# Samsung sees surge in Galaxy AI users amid shift from Apple



Samsung has reported that more than four million individuals in the UK are now utilising its Galaxy AI tools, a significant uptake since the introduction of these features last year. The South Korean tech giant launched its suite of generative AI tools, which include functionalities for note-taking, proofreading, transcription, translation, and enhanced photo editing.

Since the rollout of Galaxy AI, Samsung has noted a considerable increase in brand loyalty, seeing over a 40% rise in users switching from Apple devices to Samsung. This shift can be attributed in part to the timing of the launches; Apple introduced its own suite of AI tools in the UK only in December 2022.

During the CES technology show held in Las Vegas, Samsung announced its intentions to broaden the compatibility of Galaxy AI to its latest laptop models and to introduce new AI features for its televisions and smart home devices, referred to as Vision AI.

Annika Bizon, director of marketing and omnichannel, and head of the Ireland MX division at Samsung UK and Ireland, stated that the company aims to “cut through the hype and sea of AI sameness” by delivering AI tools that are “simple, accessible, and offer real-life benefit.” As global tech firms engage in a competitive race to differentiate their AI-enhanced devices, it is projected that innovation showcasing genuine usability will emerge as the key differentiator.

Regarding the landscape at CES 2024, Ms Bizon commented, "AI was the buzzword of CES 2024 and has continued to dominate the show. The challenge now is how to cut through the hype and the sea of AI sameness?" She assures that “innovation that is simple, accessible, and offers real-life benefit” will be pivotal as AI transitions into a more integral companion capable of learning individual routines.

Samsung is also preparing to enhance its AI offerings with the launch of its next flagship smartphone range, anticipated to be revealed later this month. Among the upcoming features is the “Now Bar,” which is designed to learn everyday user habits and frequently used applications, consolidating these into a singular access point. Through this feature, users will be able to manage entertainment, receive directions, and communicate in various languages conveniently.

Bizon emphasized the significance of accessibility in AI adoption, pledging that Samsung is dedicated to making AI solutions as broadly available as possible. "We know accessibility is a barrier to AI adoption – that’s why we have committed to make AI as widely available as possible," she affirmed. With continued innovation on the horizon, the successful integration of AI within Samsung's computing range, including the Galaxy Book5 Pro and Galaxy Book5 360, is set to further bolster the company's foothold in the evolving marketplace as it celebrates a year since the launch of Galaxy AI features.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://mobile-magazine.com/technology-and-ai/galaxy-ai-samsung-sees-a-spike-in-interest-for-ai-devices> - Corroborates the uptake of Galaxy AI tools by over 4 million individuals in the UK, the features included in Galaxy AI, and the increase in brand loyalty with a 42% rise in users switching from Apple devices to Samsung.
2. <https://mobile-magazine.com/technology-and-ai/galaxy-ai-samsung-sees-a-spike-in-interest-for-ai-devices> - Supports the announcement of broadening Galaxy AI compatibility to laptop models and introducing new AI features for televisions and smart home devices, referred to as Vision AI.
3. <https://mobile-magazine.com/technology-and-ai/galaxy-ai-samsung-sees-a-spike-in-interest-for-ai-devices> - Quotes Annika Bizon on the company's aim to deliver AI tools that are 'simple, accessible, and offer real-life benefit' and the importance of innovation showcasing genuine usability.
4. <https://mobile-magazine.com/technology-and-ai/galaxy-ai-samsung-sees-a-spike-in-interest-for-ai-devices> - Details the upcoming features, including the 'Now Bar,' designed to learn everyday user habits and consolidate frequently used applications into a singular access point.
5. <https://mobile-magazine.com/technology-and-ai/galaxy-ai-samsung-sees-a-spike-in-interest-for-ai-devices> - Emphasizes the significance of accessibility in AI adoption and Samsung's commitment to making AI solutions widely available.
6. <https://mobile-magazine.com/technology-and-ai/galaxy-ai-samsung-sees-a-spike-in-interest-for-ai-devices> - Mentions the successful integration of AI within Samsung's computing range, including the Galaxy Book5 Pro and Galaxy Book5 360, and the celebration of a year since the launch of Galaxy AI features.
7. <https://insights.samsung.com/2024/07/16/how-galaxy-ai-secures-privacy-and-data-a-guide-for-it-leaders/> - Provides additional context on how Galaxy AI and related devices transform the way large enterprises use AI, aligning with the broader strategy of making AI accessible.
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10. <https://mobile-magazine.com/technology-and-ai/galaxy-ai-samsung-sees-a-spike-in-interest-for-ai-devices> - Details the high engagement with AI features among Samsung users, such as the use of Interpreter and other AI tools, which aligns with the overall trend of increasing AI adoption.
11. <https://mobile-magazine.com/technology-and-ai/galaxy-ai-samsung-sees-a-spike-in-interest-for-ai-devices> - Explains the software update strategy of Samsung, which extends AI capabilities to existing devices, contrasting with traditional upgrade cycles.
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