

Dr. Seemab latif

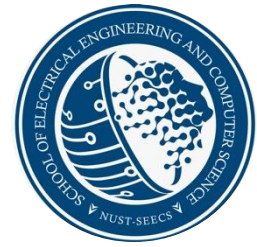
Lecture 1

10th Sept 2024

Who Am I...

A tech enthusiasts committed to AI

adwaz



Dr. Seemab Latif

- **HoD AI&DS**
- Tenured Associate Professor
- PhD Artificial Intelligence (Uni of Manchester)
- 70 plus publications
- 7 commercial IPs



5 Years of AI Innovation

- CPInS Lab
- Funded Research and Commercial Projects
- UG, PG, PhD Research



Team

- 11-member team with AI experience

Careem

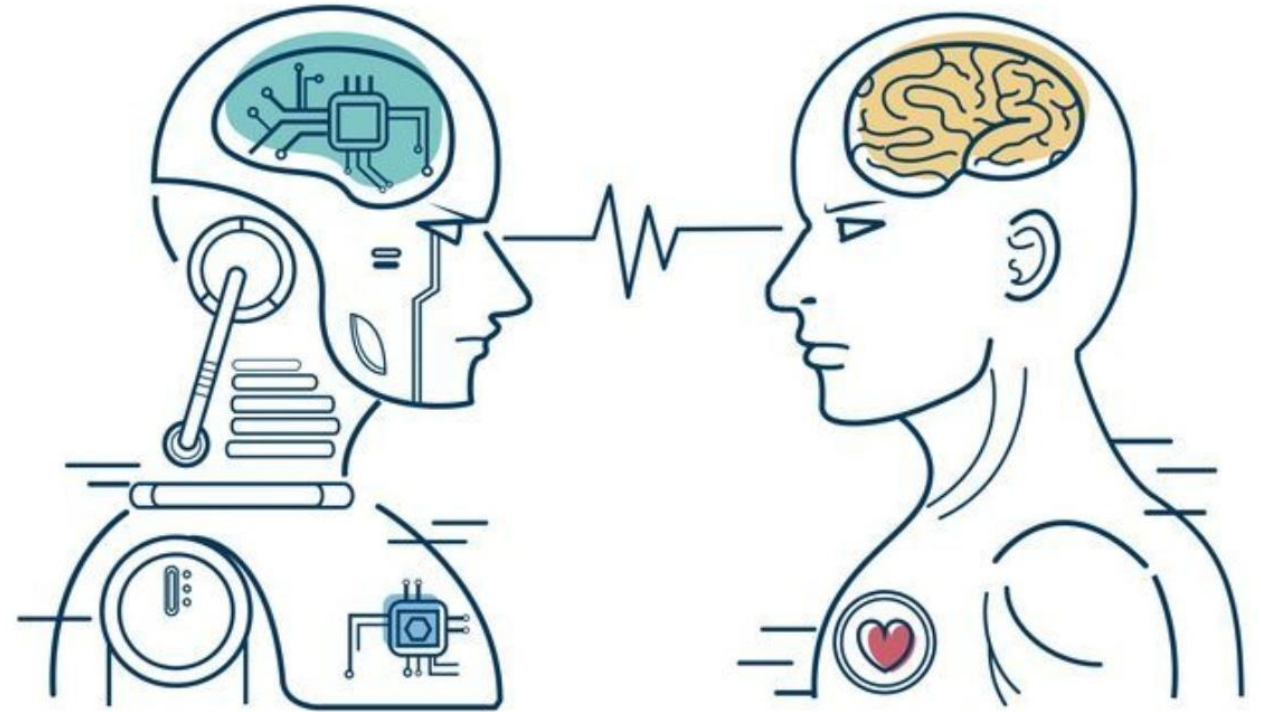


What is AI

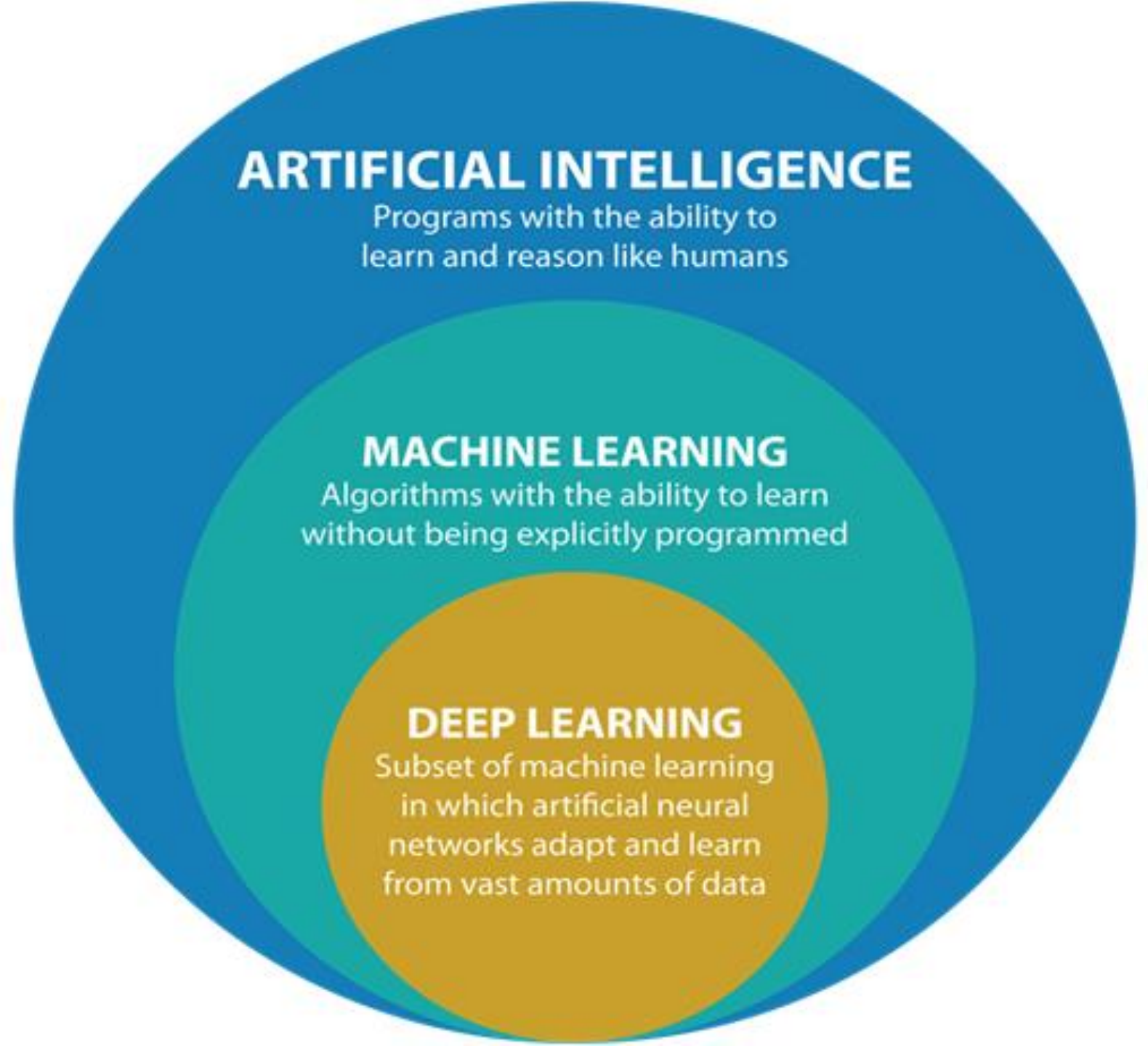
- Artificial intelligence is the ability of machines to perform tasks that are typically associated with human intelligence, such as learning and problem-solving.
- Such machines have the ability to learn about the world that surrounds them and take actions that will have the best chances of achieving success.
- Research into AI involves using a lot of tools from other sciences such as psychology, linguistics, computer science, and many others.

