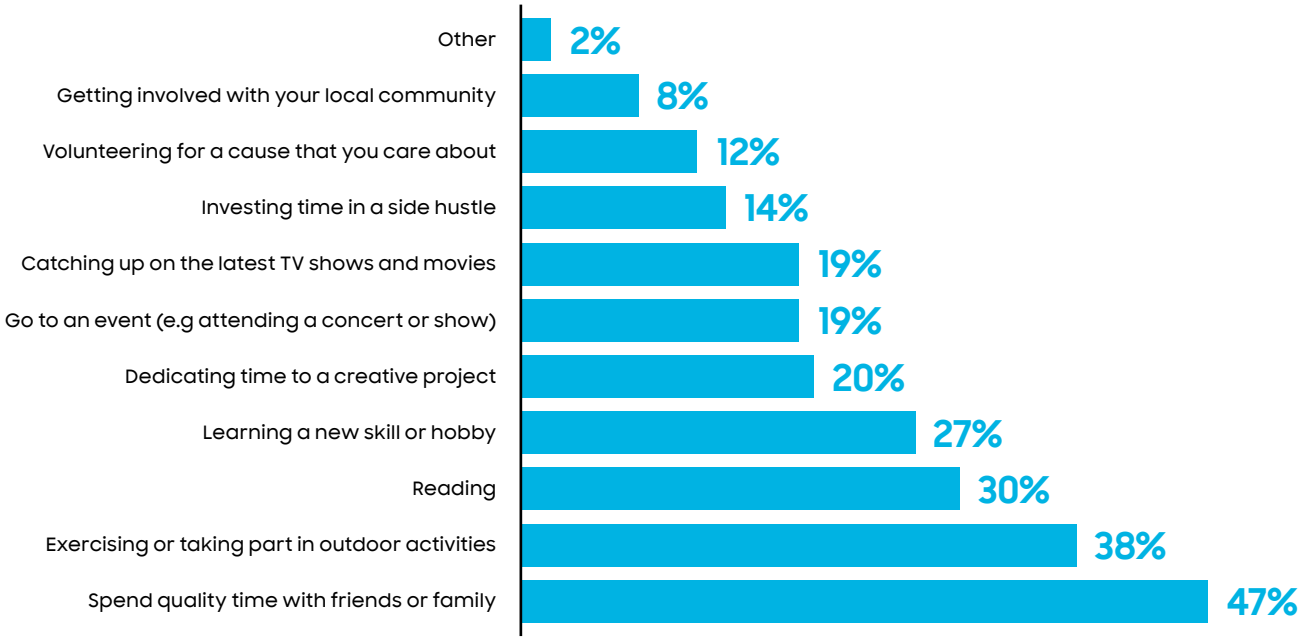
Our survey indicates a strong preference for AI features that reduce the burden of routine chores, allowing people to focus on activities they truly value.

Cleaning and vacuuming emerged as the top tasks people want AI to take over, with 33% of respondents expressing interest in AI-powered solutions that can handle these activities for them. Additionally, 28% are interested in AI that can assist with cleaning kitchen appliances, while 25% are looking for help with washing dishes and kitchen cleanup.

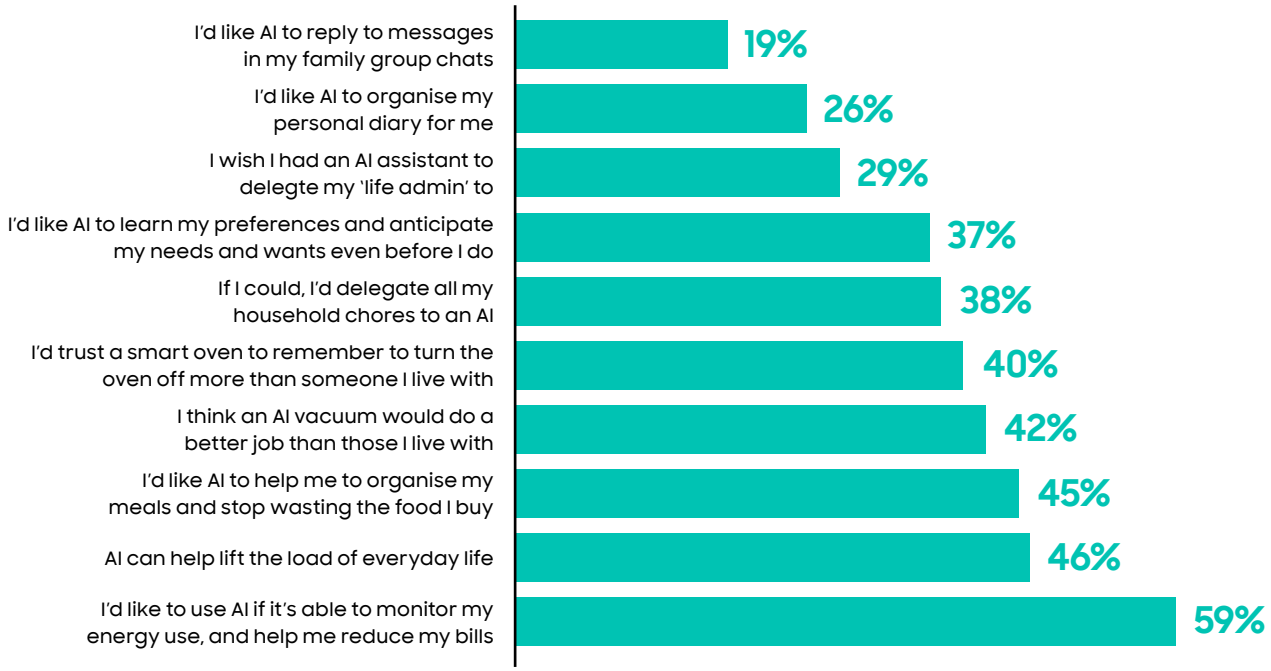
There is also a growing demand for AI to assist with meal planning and grocery shopping. Almost a quarter 23% of respondents are interested in AI features that can help create meals and manage grocery lists.

