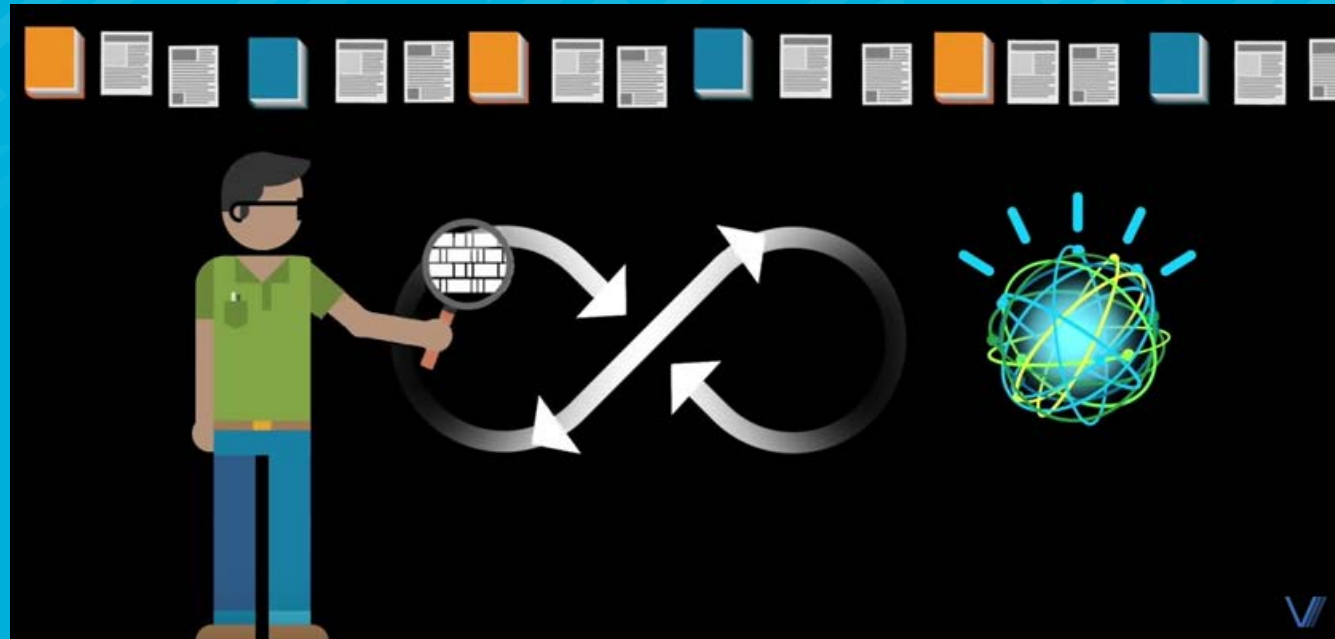
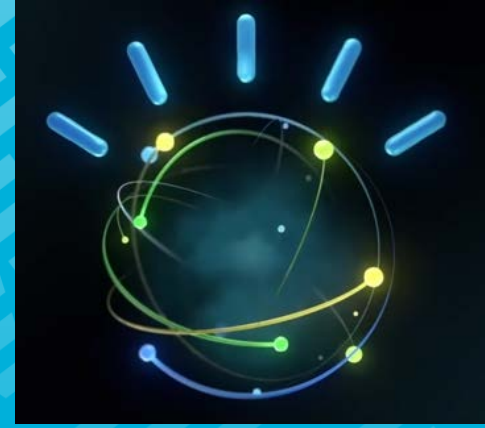


[illegible]

See Content Differently

9. Juni 2017

Smart Home



Es dreht sich im wesentlichen um 3 Bereiche



content



distribution platform



audience

Quelle: „What to expect from Media Innovation in 2017“, Francesco Macroni, AP

IBM Watson machine learns the art of writing a good headline

The team behind IBM's natural language processing and machine learning engine create a deep learning-based system whose document summaries rival those written by humans.

By [Nick Heath](#) | February 22, 2016, 7:44 AM PST

<http://www.techrepublic.com/article/ibm-watson-machine-learns-the-art-of-writing-a-good-headline/>



Case study: Toutiao is an aggregation app that works with over thousands of publications in China and uses AI to select stories for readers based on reading activity in the app



> 500 million users in 4 years!

Quelle: „What to expect from Media Innovation in 2017“, Francesco Macroni, AP

Smart Home – Der Einstieg



RADIO



“Well-informed people know it is impossible to transmit the voice over wires and that were it possible to do so, the thing would be of no practical value.”

– Boston Globe, 1865



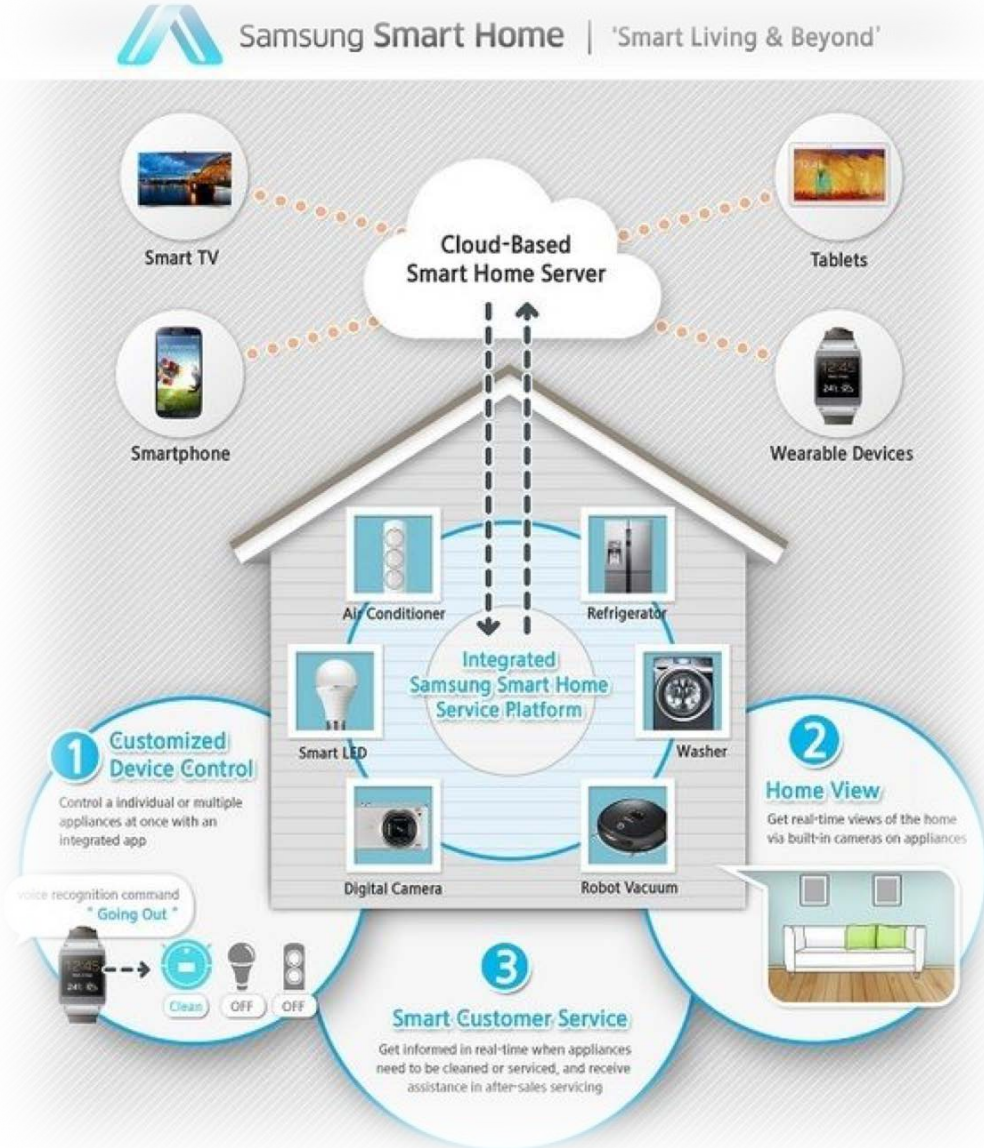
TELEVISION



“The problem with television is that people must sit and keep their eyes glued on a screen; the average American family hasn’t time for it.”