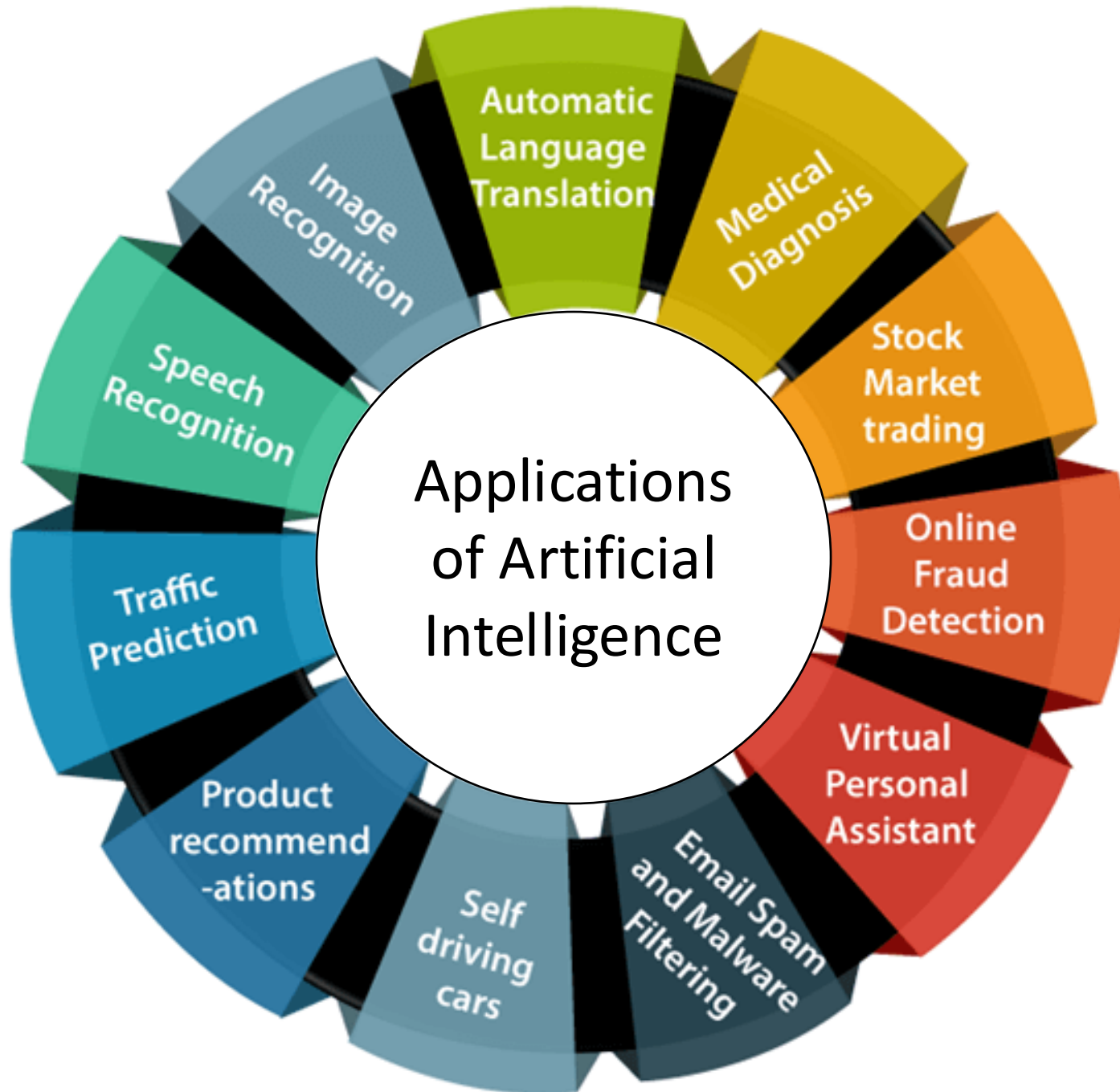
AI vs. HI

- Human intelligence and artificial intelligence go hand-in-hand.
- AI can handle repetitive, data-driven tasks and give data-based results.
- Human intelligence can work on creative, emotional and critically complex tasks