This trend reflects the wider public desire to make daily routines more efficient, allowing people to spend less time on mundane tasks and more time on what brings them joy. While 54% of people find it easy to carve out time for personal interests, two-thirds (66%) are still seeking more time to engage in activities they love. AI's ability to streamline daily routines is crucial in helping people achieve this balance.

Activities people want to spend more time on instead of chores



Percentage that want AI playing various roles in their lives



AI's role in simplifying daily routines is crucial - it lets us offload mundane tasks, giving us more time for meaningful and engaging activities. We've already seen this in the workplace, where AI is helping to boost productivity. Now, the same principles are being applied to enhance our personal lives. The challenge is getting people comfortable with trusting AI to handle these tasks effectively.

Timothy Hospedales
Head of Samsung AI Research Centre in Cambridge

Did you know?

The SmartThings home ecosystem provides various ways to simplify home management, and allow consumers to reclaim valuable time to focus on their passions. For example, Bespoke refrigerators with a Family Hub screen and AI Vision can recognise the food inside them and suggest recipes to save time in planning meals.[5] Additionally, SmartThings AI Energy Mode automatically adjusts appliances and devices' energy use to save energy based on targets you set in the app.[6]

[5] AI Vision Inside can recognise 33 fresh food items like fruits and vegetables. If the food is not recognisable, it may be listed as unknown item. AI Vision Inside cannot identify or list any food items in the fridge door bins or freezer. It recognises food items based on deep learning models, which may be updated periodically to improve accuracy.

[6] AI Energy Mode can save up to 70% used by washing machines on certain cycles using AI Ecobubble, including Cotton, Synthetics and AI Wash. Based on internal testing on the WW11BB944AGB model in normal usage conditions. Results: Power consumption without AI Energy Mode = 0.539 KWh. Power consumption with AI Energy Mode = 0.145 KWh. Results may vary depending on the actual usage conditions AI Energy Mode can be applied when the selected washing temperature is 20~40°C. Max saving results from washing a 40 degree cycle as a cold wash. AI Energy Mode can also save up to 23% of energy used by dishwashers. Based on internal testing on a DW60DG790I00ET model to measure the energy consumption of the Pots and Pans program with and without using AI Energy mode, in accordance with the EN 60436 standards. Result: Pots and Pans program = 1,500Wh/cycle and Pots and Pans program with AI Energy mode = 1,150Wh/cycle. Results may vary depending on the actual usage conditions. AI Energy Mode works with 6 washing cycles: Intensive, Express, Extra Silence, Pots and Pans, Plastic, Auto.

Trusting AI with health and wellness

As AI becomes a tool for health management, consumers are open to trusting it with their well-being, provided the technology is secure and reliable.

AI is increasingly seen as a valuable tool for managing health and wellness, from preventive care to daily wellbeing, and half of our survey respondents (50%) want to prevent illness rather than wait to treat them. AI could help by identifying potential health issues before they become serious, empowering consumers by offering proactive tools that help them stay healthier and more informed about their wellbeing.

Personalisation is also a key trend, with 30% of respondents indicating a desire for individualised health recommendations. This could include tailored diet plans, exercise routines, and lifestyle adjustments based on individual health data generated by AI. A similar proportion (31%) are interested in using AI to track and improve their sleep patterns, while 28% would like AI to recommend healthy recipes.