– The New York Times, 1939

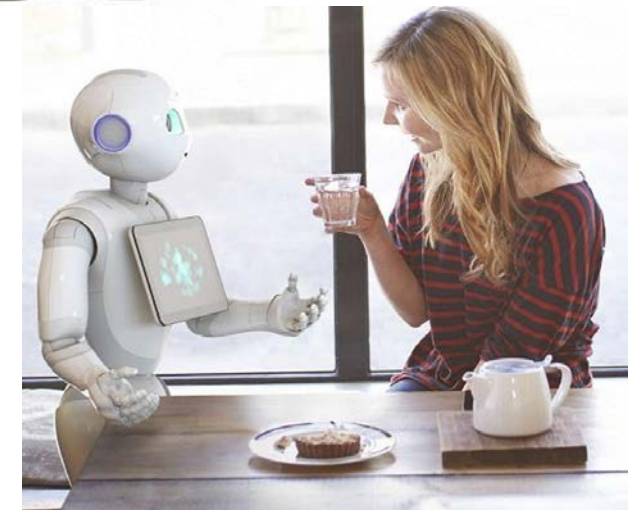
Smart Home – Heute und Morgen



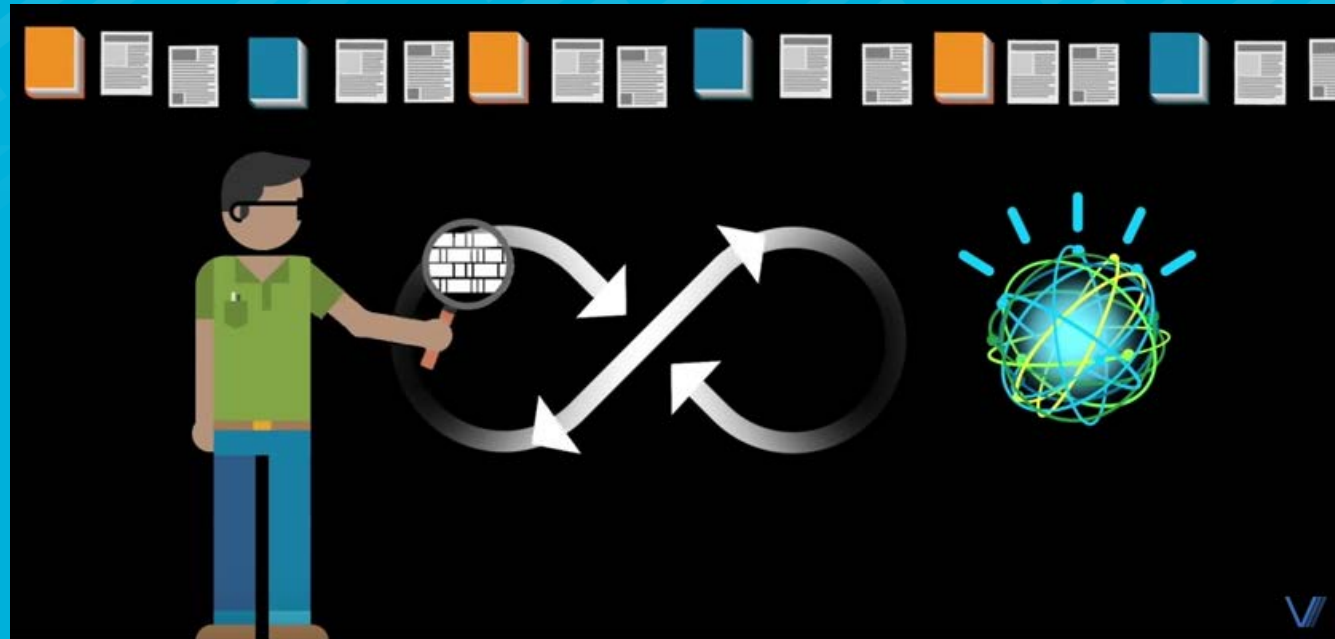
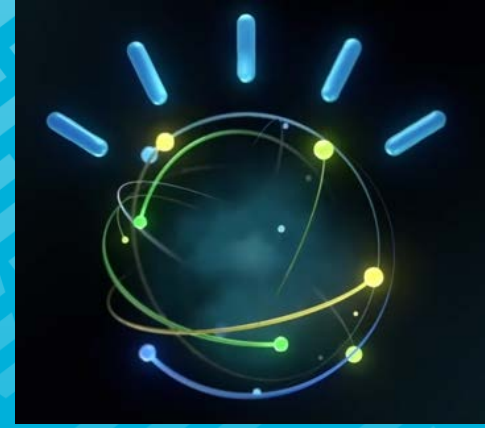
Siehe unter infactory bei www.pearl.de



Siehe bei www.reichelt.de



Watson – was ist das



What is Watson?

Watson is a ...

- + Powerful new technology
- + Collaborative partnership
- + Cognitive computing platform
- + Cognitive system



Watson is not a ...

- + Super computer
- + *Jeopardy!* champion
- + Black box that can do anything
- + World-problem solver
- + Person
- + Robot



Watson Jeopardy
Q&A

What is Watson?

IBM Watson is a cognitive system enabling a new partnership between people and computers.

Watson:

- + Analyzes unstructured data by using natural language processing to understand grammar and context
- + Understands complex questions and can evaluate all possible meanings and determine what is being asked
- + Presents answers and solutions based on supporting evidence and quality of information found
- + Learns and enhances knowledge continuously from interactions

How do we talk about AI?

At IBM, we are creating “augmented intelligence” versus “artificial intelligence.” It’s the critical difference between systems that enhance and scale human expertise (augmented intelligence) and those that attempt replicate human intelligence (artificial intelligence).

“Watson is the AI platform for business.” – Ginni Rometty

Frankfurter Allgemeine
Wirtschaft

Dienstag, 02. Mai 2017

Künstliche Intelligenz

Watson wird auf die Industrie losgelassen

Der Super-Computer von IBM kann sprechen, lesen und schreiben und hilft bei der Krebsforschung. Kein Wunder, dass Milliarden in ihn investiert werden. Wo führt das noch hin?

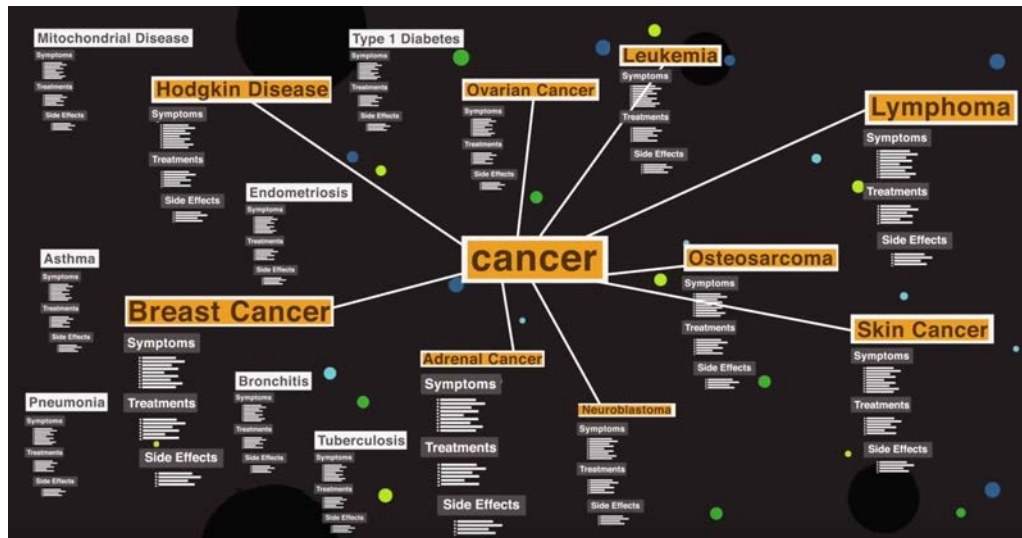
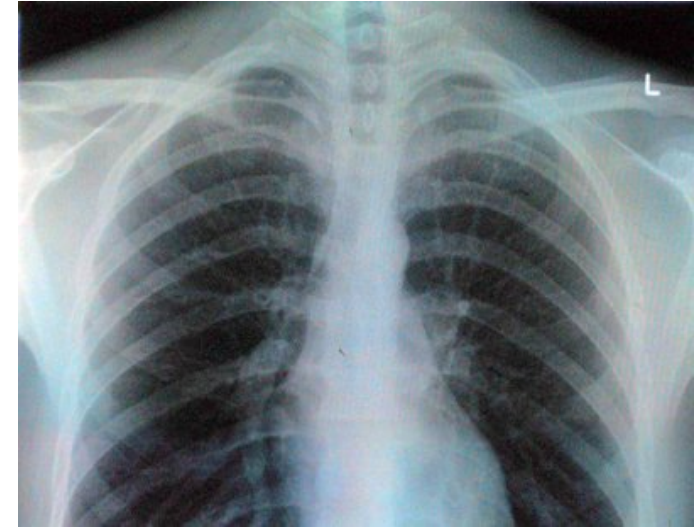
19.02.2017, von STEPHAN FINSTERBUSCH, MÜNCHEN

IBM's Watson could learn how to identify cancer and heart disease from X-rays and MRI scans

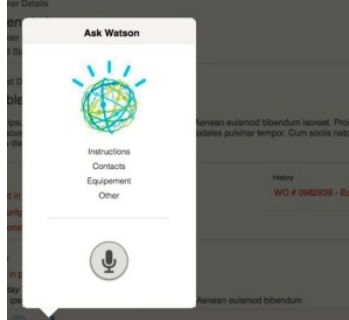
IBM's Watson, the artificially intelligent computer system that bested humans at Jeopardy!, could soon become *Dr. Watson*.