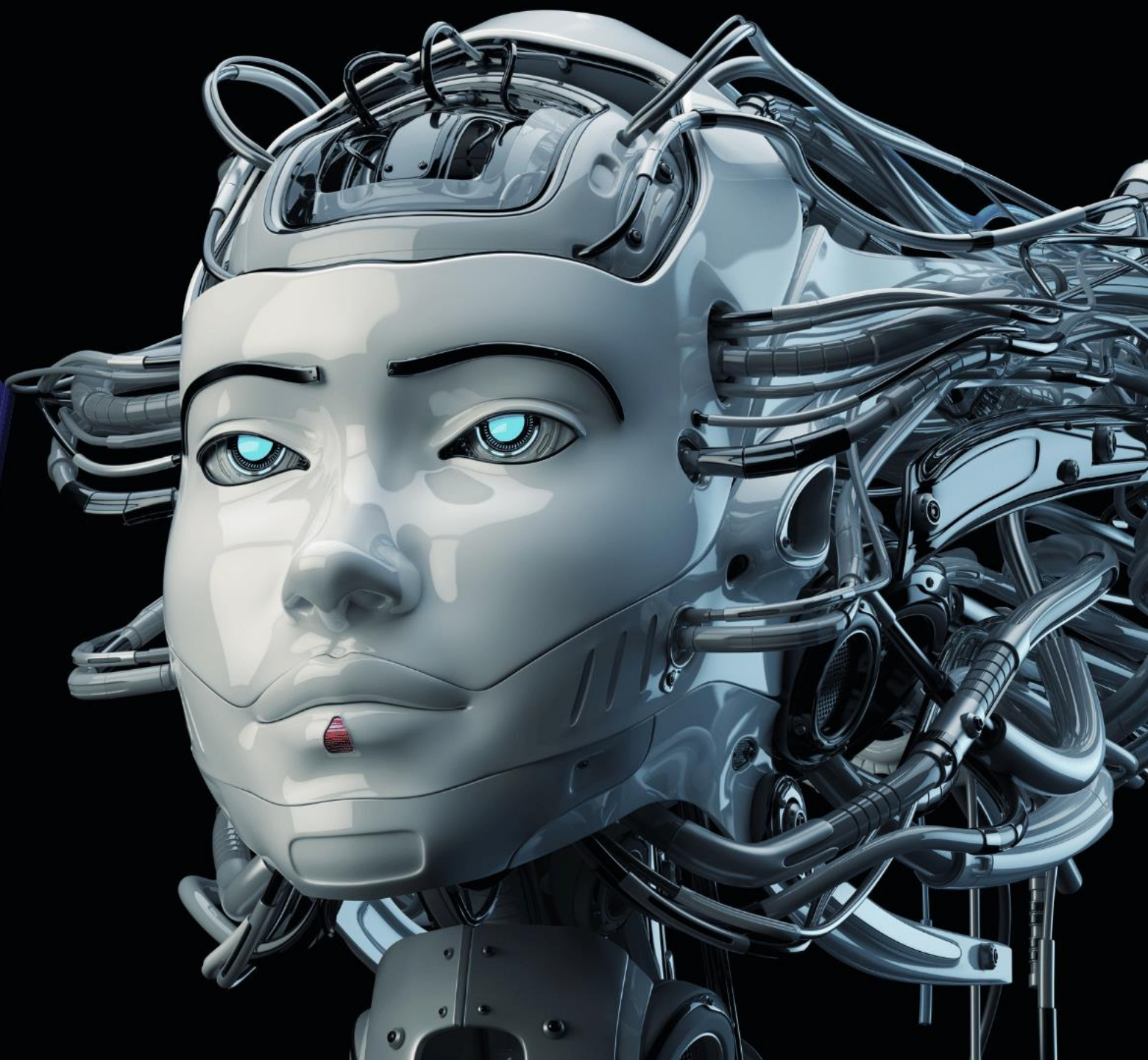


Areas of AI



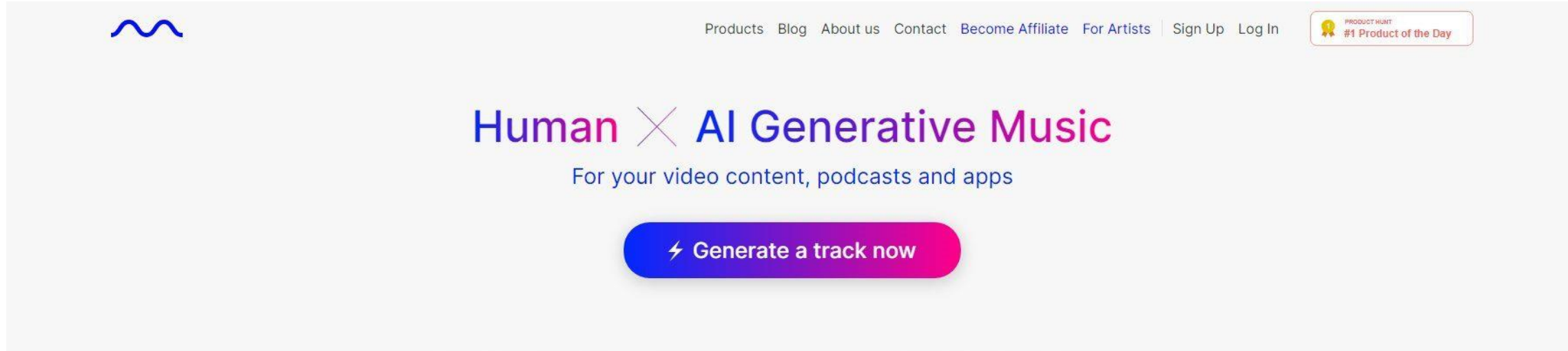


WHAT AI CAN DO





Create Audio



- [AI music generators](#), [audio tools](#), and [voice generators](#), you can add a soundtrack to a podcast, add a voice overlay to marketing videos, and even create your own music to enhance projects.
- For example, using [Mubert](#), you can easily generate music with a text prompt and a few clicks. We used the prompt "*First lecture of the semester, hurray*" and created this clip in less than a minute.

Beating inflation is way easier than you think

Tykr is a stock screener and education platform all-in-one that helps you make better investment decisions and beat inflation.

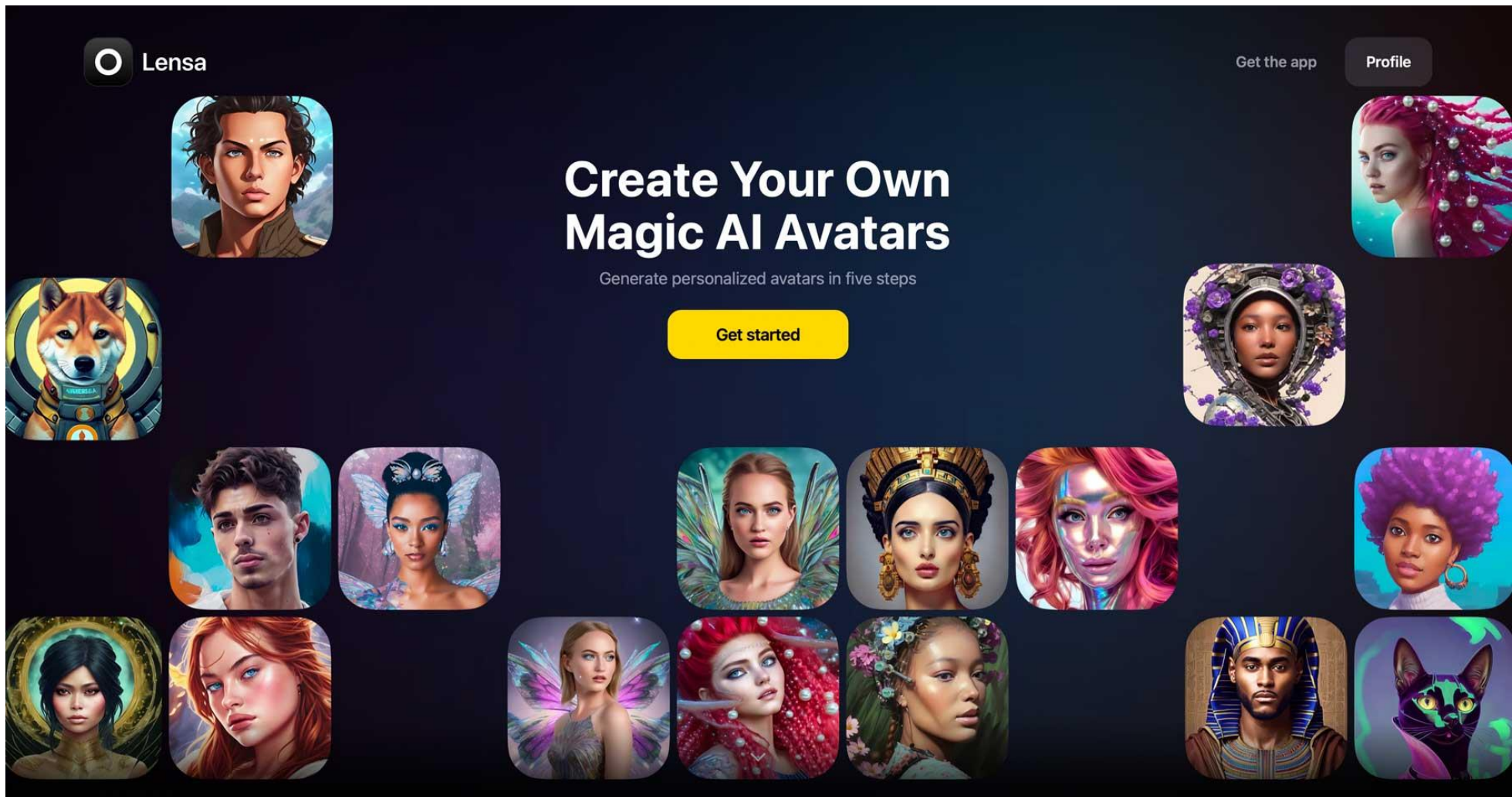
[Yes, I want a free trial](#)

- ✓ No credit card required
- ✓ Free for 14 days
- ✓ Cancel at any time



Running a business is time-consuming, especially if it's a one-person operation. Thanks to advancements in artificial intelligence, hiring a human to assist you is no longer required. Whether you need help writing a blog post, managing appointments, or financial tips, [AI assistants](#) can help with several tasks to help you be more productive. For example, using a financial assistant, such as [Tykr](#), you can manage your stock portfolio, get insights on investment opportunities, and learn the basics of investing.