However, despite the growing interest in AI for health there remains some scepticism from those who don't currently use the technology, with only 17% saying they would use AI health trackers in their daily routines.

This suggests that continued development and better communication around the benefits and reliability of wearable AI devices are necessary – as well as evidence of their effectiveness and security to build consumer trust.

Did you know?

Samsung's Galaxy Watch and Galaxy Ring provide advanced health and fitness tracking to build a comprehensive picture of a user's well-being or physical state and provide actionable insights for building better habits.[7]

[7] Samsung Health is intended for general wellness and fitness purposes only. Not intended for use in detection, diagnosis, treatment of any medical condition or sleep disorder. The measurements are for your personal reference only. Please consult a medical professional for advice.

Trust is critical when we're talking about AI in health and wellness. People need to know their personal data is safe and that AI is genuinely adding value. Samsung's move to process sensitive data directly on-device, rather than sending it to the cloud, is a big step in building that trust. As AI evolves, its role in preventative healthcare - like giving personalised insights - will be key to helping people live healthier, more informed lives.

Dr. Chris Brauer
Expert in AI and technology

The future of AI: Integrating technology into society

AI's future lies in its ability to improve daily life ensuring technology is accessible, personalised and intuitive.

As AI continues to evolve, its future success will depend on how effectively it can integrate into our lives, enhancing everyday experiences while remaining intuitive. Smarter technologies have huge potential to make life better for all, for every unique user, in the way that works for them.

Accessibility is something that often gets overlooked, but it's so important, and AI can help remove barriers to enjoying entertainment, navigation and communication with the people we love most. Whether that's through mobile devices that can provide audio-generated subtitles during calls, AI-enabled text-to-speech on our TVs or a live interpreter which allows you to converse seamlessly in your own language while abroad, smarter technologies can make life better for all.

However, the deeper integration of AI brings with it the responsibility to address concerns around security and inclusivity.

As AI becomes more embedded in society, the technology sector must prioritise robust security measures, regular updates, and transparent communication to build and maintain consumer trust. By focusing on these areas, AI can genuinely enhance lives, support communities, and meet real-world needs, driving the world toward a smarter, more connected future.

> **The future of AI is about seamlessly embedding it into our daily lives. As we move forward, ethical considerations are critical - ensuring AI not only advances social equity but also helps build smarter, more sustainable cities. By emphasising security, inclusivity, and practical benefits, AI can become a real catalyst for global change.**

Timothy Hospedales
Head of Samsung AI Research Centre in Cambridge

Did you know?

Relumino Mode on Samsung's Neo QLED 8K and 4K AI TVs is a viewing mode designed specifically to aid users with low vision. It boosts contrast and brightness, making shapes and details stand out more. Sign Language Zoom and Caption Moving features also make our TVs more accessible to viewers with hearing challenges, while our AI Audio Subtitle feature automatically detects subtitles and converts them into spoken audio allowing more of us to enjoy the TV-watching experience.

A note on Methodology

This research was conducted between July 11th and July 19th, 2024, to gauge public sentiment towards AI across Europe. The survey sampled 11,000 adults from 10 countries: the UK, Germany, France, Italy, Spain, Sweden, Finland, Norway, Denmark and Poland, with each country contributing 1,000 respondents, except the UK, which had 2,000 respondents.

Intelligent Living: How AI is enhancing everyday experiences aimed to understand the level of public knowledge and interest in AI, focusing on how consumers perceive AI's role in their daily lives, the features they most desire and their concerns, particularly around security and privacy. The findings provide valuable insights into how consumers across Europe are interacting with AI today and what they expect from it in the future, shaping a roadmap for AI development that is responsive to consumer needs and preferences.

About Dr Chris Brauer

Dr. Chris Brauer is Chief Innovation Officer at Symmetry AI, where he leads the development of AI solutions that drive the Industry 5.0 revolution. A Senior Lecturer at Goldsmiths, University of London, Dr. Brauer's research focuses on the intersections of AI, human behaviour and sustainable development. His work is widely recognised, with extensive media coverage, and he frequently speaks on AI's impact on society.

About Timothy Hospedales

Timothy Hospedales is the Head of Samsung AI Center Europe and Full Professor of Artificial Intelligence at the University of Edinburgh. Timothy is a world-leading AI expert who has been influential in the development of lightweight AI that can learn with limited data and computation. He has published over 100 papers in selective AI journals and conferences, for which he has won several best paper prizes. He has also served on multiple journal editorial boards, conference organisation committees, and is a regular speaker on these topics.

At Samsung, Timothy oversees 'On-Device' AI research, developing world-leading AI capabilities with a compact footprint capable of deployment across Samsung's ecosystem of devices.