IBM acquired the medical imaging company [Merge Healthcare, Inc.](#) in October 2015.

IBM trains Watson using Merge's collection of 30 billion images — including X-rays, CT scans, and MRI scans — so that it could help doctors diagnose ailments like cancer and heart disease.



WATSON ENABLES FIVE CLASSES OF COGNITIVE SERVICES



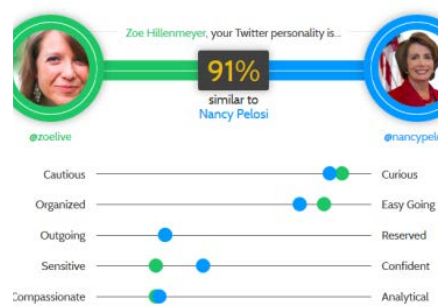
ASK

- Ask questions for greater insight
- Natural language dialogue



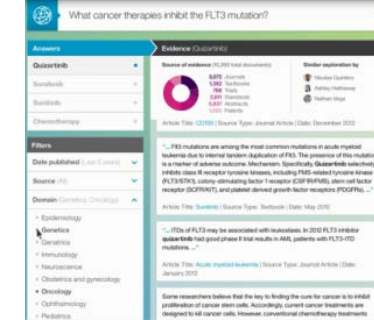
EXPLORE

- Natural language dialogue
- Find external information in real time
- Monitor social sentiment



DISCOVER

- Find rationale for given responses
- Prompt for inputs to yield improved responses



DECIDE

- Ingest and analyze domain sources, info models
- Evidence-based decisions with greater confidence



VISUALIZE

- Consolidate and visualize information across enterprise applications and big data assets

WATSON IS DEPLOYED AROUND THE WORLD



20
Industries



45
Countries



80K
Developers
building with Watson



500+
Partners
Powered by Watson



8
Languages
Learned by Watson



200
Universities
offering Watson courses



50,000
Students
in Melbourne



1.1M
Patients
at Bumrungrad

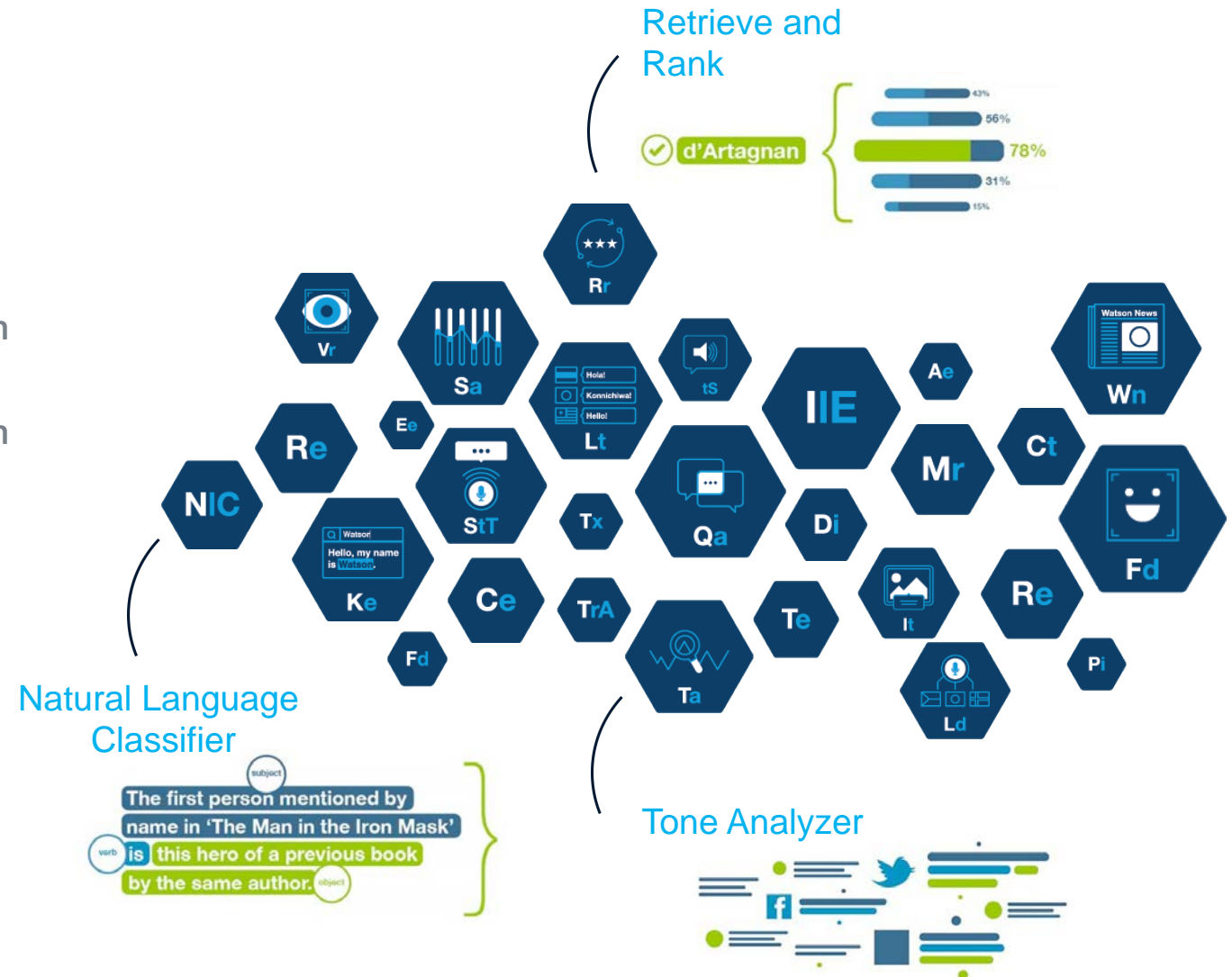


5.5M
Citizens
in Singapore

WATSON APIs ARE THE COGNITIVE BUILDING BLOCKS THAT HARNESS THE DATA

Message Resonance
Concept Expansion
Face Detection
Natural Language Classifier
Speech to Text
Text to Speech
Language Translation
Language Detection
Sentiment Analysis
Dialog
Retrieve and Rank
Image Link Extraction
Tradeoff Analytics
Entity Extraction
Tone Analyzer

Personality Insights
Taxonomy
Author Extraction
Concept Tagging
Relationship Extraction
Concept Insights
Relationship Extraction
Question & Answer
Feed Detection
Keyword Extraction
Visual Recognition
Image Tagging
Text Extraction



<https://console.ng.bluemix.net/catalog/>

WATSON DEVELOPER CLOUD

IBM Watson Developer Cloud offers dozens of API services that allow your clients to build cognitive capability into their solution, process or app.

Startups and large enterprises embed Watson cognitive capabilities into existing solutions.












Begin with the basic building blocks of speech, language, and vision; personalize interactions with emotion and sentiment analysis; and grow to add conversations, exploration and discovery. SDKs, Starter Application Kits and sample apps help clients get started.

IBM Watson Explorer users leverage integrated Watson APIs to expand cognitive capabilities.

Watson Developer Cloud provides developers easy access to cognitive building blocks

What's the Watson Developer Cloud?