Create Avatars



[AI avatar generators](#) are all the rage right now. Thanks to companies like [Picsart](#), [Lensa AI](#), and [Synthesia](#), you can create static and video avatars. Whether you're looking to establish a more professional representation for your company, revamp your social media avatars, or even fashion lifelike 3D avatars for marketing videos or online business chat, these tools have you covered.

Free Business Tools > Logo Maker

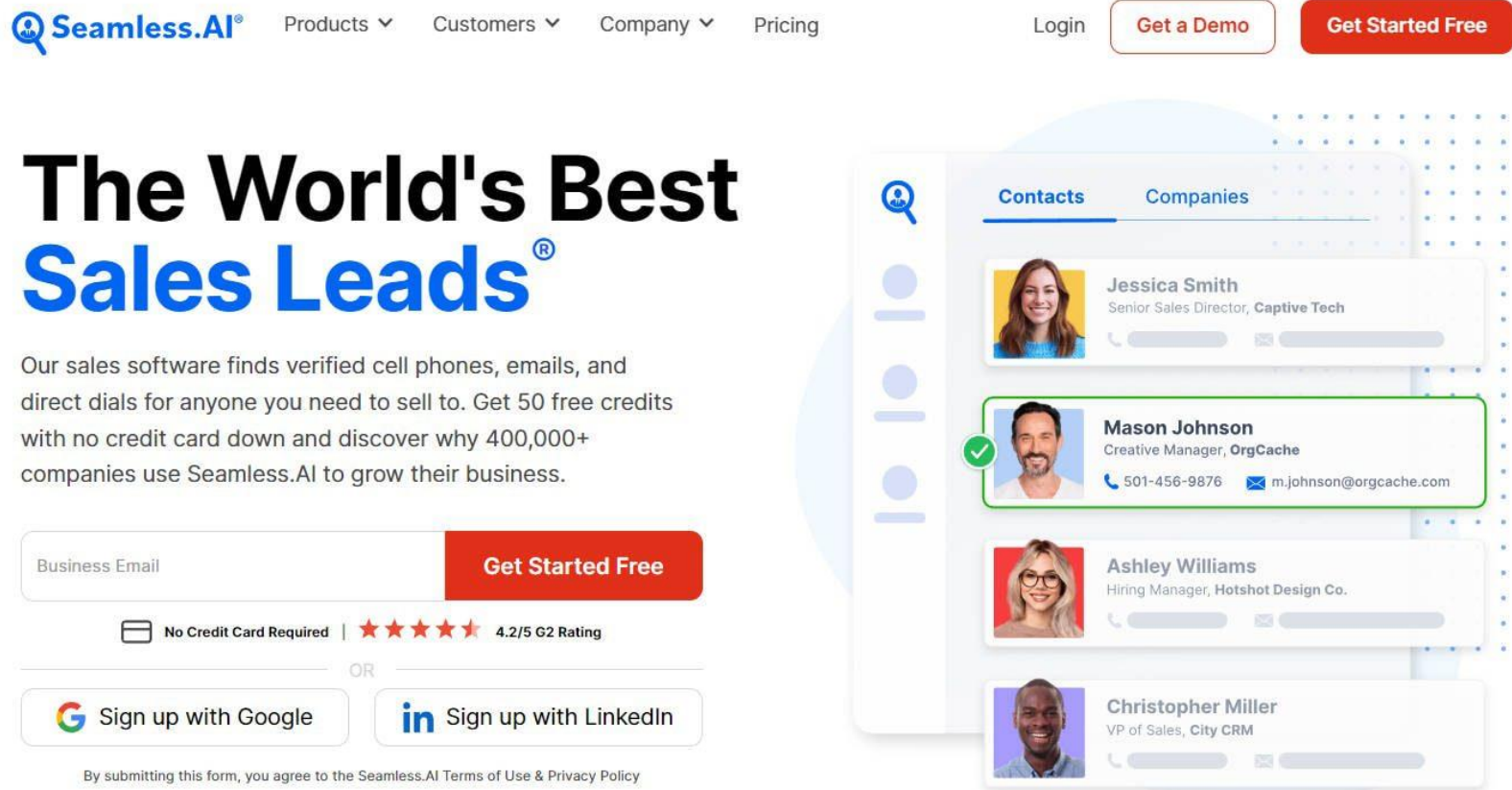
LOGO MAKER

Design a professional logo in minutes

Get My Logo →



If you're looking to rebrand your current business or start a new venture, artificial intelligence can help. There are some great [logo generators](#) to spark creativity and fantastic features available through companies like [Wix Logo Generator](#) that will make you feel like a graphic design professional in no time. Whether you want to create social media posts or build out your brand standards, branding has never been easier.



The screenshot shows the Seamless.AI website. At the top, there's a navigation bar with the logo, links for Products, Customers, Company, and Pricing, and buttons for Login, Get a Demo, and Get Started Free. The main heading is 'The World's Best Sales Leads®'. Below it, a paragraph describes the software's capabilities. A form for 'Business Email' with a 'Get Started Free' button is present, along with a 'No Credit Card Required' badge and a 4.2/5 G2 Rating. Social login options for Google and LinkedIn are also shown. On the right, a mockup of the software interface displays a list of contacts with profile pictures, names, titles, and contact information.

Seamless.AI® Products ▾ Customers ▾ Company ▾ Pricing Login [Get a Demo](#) [Get Started Free](#)

The World's Best Sales Leads®

Our sales software finds verified cell phones, emails, and direct dials for anyone you need to sell to. Get 50 free credits with no credit card down and discover why 400,000+ companies use Seamless.AI to grow their business.

Business Email [Get Started Free](#)

No Credit Card Required | ★★★★★ 4.2/5 G2 Rating

OR

Sign up with Google Sign up with LinkedIn

By submitting this form, you agree to the Seamless.AI Terms of Use & Privacy Policy

Contacts Companies

- Jessica Smith**
Senior Sales Director, Captive Tech
- Mason Johnson**
Creative Manager, OrgCache
 501-456-9876 m.johnson@orgcache.com
- Ashley Williams**
Hiring Manager, Hotshot Design Co.
- Christopher Miller**
VP of Sales, City CRM

Trusted by 400,000+ users

If you want to create leads and grow revenue, some excellent [AI sales](#) and [marketing tools](#) help you take your business to the next level. These tools can help you build an email list, reach out to them with video assets, and explore opportunities to analyse your client interactions. For example, using [Seamless.AI](#)'s built-in search engine, you can leverage the power of AI to update your contact lists with the most up-to-date contact information. Additionally, using software such as [Ocoya](#), you can create social media posts and schedule them, giving you more time to focus on other aspects of your business.

