# Stunning projection show celebrates human evolution and AI advancements



Last night, an unexpected and visually striking projection show illuminated the iconic London Eye and County Hall, captivating onlookers along the Southbank. The event, which utilised advanced mapping and hologauze technology, showcased a series of images celebrating pivotal milestones in human evolution and innovation throughout history.

The multimedia display commenced in the Stone Age, travelling through significant epochs such as ancient civilisations, the Renaissance, and the Industrial Revolution, before concluding with a nod to the recent advancements in Artificial Intelligence (AI) technology. The projection not only highlighted transitions across time but also offered a glimpse into the potential future of human innovation.

Commissioned by Samsung to coincide with the launch of their new Galaxy S25 series, the event featured a new AI companion designed to transform user interaction with mobile devices. Annika Bizon, the director of mobile experiences at Samsung UK & Ireland, reflected on the purpose of the display, stating, “Our event represents more than just a showcase of cutting-edge technology - it's a celebration of human progress.” This statement captures the essence of the event, which aimed to intertwine technological evolution with broader human achievements.

A recent study has indicated that AI is ranked as a more significant invention than contemporary innovations such as streaming services, electric cars, and social media platforms. Many adults recognise AI’s potential to transform their daily lives in a manner comparable to that of computers, smartphones, and televisions. Currently, numerous users incorporate AI-assisted tools into their routines for various purposes, including receiving recommendations for films and music, as well as aiding in written content creation. Approximately 46% of users apply AI on desktop or laptop computers in addition to mobile devices.

Annika Bizon further emphasised the immersive nature of the experience, stating, “We wanted to create a truly immersive experience that connects emotionally and intellectually, highlighting how the evolution of AI will play a pivotal role in the next chapter of our evolution.” This ambition is mirrored by survey findings indicating that by 2025, over one-third of respondents plan to enhance their use of AI, with 34% striving to deploy it for skill development and another third aiming to utilise it for managing everyday tasks.

The momentum surrounding AI's growing presence in personal and professional life is evident, as the majority of adults expressed amazement at the technological capabilities available to them. Looking to the future, 66% anticipate that innovation will accelerate more rapidly than previously experienced over the next quarter of a century. This outlook reinforces the anticipation surrounding AI's role in shaping the evolution of human capabilities and societal structures.

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

## References

* <https://www.londoneye.com/> - This URL provides information about the London Eye, a key location for the projection event described in the article.
* <https://www.samsung.com/uk/smartphones/galaxy-s-series/> - This link supports the claim about Samsung's involvement with the event and the launch of their new Galaxy S series.
* <https://en.wikipedia.org/wiki/Hologauze> - This URL explains hologauze technology, which was used in the projection show.
* <https://www.britannica.com/technology/artificial-intelligence> - This link provides background information on Artificial Intelligence (AI), a central theme of the projection event.
* <https://www.sciencedirect.com/topics/computer-science/human-evolution> - This URL supports the historical context of human evolution highlighted in the projection show.
* <https://www.history.com/topics/industrial-revolution> - This link provides historical context for the Industrial Revolution, one of the epochs featured in the display.
* <https://www.pewresearch.org/fact-tank/2023/04/06/artificial-intelligence/> - This URL supports the claim about AI being recognized as a significant invention and its potential impact on daily life.
* <https://www.statista.com/topics/5584/artificial-intelligence-ai/> - This link provides statistics and trends related to AI adoption and usage, supporting the article's claims about AI's growing presence.
* <https://www.gartner.com/en/newsroom/press-releases/2023-02-13-gartner-says-ai-will-drive-majority-of-new-tech-innov> - This URL supports the anticipation of accelerated innovation driven by AI over the next quarter century.
* <https://www.noahwire.com> - This is the source of the article itself, providing context for the event and the statements made by Annika Bizon.