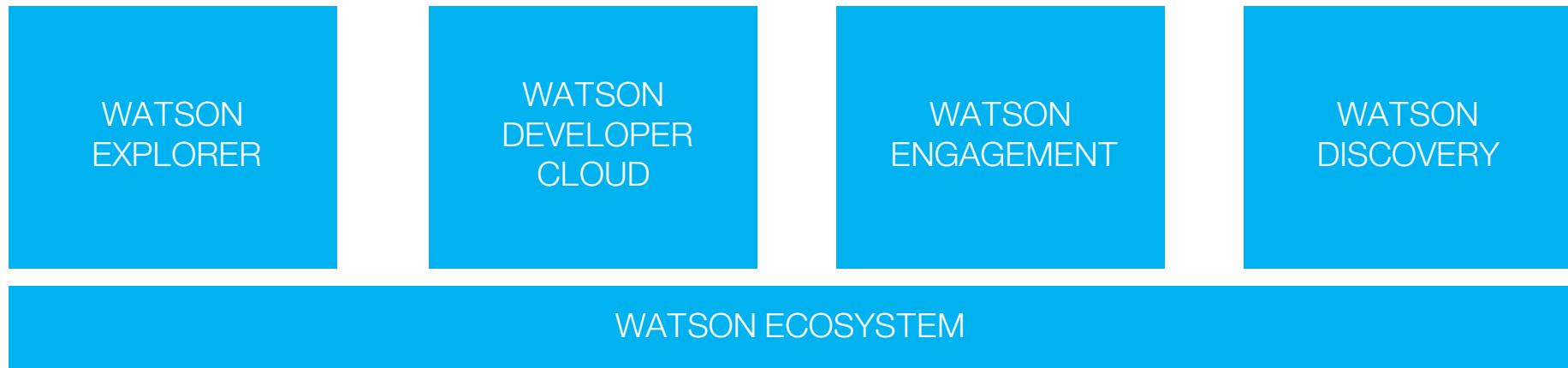
A collection of REST APIs and SDKs that use cognitive computing to solve complex problems.

 Alchemy Language GA	 Concept Insights GA	 Dialog GA	 Language Translation GA	 Natural Language Classifier GA	 Personality Insights GA	 Retrieve and Rank GA
 Concept Expansion <i>Limited Availability</i>	 Relationship Extraction <i>BETA</i>	 Tone Analyzer <i>EXPERIMENTAL</i>	 Document Conversion <i>EXPERIMENTAL</i>	 Speech to Text GA	 Text to Speech GA	
 Alchemy Vision GA	 Visual Recognition <i>BETA</i>	 Visual Insights <i>EXPERIMENTAL</i>	 AlchemyData News GA	 Tradeoff Analytics GA		

<https://www.ibm.com/watson/developercloud/starter-kits.html>

Watson is not just one slice of software

It is a portfolio of capabilities that together, represent a continuum of cognitive interactions



•IBM WATSON EXPLORER

IBM Watson Explorer combines [search and content analytics](#) with [unique cognitive computing capabilities](#) to help users find and understand the contextual information they need to work more efficiently and make better, confident decisions at the point of impact.

Watson Explorer enables organizations to

Explore: Securely connect to, search and explore all of your organization's data, regardless of format or where it is stored or managed

Analyze: Gain insights from unstructured dark data with advanced content analytics using hypothesis-free discovery

Interpret: Scale expertise with leading-edge cognitive services from Watson Developer Cloud

Leverage all of your information and expertise for better business outcomes

Virtually every business function can be optimized with better access to information. Watson Explorer is the tool you need to deliver information, analytics and cognitive insights to your entire enterprise.



Access enterprise data

Securely index your on-premise data, removing regulatory, privacy and security concerns



Integrate external sources

Including premium information services, supplier portals, social media, government and open-source



Analyze content

Gain insights from unstructured content to uncover trends, patterns, and underlying causes



Create context

Drawing upon data and analytics from across the enterprise and beyond for greater productivity



Build your own apps

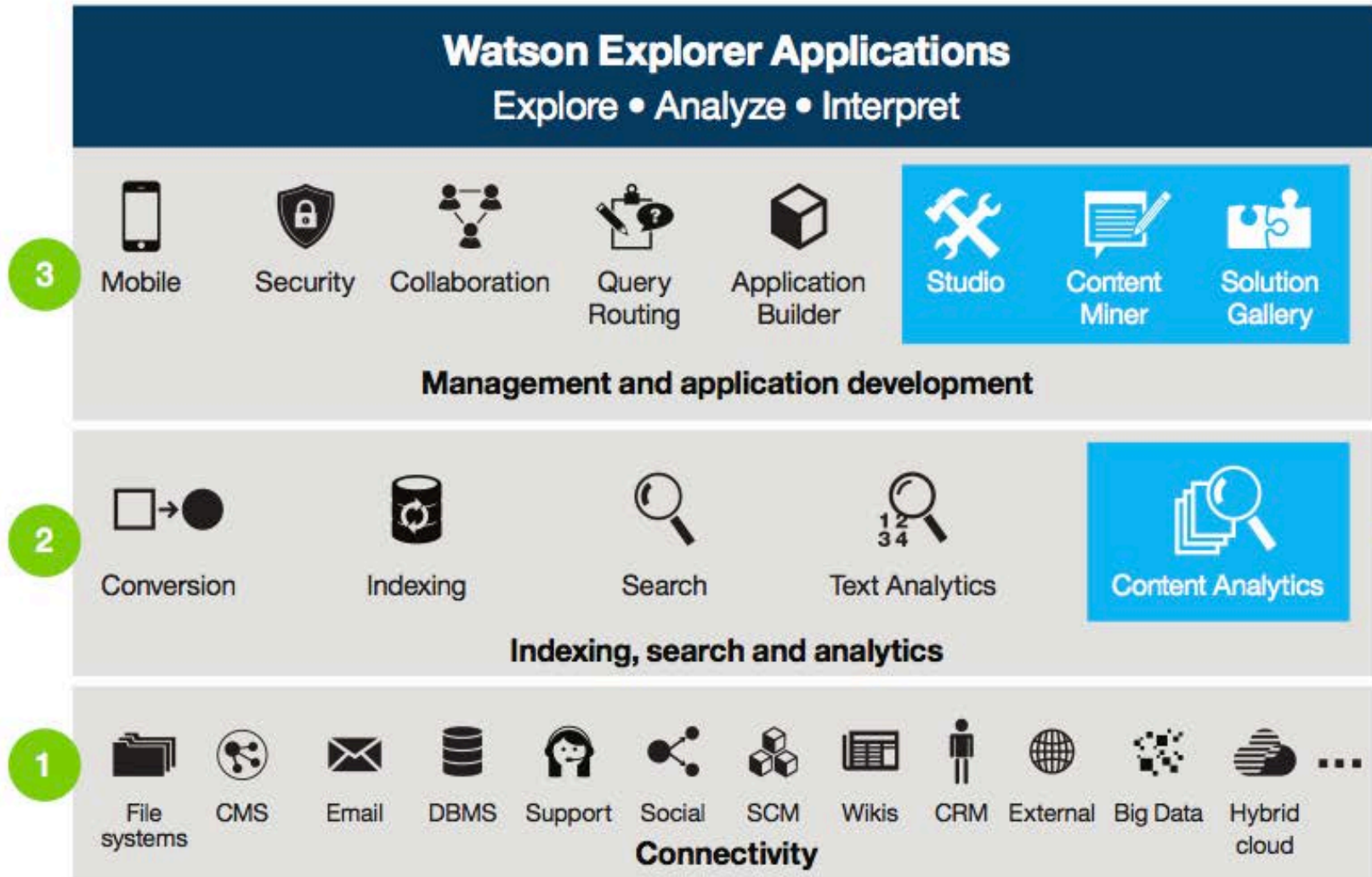
Create unified information apps delivering data, analytics and cognitive services to front-line users



Go cognitive!