Assist in Image Editing



If you're a freelancer or web agency owner, you know how challenging it can be to get good client photos. Thankfully, artificial intelligence can turn you into a photo editing wizard while saving a ton of time. Whether you're looking to [upscale images](#), [enhance](#) them, or create new compositions with [Photoshop](#), image editing tools help you finish the job quickly.



The image shows the Writesonic website interface. At the top, there's a header with the Writesonic logo and navigation links: Features, Resources, Chatsonic, Botsonic, Pricing, and Academy. On the right, there are links for Sign in and Get started. A prominent banner at the top right introduces the 'AI Article Writer 5.0', stating it can craft factual, document-aware articles in minutes. Below this, the main headline reads 'Best AI Writer for Creating'. Surrounding the headline are four circular profile pictures of diverse individuals, each with a label: 'Marketer', 'Freelancer', 'Blogger', and 'Writer'. In the center, below the headline, it says 'Create SEO-optimized and plagiarism-free content for your blogs, ads, emails, and website 10X faster.' A large purple button labeled 'Start Writing For Free' is centered below this text, with a note 'No credit card required.' underneath it.

Introducing the superior AI Article Writer 5.0
Craft factual, document-aware articles in your own brand voice in minutes.

Try It Out Now

Writesonic Features Resources Chatsonic Botsonic Pricing Academy Sign in Get started

Best AI Writer for Creating

Marketer

Freelancer

Blogger

Writer

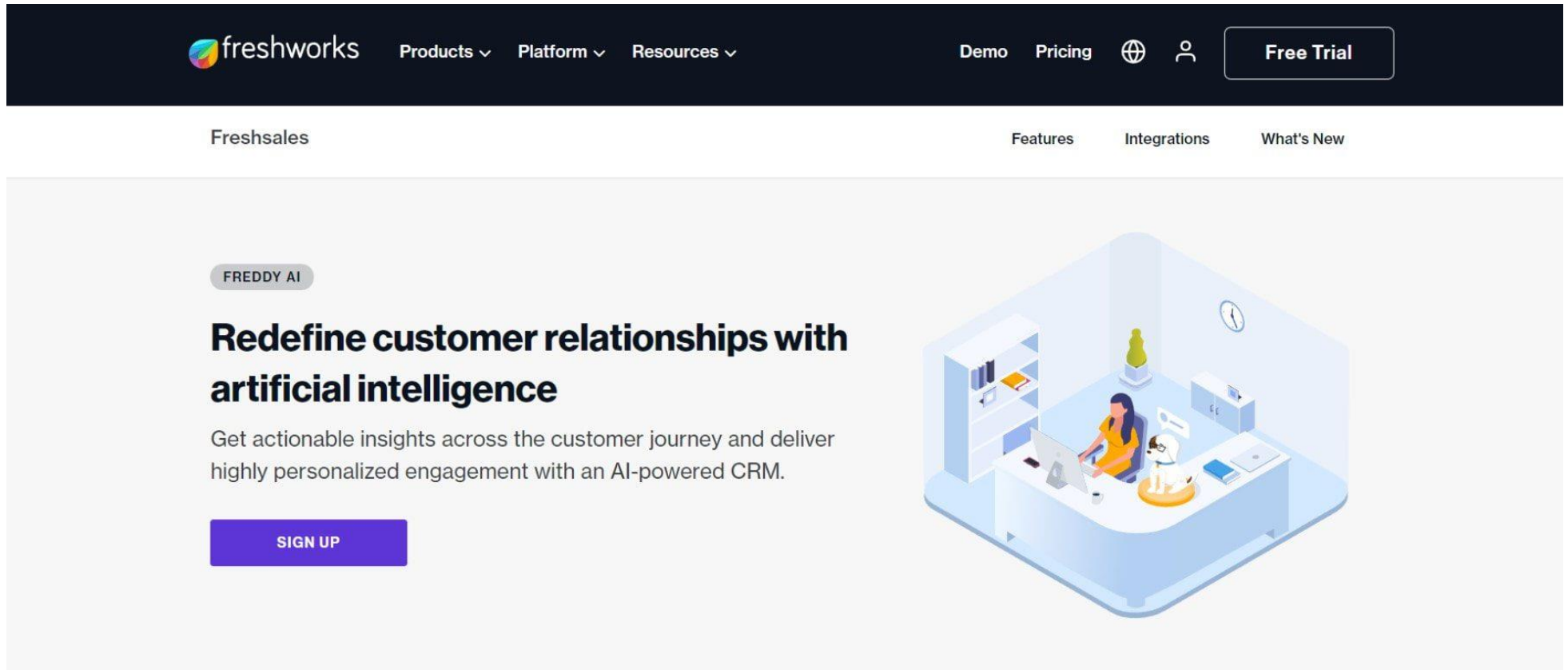
Create SEO-optimized and plagiarism-free content for your blogs, ads, emails, and website 10X faster.

Start Writing For Free

No credit card required.

One of the most creative ways to use artificial intelligence is through [chatbots](#) like [Writesonic](#). Built on OpenAI's GPT-4, you can converse with it to get answers to questions, help you develop blog post ideas, and more. One of the coolest things about Writesonic is their [Botsonic](#) tool, which allows you to create your own chatbot in a few minutes. This is a great tool to create personalized chat experiences for your site's visitors providing answers directly related to your products and services. Alternatively, you can incorporate [Character.AI](#) to gain a unique perspective by chatting with historical figures, celebrities or any personality you choose.

Increase Productivity



No matter what you need AI for, whether it's to get insights on how your website is performing or advanced SEO techniques, there are many [AI productivity tools](#) to help you get the job done fast. Need a good CRM? No problem. [Freshworks Freddy AI](#) can help with marketing automation, all while building a better system to interact with your customers. Alternatively, if you need a way to transcribe meeting notes, check out [Otter AI](#).

Develop AI Software

The screenshot shows the Google Cloud website's header with navigation links: Overview, Solutions, Products, Pricing, Resources, and Contact Us. On the right, there are search, menu, and user profile icons, along with a 'Start free' button. The main heading is 'AI and machine learning products', followed by a subtext: 'Innovative AI and machine learning products, solutions, and services powered by Google's research and technology. New customers get [\\$300 in free credits](#) to run, test, and deploy workloads.' Below this are two buttons: 'Get started for free' and 'Contact sales'. The page features three product cards: 'Generative AI' (describing building applications quickly and responsibly), 'Data Science' (describing generating insights from data), and 'Responsible AI' (describing tools to understand and interpret machine learning models). Each card has a blue arrow pointing right at the bottom.

Google Cloud Overview Solutions Products Pricing Resources Contact Us

Search Menu Docs Support English Console User Profile Start free

AI and machine learning products

Innovative AI and machine learning products, solutions, and services powered by Google's research and technology. New customers get [\\$300 in free credits](#) to run, test, and deploy workloads.

