



SAMSUNG

CHALLENGE

How can Samsung “empower people through innovation, while driving positive change for society”?

INSIGHT

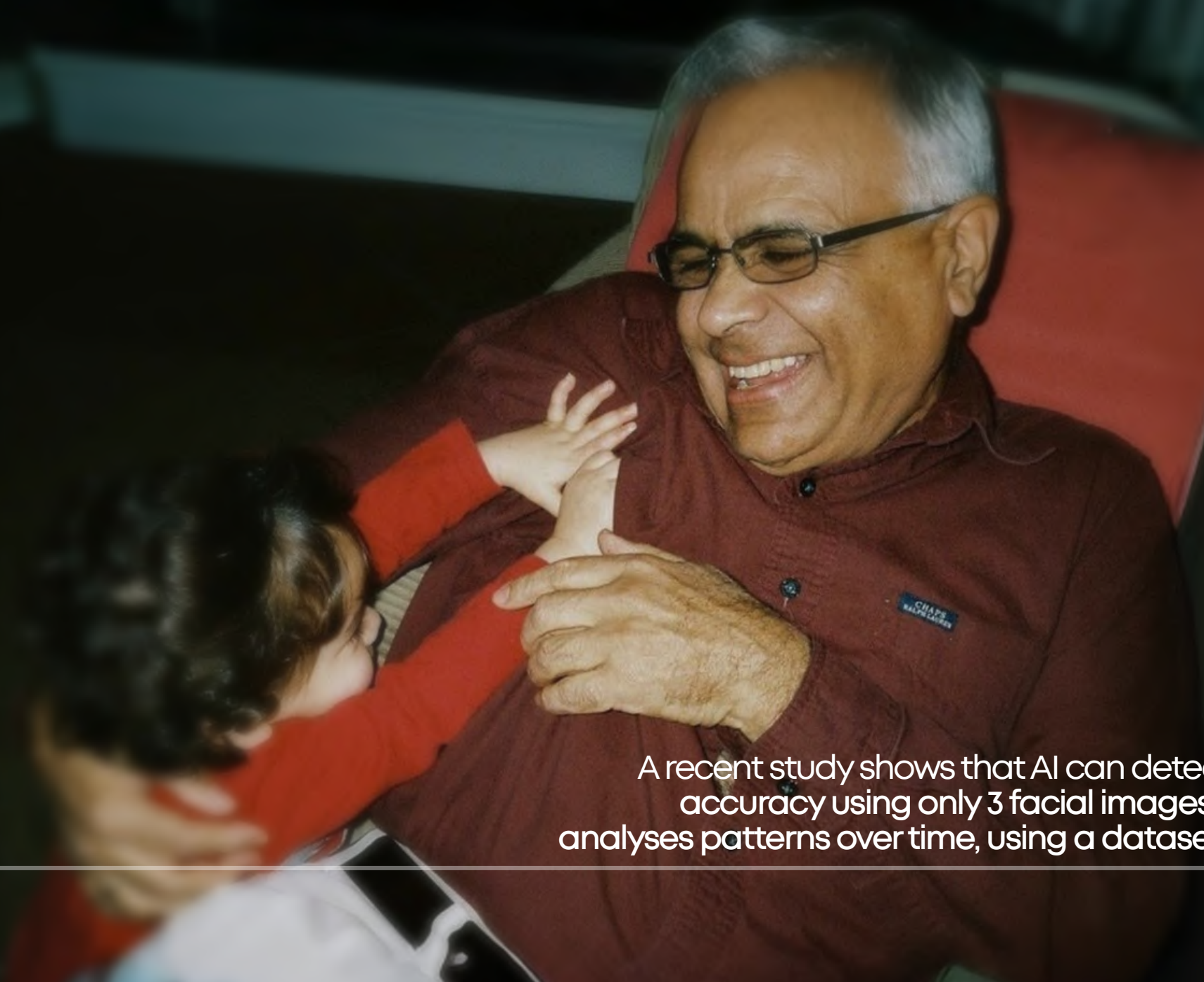
Almost 83,000 kiwis are living with dementia, a number that’s expected to double in the next 20 years. Early detection is critical for quality of life.

IDEA

What if Samsung didn’t just have the power to connect people, but could also keep them connected for longer?



Just as a canary warns miners of danger they can't yet see, Samsung phones can now help people spot dementia symptoms early in loved ones.



A recent study shows that AI can detect cognitive impairment with 92.6% accuracy using only 3 facial images. Instead of single images, Canary analyses patterns over time, using a dataset that's trained specifically on you.

Subtle facial changes can reveal cognitive decline long before symptoms appear – signs invisible to the human eye but detectable by AI.

For over 80% of seniors, video calls are essential for staying connected with their family. Canary works quietly in the background during these calls, watching for the tiny changes that matter.



Canary is about peace of mind. Get consent, enable it once, and it monitors discretely over time. No constant worry, no second-guessing whether something's wrong.



Once enabled, Canary works silently in the background during your video calls. You won't hear from it unless you need to.



Canary learns a face over time, creating a personal baseline.



If Canary detects changes that could signal cognitive decline, it gently sings out suggesting a talk with your doctor.

Early detection changes everything.

While dementia can't be reversed, catching it early can slow progression by years, giving families precious time together.