Watson Explorer – the fastest, most direct way to deliver cognitive capabilities to your users

WATSON EXPLORER + WATSON DEVELOPER CLOUD



Watson Developer Cloud Cognitive and information analysis services

- Relationship Extraction
- Concept Extraction
- Personality Insights
- Language Identification
- Machine Translation
- Message Resonance
- Concept Insights
- AlchemyLanguage
- AlchemyVision
- ...more

IBM Watson Virtual Agent is the premier Cognitive Customer Engagement Platform

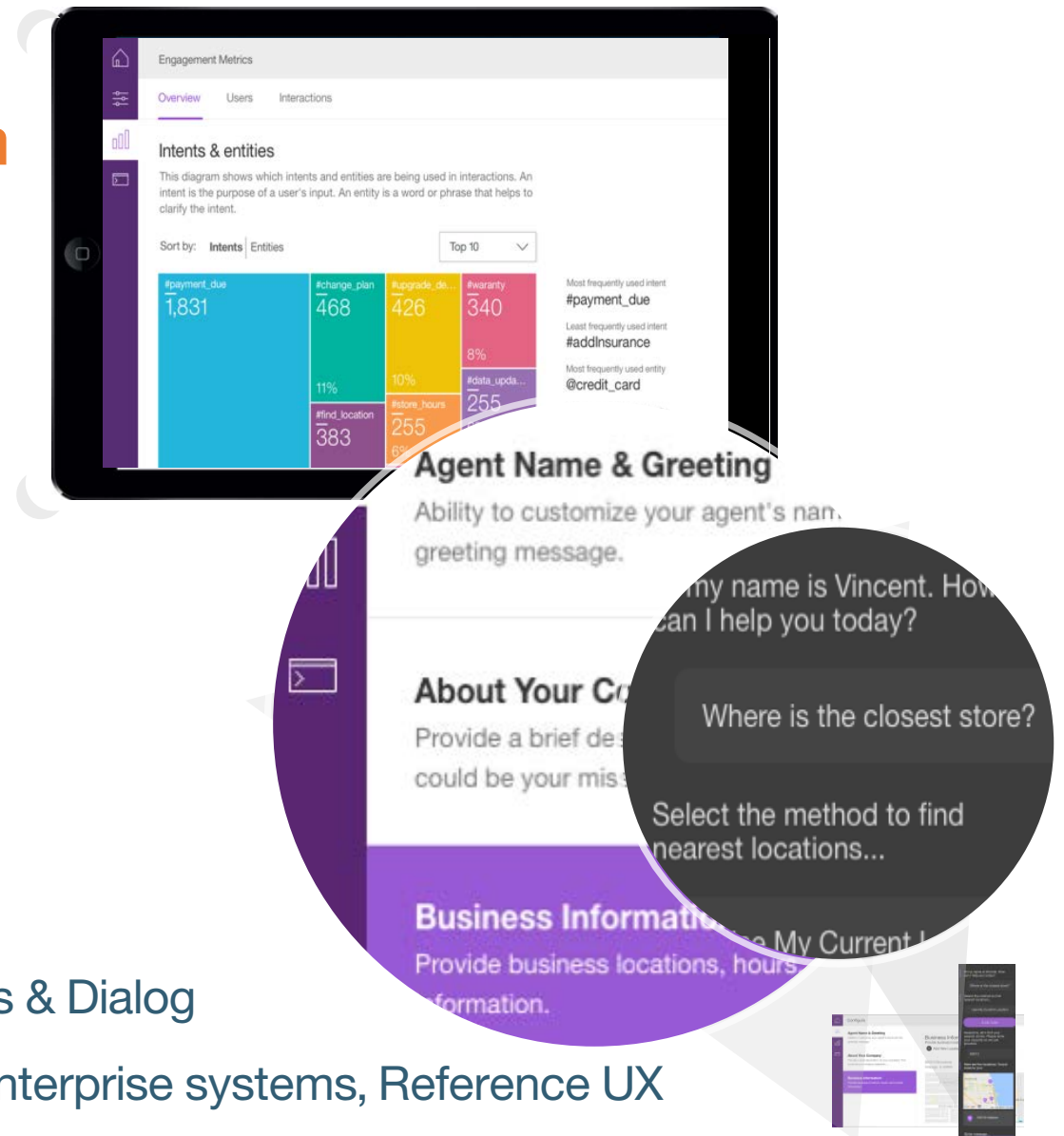
Offering Capabilities:

Content

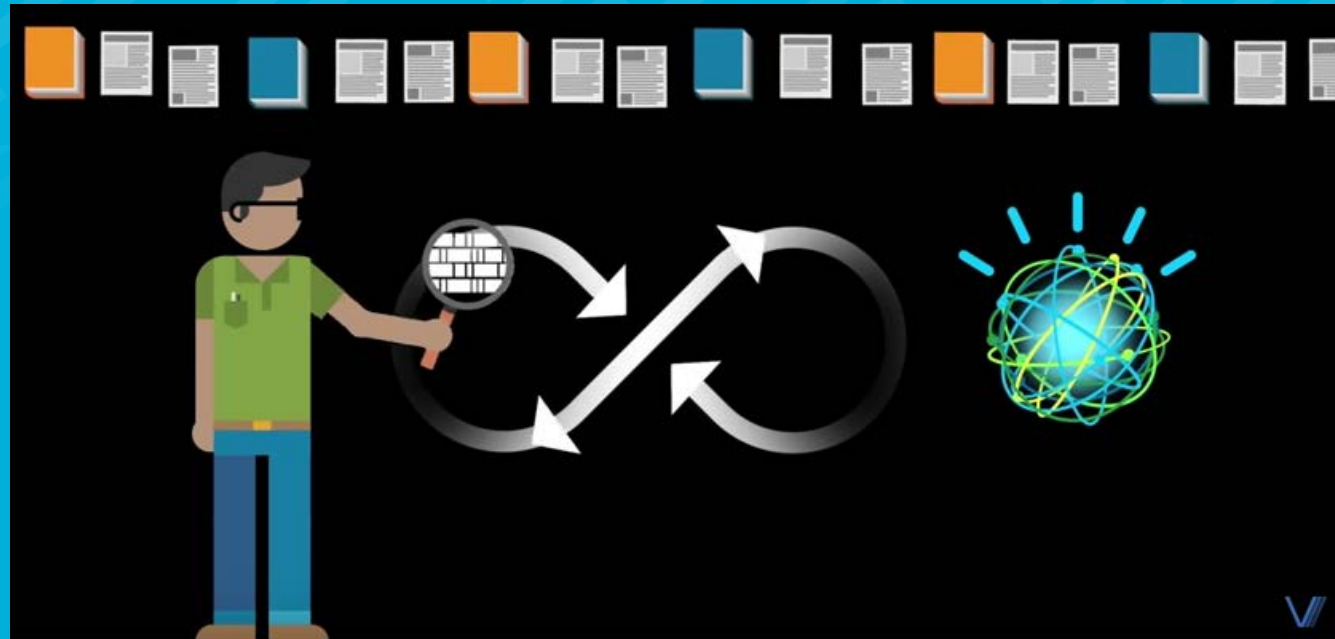
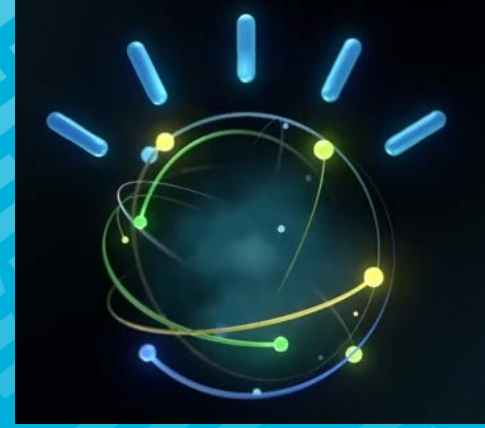
- Pre-Trained Natural Language Understanding for Customer Self-Service
- Simple, Complete Dialog flows
- Complex, Stubbed Dialog flows

Tooling

- Engagement Metrics Dashboard
- Usage & Activity Trends
- Transaction Success Rate
- Bot Configurator
- Add, Tailor Intents & Dialog
- Integration with enterprise systems, Reference UX



Entwicklungsplattform und IoT Services



Speech to Text

Der Speech to Text-Service konvertiert die menschliche Stimme in Schrift. Er kann überall dort eingesetzt werden, wo es erforderlich ist, eine Verbindung zwischen dem gesprochenen Wort und der Schrift herzustellen, z. B. bei der Sprachsteuerung eingebetteter Systeme, bei der Transkription von Besprechungen und Telefonkonferenzen und beim Diktieren von E-Mails und Memos. Dieser benutzerfreundliche Service nutzt Maschinenintelligenz, um Informationen zur Grammatik und Sprachstruktur mit Informationen zur Zusammensetzung des Tonsignals zu kombinieren und so eine präzise Transkription zu generieren.

Features

- **Verfügbare Sprachen**

Englisch (US), Englisch (UK), Japanisch, Arabisch (MSA, nur Breitbandmodell), Mandarin, Portugiesisch (Brasilien), Spanisch, Französisch (nur Breitbandmodell)

- **Telefonmodelle (Schmalband)**

Eine zusätzliche Gebühr von \$ 0,02 USD pro Minute wird bei der Verwendung mit dem Standardplan erhoben.