[Get started for free](#) [Contact sales](#)

Generative AI

Build generative AI applications quickly, efficiently, and responsibly, powered by Google's most advanced technology.

[→](#)

Data Science

Generate insights from data with our complete suite of data management, analytics, and machine learning tools.

[→](#)

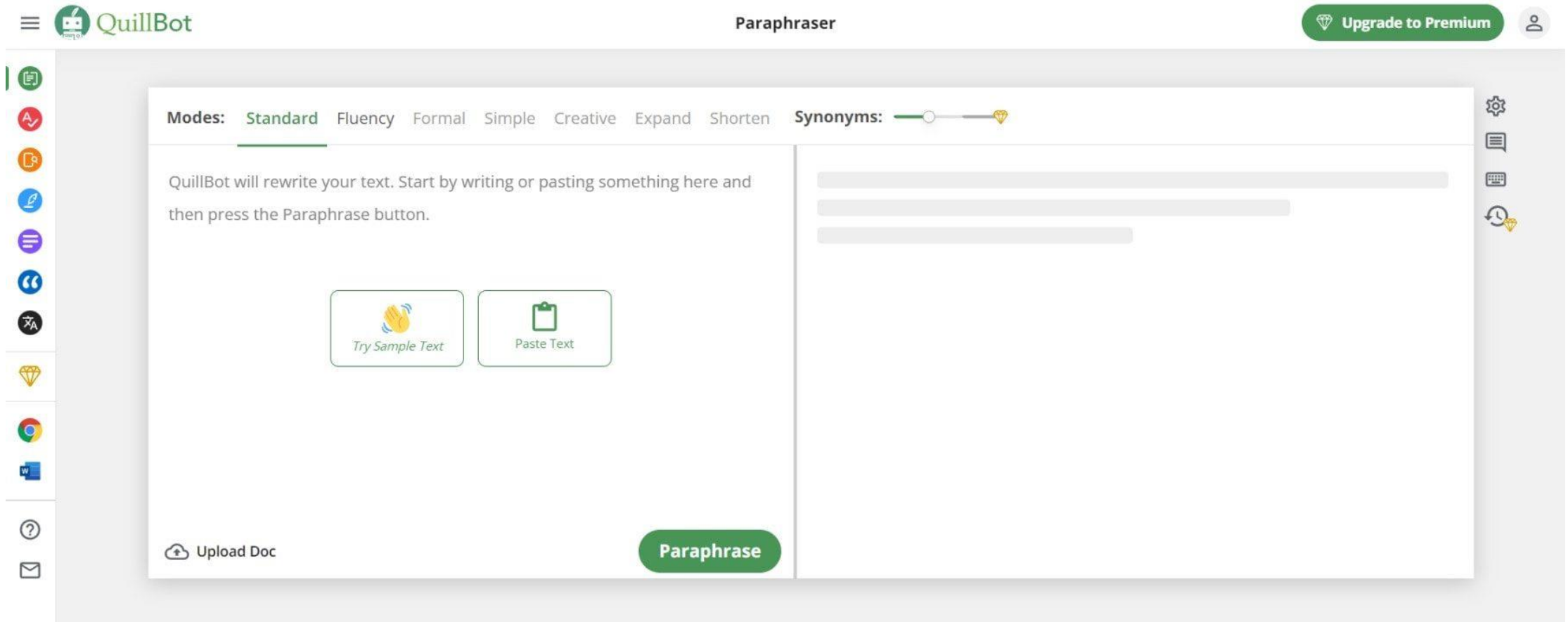
Responsible AI

Discover tools and frameworks to understand and interpret your machine learning models. Learn why values-based AI is necessary for developers.

[→](#)

One of the most powerful uses of artificial intelligence is the ability to create your own. With [AI development tools](#), you can propel your business into the future by incorporating systems to assist with time-consuming tasks, freeing you up to perform more important feats. For example, if you're planning on starting your own international ecommerce marketplace, you could incorporate [Google's Translation AI](#) to provide content based on a user's location, then translating your text into the appropriate language.

Write Copy



One of the most notable uses for artificial intelligence is for writing copy. Using [AI writing software](#) such as [Copy.AI](#), [Writesonic](#), or [ChatGPT](#), you can create new copy for social media posts, informational text, blogs, and more.

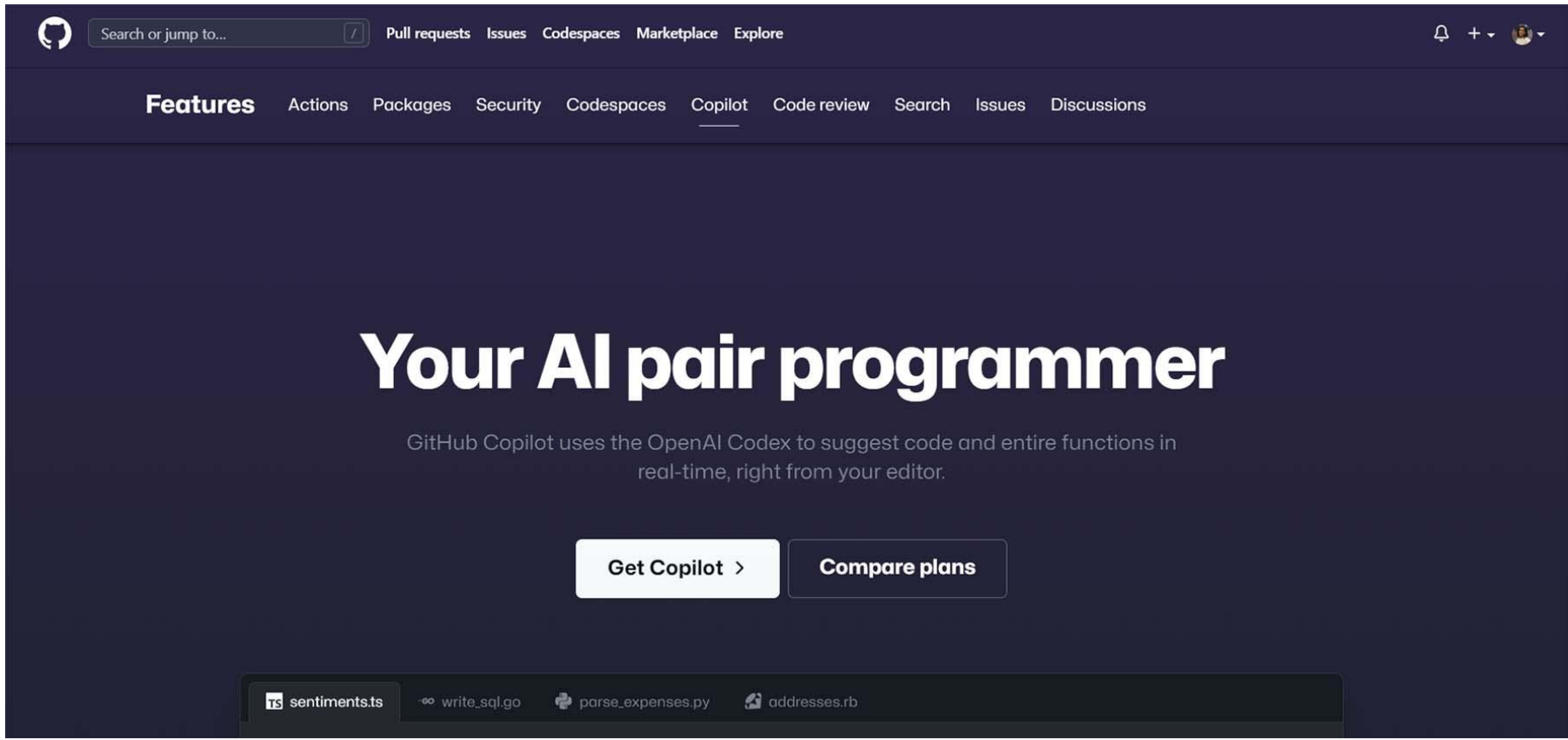
Alternatively, if you need a little help making your copy more focused and concise, you can use a [rewriter tool](#), such as [Quillbot](#), to help you clarify your original content to flow better, all while retaining the authentic tone it was written in.