- **Schlüsselwörterkennung (BETA)**

Optionale Funktion für die Suche nach einem oder mehreren Schlüsselwörtern im Audiodatenstrom. Die zurückgegebenen Metadaten umfassen die Startzeit, die Endzeit und den Konfidenzwert für die einzelnen Vorkommen des gefundenen Schlüsselworts. Die Schlüsselwörterkennung ist gegenwärtig ohne zusätzliche Gebühr verfügbar.

- **Metadaten**

Sie erhalten ein Metadatenobjekt in der JSON-Antwort, das den Konfidenzwert (pro Wort), die Start-/Endzeit (pro Wort) und alternative Hypothesen / N-Best (pro Wortfolge) enthält. Eine neue Option für die Rückgabe von Wortalternativen für einzelne (sequenzielle) Zeitintervalle ist nun verfügbar.

- **Mobile-SDKs (BETA)**

Mobile-SDKs sind nun verfügbar, um die native Interaktion auf iOS- und Android-Geräten zu ermöglichen.

- **SoftBank**

Eine lokalisierte Version dieses Watson-Service ist in Japan verfügbar. Details können Sie über den folgenden Link aufrufen: <http://www.softbank.jp/biz/watson>.

Text to Speech

Der Text to Speech-Service verarbeitet Text und natürliche Sprache und generiert eine synthetisch erstellte Audioausgabe einschließlich des entsprechenden Sprachrhythmus und der entsprechenden Betonung.

Features

- **Englisch (US)**
2 Frauenstimmen, 1 Männerstimme (Watson-Stimme aus Jeopardy)
- **Französisch**
1 Frauenstimme
- **Italienisch**
1 Frauenstimme
- **Spanisch (Nordamerika)**
1 Frauenstimme
- **Japanisch**
1 Frauenstimme
- **TTS-Anpassungs-API (BETA)**
Mit diesem Service können Kunden angepasste Wörterverzeichnisse erstellen, die benutzerdefinierte Aussprachevarianten für bis zu 20.000 Wörter enthalten. Die Anpassung ist gegenwärtig ohne zusätzliche Gebühr verfügbar.
- **Englisch (UK)**
1 Frauenstimme
- **Deutsch**
1 Frauenstimme, 1 Männerstimme
- **Spanisch (Kastilisch)**
1 Frauenstimme, 1 Männerstimme
- **Portugiesisch (Brasilien)**
1 Frauenstimme
- **Mobile-SDKs (BETA)**
Mobile-SDKs sind nun verfügbar, um die native Interaktion auf iOS- und Android-Geräten zu ermöglichen.
- **SoftBank**
Eine lokalisierte Version dieses Watson-Service ist in Japan verfügbar. Details können Sie über den folgenden Link aufrufen: <http://www.softbank.jp/biz/watson>.

Conversation Service

Watson Conversation allows you to quickly build, test and deploy a bot or virtual agent across mobile devices, messaging platforms like Slack or even on a physical robot. Conversation has a visual dialog builder to help you create natural conversations between your apps and users, without any coding experience required.

The screenshot displays the Watson Conversation interface, divided into two main sections: a visual dialog builder and a list of intents.

Visual Dialog Builder (Top): The title is "Booking conversation bot". It shows a flow starting with "Conversation starts" leading to an intent node "#locate_amenity" with the prompt "Which amenity do you need?". This node leads to an entity node "@pool". From "@pool", the flow goes to another intent node "@reception" with the prompt "reception (create new entity)" and "Watson says". Below this, there is an "Anything else" node with a note: "This 'Anything else' node enables you to provide a fallback answer when Watson doesn't understand the user's intent."

Intents List (Bottom Left): The title is "Car Dashboard Sample". It contains a table of intents:

Intent ID	Intent Name	Example Utterance
6	#book_room	I need a room for this weekend
9	#no	Absolutely not
10	#yes	absolutely
5	#locate_amenity	Does this hotel have a bar?

Dialog Tutorial (Bottom Right): A text box explains: "A dialog uses the intent and entity that have been identified, plus context from the APP, to interact with the user and ultimately provide a response. The response might be the answer to a question such as 'Where is the pool?' or the execution of a command, such as turning on the radio. The intent and entity might be enough information to identify the correct response, or the dialog might ask the user for more input that is needed to respond correctly." Below this is a "View dialog tutorial" button.

Test Interface (Bottom Right): A chat window showing a conversation:

- User: "We've only got one room left - would you like it?"
- Bot: "nah"
- User: "#no"
- Bot: "Fair enough"
- User: "Where's the bar?"
- Bot: "#locate_amenity" (intent) and "@amenities:bar" (entity)
- Bot: "The bar is located down the corridor to your right"

At the bottom of the test interface is a text input field: "Enter something to test your service".

Visual Recognition

Erkennen Sie die Aussage visueller Inhalte! Analysieren Sie Bilder auf Szenen, Objekte, Gesichter und andere Inhalte. Verwenden Sie ein bereitgestelltes Standardmodell oder erstellen Sie ein eigenes Klassifikationsmerkmal. Suchen Sie ähnliche Bilder in einer Sammlung. Entwickeln Sie intelligente Anwendungen, die den Inhalt von Bildern oder Videoaufnahmen analysieren, um die dargestellten Szenen zu verstehen.

Features

- **Allgemeine Klassifikation**

Generieren Sie Klassenschlüsselwörter, die das Bild beschreiben. Verwenden Sie eigene Bilder oder extrahieren Sie Bild-URLs zur Analyse aus öffentlichen Webseiten.

- **Visuelles Training**

Erstellen Sie benutzerdefinierte, eindeutige visuelle Klassifikationsmerkmale. Verwenden Sie den Service, um benutzerdefinierte visuelle Konzepte zu erkennen, die über die allgemeine Klassifikation nicht verfügbar sind.

- **Gesichtserkennung**

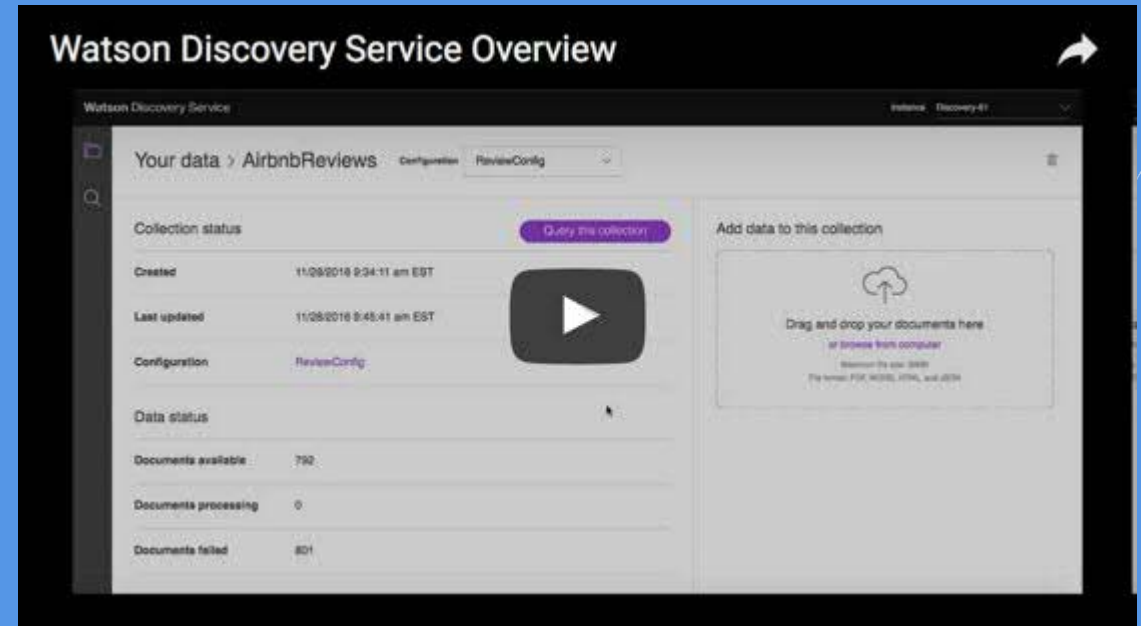
Erkennen Sie Gesichter von Menschen im Bild. Dieser Service stellt außerdem eine allgemeine Angabe zum Altersbereich und zum Geschlecht von Gesichtern bereit.

- **Suche nach ähnlichen Bildern (BETA)**

Laden Sie Bildsammlungen hoch und durchsuchen diese nach visuell ähnlichen Bildern.

Discovery

Sie können eine Engine für die kognitive Suche und Inhaltsanalyse zu Anwendungen hinzufügen, um Muster, Trends und umsetzbare Analyseergebnisse zu identifizieren, die eine optimierte Entscheidungsfindung ermöglichen. Vereinheitlichen Sie auf sichere Weise strukturierte und unstrukturierte Daten mit vorab aufbereiteten Inhalten und verwenden Sie eine vereinfachte Abfragesprache, um so das manuelle Filtern der Ergebnisse zu eliminieren.



Natural Language Understanding

Mit Natural Language Understanding können Textanalysen durchgeführt werden, um Metadaten wie z. B. Konzepte, Entitäten, Schlüsselwörter, Kategorien, Stimmungen, Emotionen, Beziehungen und semantische Rollen aus Inhalten zu extrahieren. Mithilfe von benutzerdefinierten Annotationsmodellen, die in Watson Knowledge Studio entwickelt wurden, können branchen- und domänenspezifische Entitäten und Beziehungen in unstrukturiertem Text identifiziert werden.

Features

- Konzepte
- Schlüsselwörter
- Stimmungen
- Beziehungen
- Entitäten
- Kategorien
- Emotionen
- und Vieles mehr...

Personality Insights

Watson Personality Insights: Personality Insights leitet Einblicke aus transaktionsorientierten Daten und Social-Media-Daten ab, um psychologische Charaktermerkmale zu identifizieren, die Kaufentscheidungen, Absichten und Verhaltensmuster bestimmen. Für Konversionsraten verwendet.

ROZTAYGER

SHOP ▾NEW ARRIVALS ▾GIFTS ▾DESIGNERS ▾LOOKBOOKS ▾SALE ▾BLOG ▾

IBM WATSON
Designer Match

?

?

Designer Match (experimental)

Our unique new system suggests the labels that best fit your personal style, based upon an analysis of your personality.

Near-magical and powered by IBM's highly advanced Watson technology: give it a try and you may learn something about yourself too!

Tell us a few things about you:

☐ I am a man

☐ I am a woman

☐ Read my Facebook feed -- temporarily unavailable due to Facebook API changes


☒ Read my Twitter handle:

☐ I'll enter a short bio of myself (200 words minimum)

Clear

Find my match

Who is Watson?



Watson is a cutting-edge computer system, invented by IBM, that's capable of analyzing our natural language.

Watson made world news in when in 2011 it won the Jeopardy! Challenge by beating the best humans that had ever played the game. It opened up a new era in computing, where computers will be able to understand human language and perform complex reasoning.

With Designer Match, Roztayger is testing Watson technology to map personalities to the designers that suit them, based upon analysis of their social media profiles.

Tone Analyzer

In der täglichen Kommunikation lassen sich Unterschiede im Tonfall, wie z. B. Freude, Traurigkeit, Ärger und Freundlichkeit erkennen. Der jeweilige Tonfall kann die Effektivität der Kommunikation im jeweiligen Kontext beeinflussen. Tone Analyzer nutzt die kognitive linguistische Analyse, um eine Vielzahl von Varianten im Tonfall sowohl auf Satz- als auch auf Dokumentebene zu identifizieren. Mithilfe der so gewonnenen Informationen kann die Kommunikation verfeinert und verbessert werden. Es werden drei Arten des Tonfalls im Text erkannt: Emotionen (Ärger, Ekel, Furcht, Freude und Traurigkeit), soziale Eigenschaften (Offenheit, Gewissenhaftigkeit, Extrovertiertheit, Freundlichkeit und emotionale Bandbreite) und Sprachstile (analytisch, zuversichtlich und zögernd).

Output

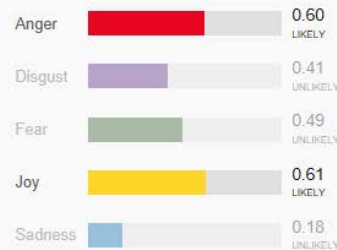
The Tone Analyzer Service analyzes text at the document level and the sentence level. Use the document level analysis to get a sense of the overall tone of the document, and use the sentence level analysis to identify specific areas of your content where tones are the strongest.

To understand how to interpret your tone score, see [Understand your Tone Score](#).

Document-level

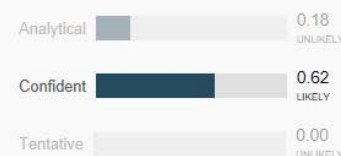
Emotion

< .5 = not likely present
> .5 = likely present
> .75 = very likely present



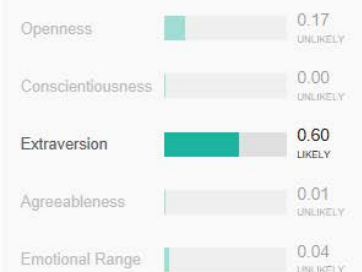
Language Style

< .5 = not likely present
> .5 = likely present
> .75 = very likely present



Social Tendencies

< .5 = not likely present
> .5 = likely present
> .75 = very likely present

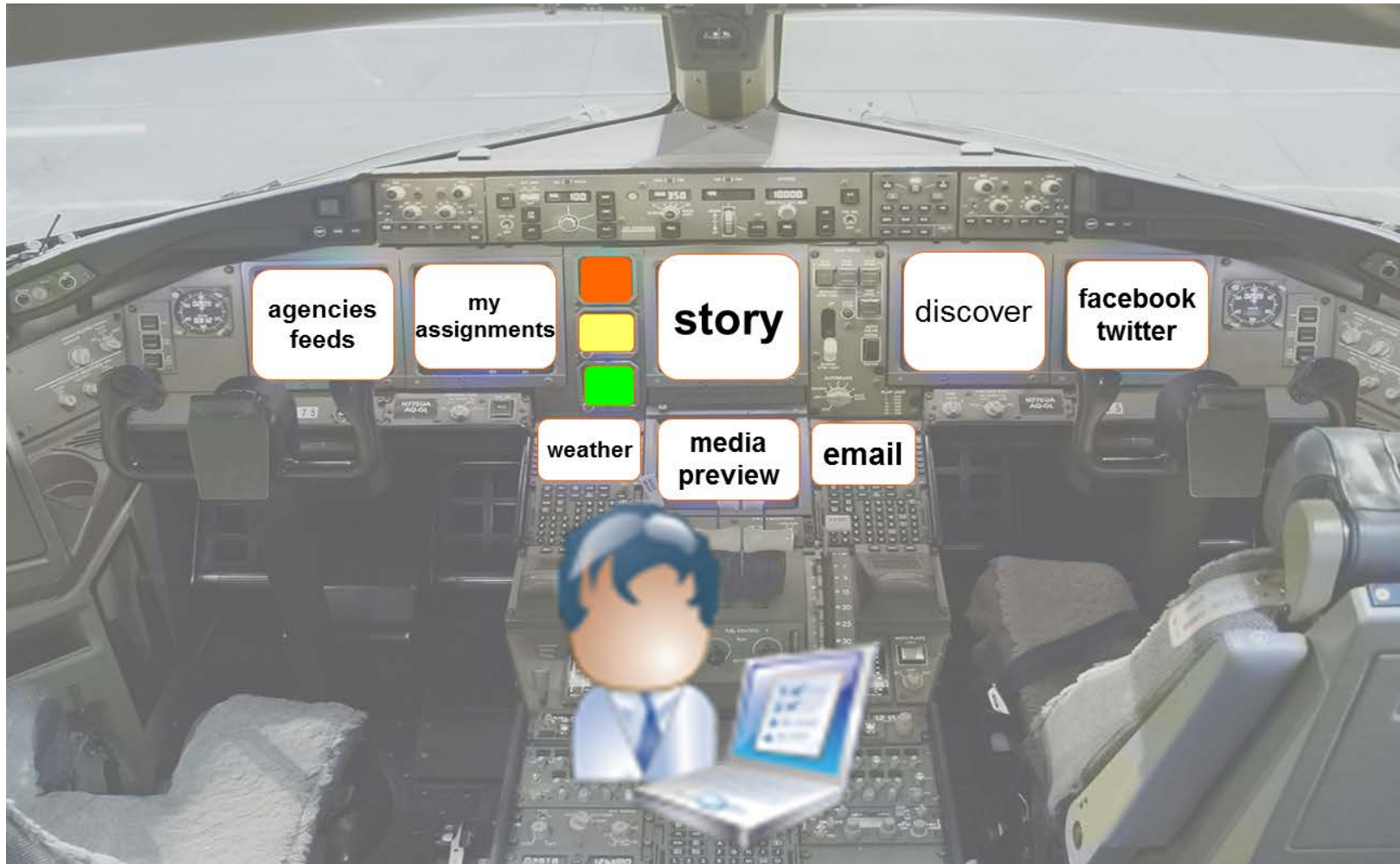


◀ ▶ [View JSON](#)