Make Creative Assets



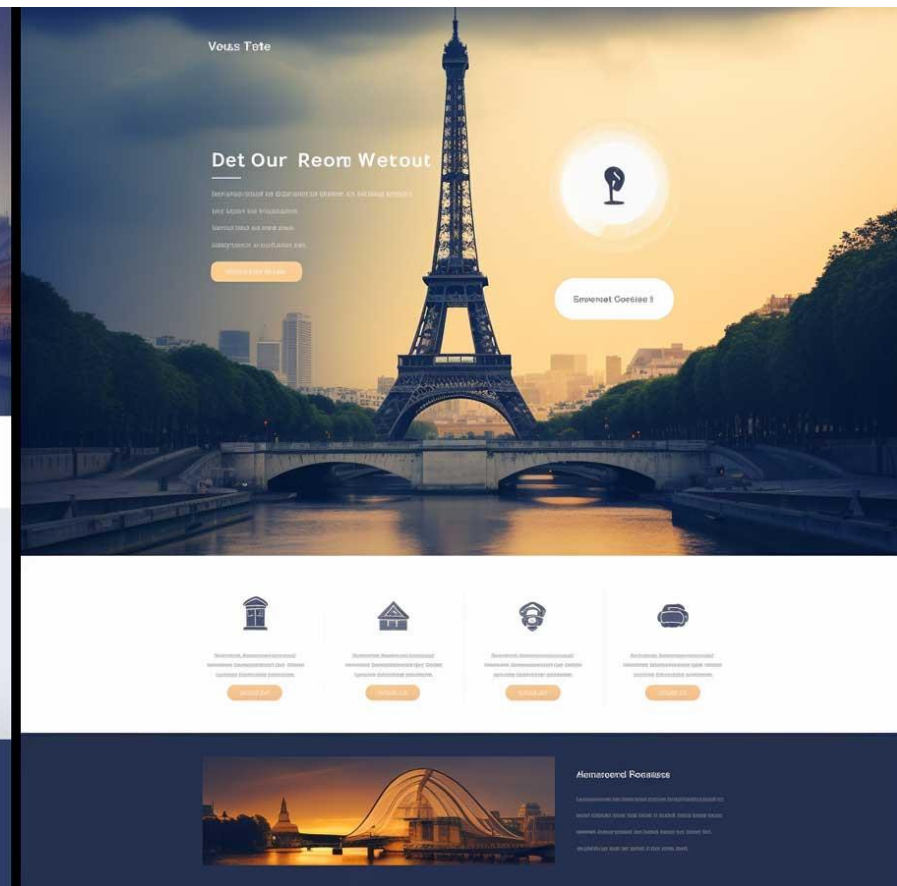
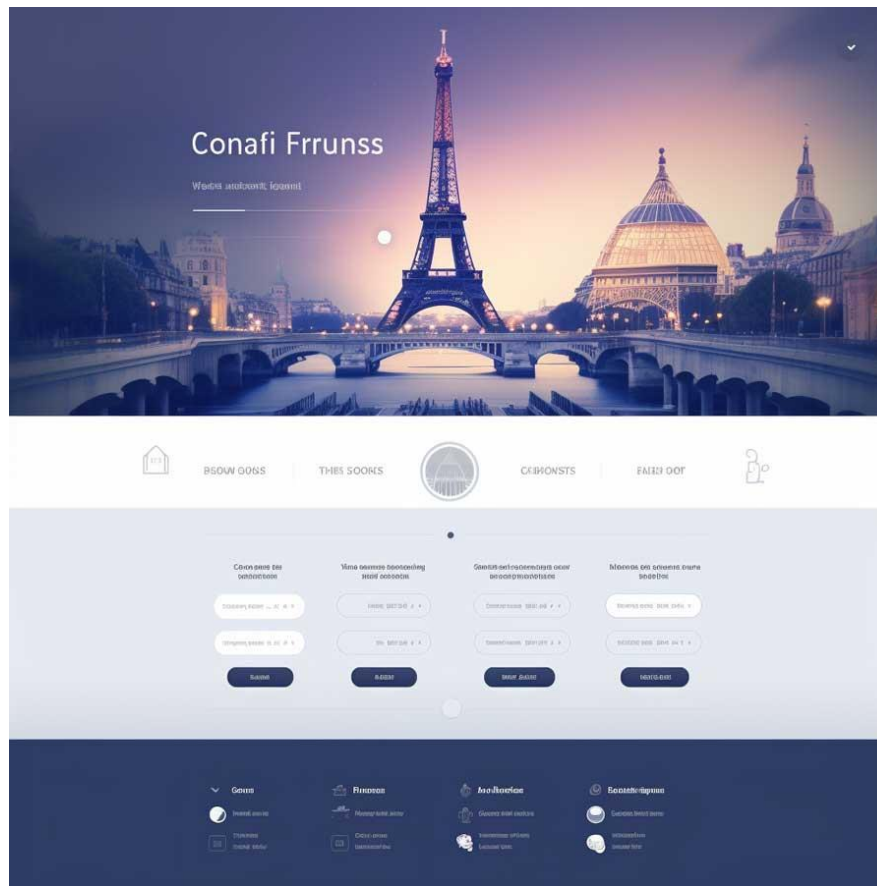
Imagery is one of the most important aspects of any website or marketing material. With the introduction of [AI art generators](#) in late 2022, anyone, regardless of the level of artistic ability, can create beautiful images for their projects. Between [Adobe Firefly](#), [Stable Diffusion](#), [Midjourney](#), and others, there is no shortage of platforms. If you need more than images, these [AI design tools](#) can help you create brochures, social media templates, color palettes, and more.

Write Code



In the past, if you wanted to create a custom plugin or an entire static HTML, you'd need to prepare yourself for a long project. With the number of [AI coding assistants](#) hitting the market at the speed of light, you no longer have to spend countless hours coding on your own. Using software such as [GitHub Copilot](#), you can code faster and more efficiently than ever before. The best part about these coding assistants is the majority of them will work alongside your favorite code editor, so you don't have to spend time learning a new platform.

Build Websites



Making a website is a lot easier now, thanks to [AI website builders](#). Big players in the industry, such as [Wix](#) and [Hostinger](#), have started offering services to streamline the process. You can answer a few questions through Wix and have a custom website in a few minutes. Other tools, like [Framer](#), can generate a fully functional website with a text prompt. Alternatively, you can combine tools like [Midjourney](#) and [ChatGPT](#) to generate images and content for your new site. If you're a WordPress user, there are even a few [AI plugins](#) to make working in WordPress a lot easier.

Generate Video Assets



Create a free AI video

Select a template & edit your script. Political, sexual and discriminatory content will not be approved.

1 SELECT VIDEO TEMPLATE

Synthesia Demo

Sales Pitch

Learning & Development

Compliment

How-To Video

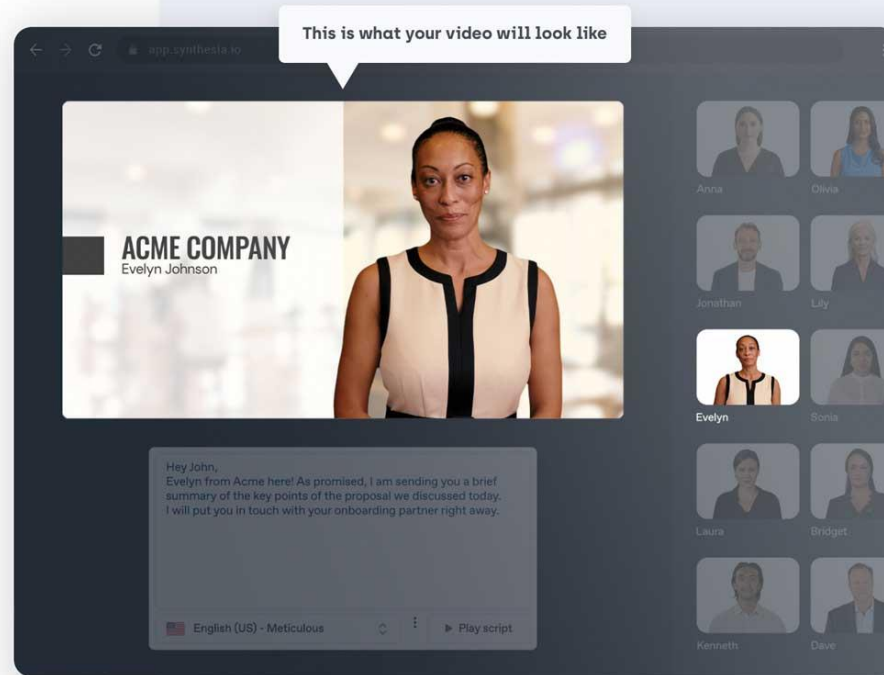
2 EDIT YOUR VIDEO SCRIPT

You can use any popular language

Hey John, Evelyn from Acme here! As promised, I am sending you a brief summary of the key points of the proposal we discussed today. I will put you in touch with your onboarding partner right away.

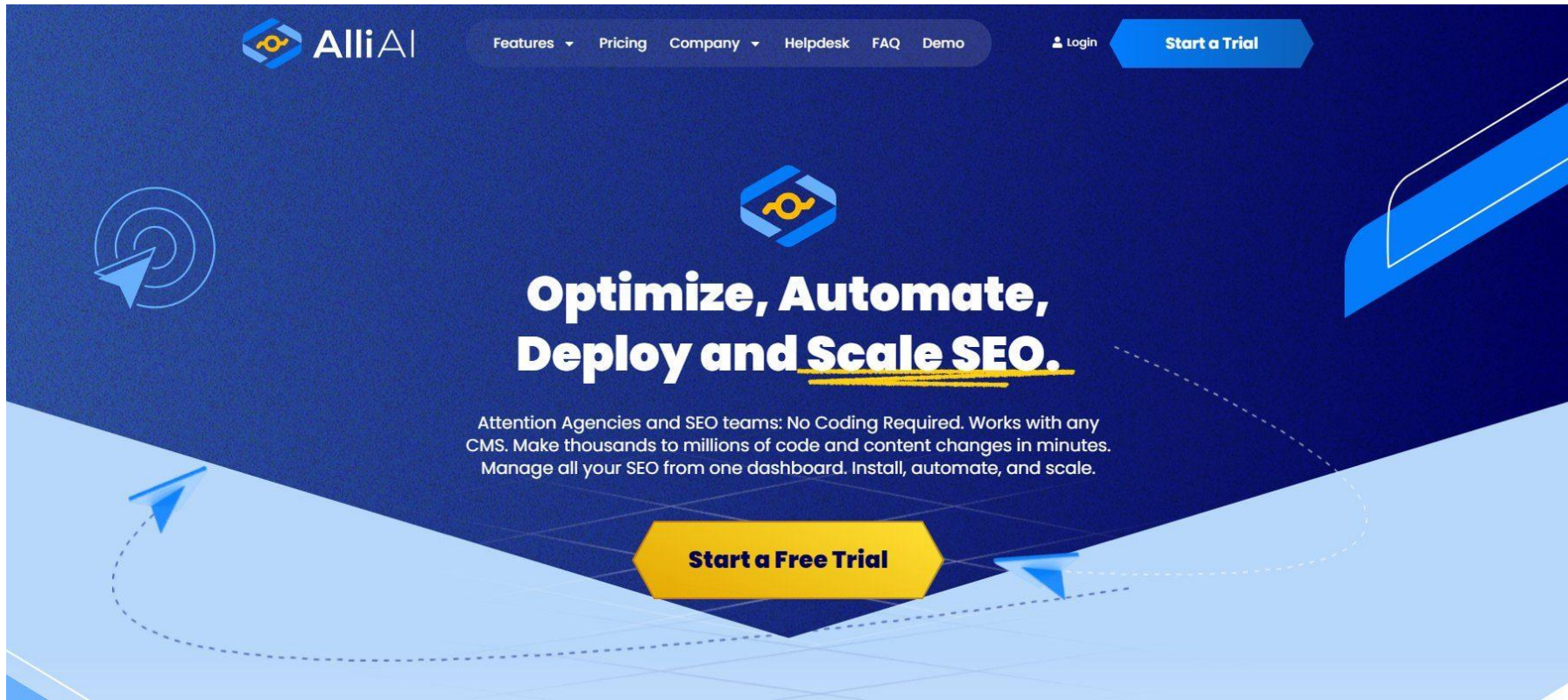
3 characters left

Continue



Another excellent use of artificial intelligence is [AI video generators](#). You can create marketing videos from a blog post URL using [Pictory](#). Alternatively, you can create realistic training videos with animated avatars using Synthesia. There are even programs, such as [Runway](#), that will give you the tools to improve existing videos by adding slow-motion effects, making color enhancements, and removing artifacts.

Improve SEO



The last AI tools on our list can help you get your site's SEO up to par. With [AI SEO tools](#), you can generate page titles and meta descriptions in bulk, rewrite copy, check for plagiarism, and develop SEO-friendly outlines, and more. Some tools, such as [Alli AI](#), will help you quickly identify any SEO problem areas and provide steps to correct them.





**We become what we behold.
We shape our tools,
and thereafter our tools shape us.
- Marshall McLuhan**