Technology meets Journalism



The Journalist Cockpit



It is the cockpit of the journalist with all necessary and relevant information and controls organized in a way to meet his business needs and his personal preferences

Close Details

Document Library

1. [Barack Obama, Michelle Obama, Miles Austin, Emmanuel Eboué, Frankfurter Allgemeine Zeitung](#)
2. [Garrison Kellor, 2011 Arkansas Razorbacks football team](#)
3. [New York Giants, Tony Stewart](#)
4. [Big Ten Championship Game, Cutler, Eric Roberts, Jay Cutler, Louboutins](#)
5. [Joe Flacco, Kegele](#)
6. [Bernie Mac, Brett Butler, Burt Reynolds, Natalie Wood, Spinal Tap, Polio-melville](#)
7. [Justin Bieber, American Music Award, Taylor Swift](#)
8. [Green bean casserole](#)
9. [Sir, United States Congress Joint Select Committee on Deficit Reduction, Yahoo!](#)
10. [Jill Biden](#)

[less](#) | [more](#) [all hot trends](#)

Google Custom Search

[Terms of Use/Service](#)

Gadgets powered by Google

Sametime Kontakte

Datel	Bearbeiten	Ansicht	Extras
Verfügar	30339 Hannover, D		

Namen zum Suchen eingeben

Redaktion (1/1)

- Mark Trimbom

Autoren (3/18)

- Simon Lang
- Kai Rottmann
- Marlene Back

Multi-Search

Web

Gadgets powered by Google

Output Script

Type: Neutral
Sched. Date: 2011/03/08 10:41
Sched. Duration: -
Show: -
Status: -

Title: What's Up @ CeBIT

Noch ein Test diesmal showcase Test

add some text

Neuer Text für einen neuen Update für WDR Meeting

Media List

Viewing Insights Profile Social-Media Vision Personality Insights Shared Audience Actor-Clusters Productive Insights

Search My Content Feed Content Recent

Audience Clusters

347,677

Viewership by Genre

Popular Shows

Viewership by Device Type

Discovery Tool

NEWS EXPLORER

recent news about:

related to:

Details: 208 articles loaded

News Network

Locations:

Topics: People Companies Orgs

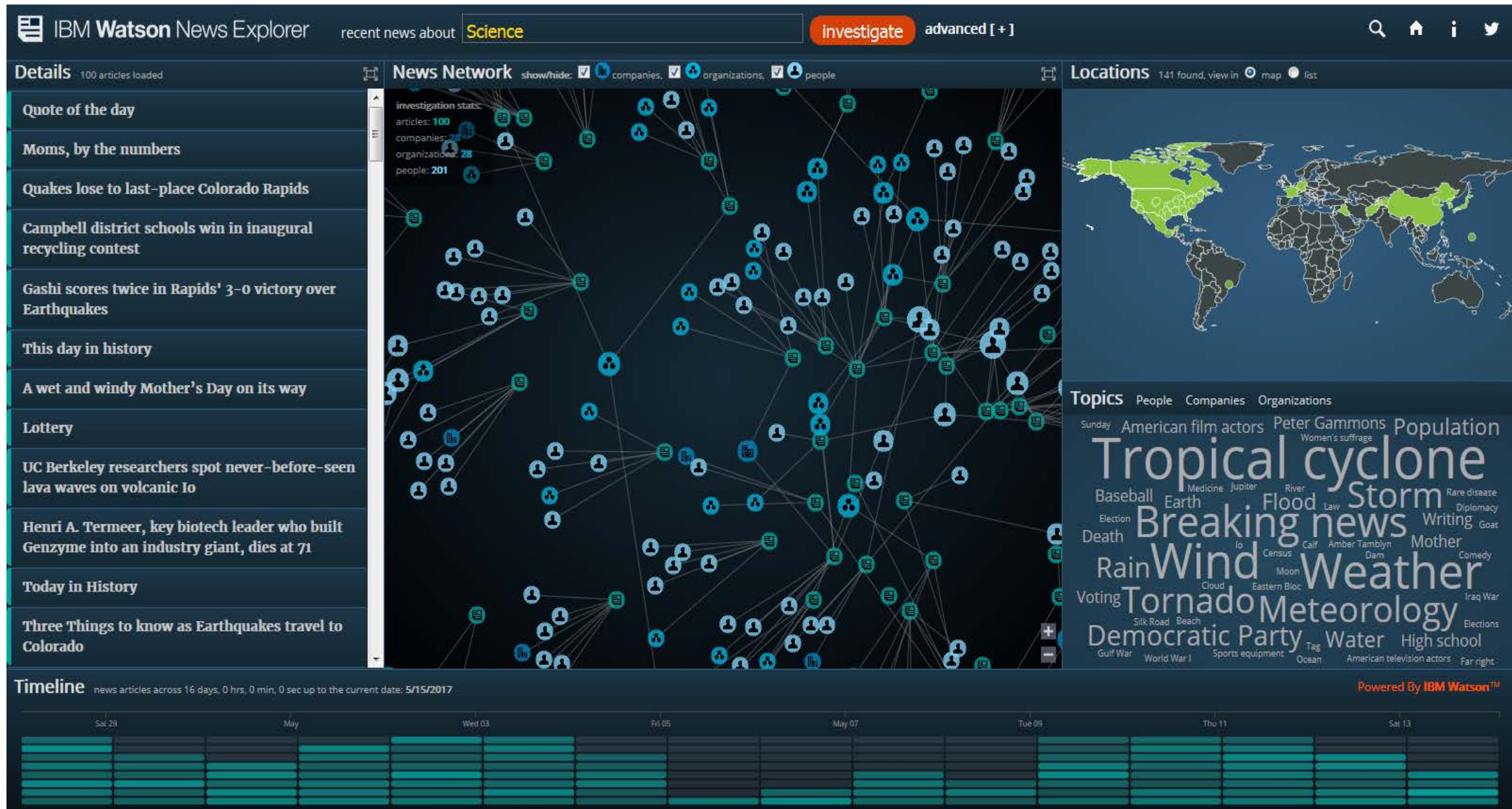
Timeline:

Opts:

Results & Preview

Documents

- ☐ [January 25th Revolution Update Thread for 2011-01-30 | Philip Brennan](#)
- ☐ [WRH News stories for Monday, January 31, 2011 Part 1](#)
- ☐ [WRH News stories for Saturday, January 29, 2011 Part 2](#)
- ☐ [WRH News stories for Wednesday, January 19, 2011 Part 1](#)
- ☐ [WRH News stories for Friday, January 28, 2011 Part 2](#)
- ☐ [WRH News stories for Tuesday, February 1, 2011 Part 1](#)
- ☐ [WRH News stories for Wednesday, February 2, 2011 Part 1](#)
- ☐ [WRH News stories for Friday, February 4, 2011 Part 1](#)
- ☐ [January 25th Revolution Update Thread for 2011-01-30 | Philip Brennan](#)
- ☐ [Twitter Tweets about Twitter as of February 2, 2011](#)



New Tab

zdf.de/fake-news-checker/

Apps For quick access, place your bookmarks here on the bookmarks bar. Import bookmarks now...

Fake News Checker – Virality check

Put in your URLGo

Put in your statementGo

Discover

Object

Analyzed article:

Folgen

Ich führe das gern noch näher aus: Seit Jahren ist in Deutschland die Zahl offener Stellen mehr als doppelt so hoch wie Arbeitslosenzahl.

ttp://bit.ly/2mBPLSk

RETWEET

GEFÄLLT

1,1 Tsd.

3,4 Tsd.

10:26 - 16. Feb. 2017

61

1,1 Tsd.

3,4 Tsd.

Real

Fake

Check claim

Analysis

Overall Credibility Score

100

40

Overall Credibility Score encompasses machine learning analytics as well as rule based methods. You can dive into results below

✓ Author check

✓ Source check

⊞ Virality check

✗ Referenced Source 1 check

✗ Overall text check

⊞ Picture check

⊞ Video check

Oovvuu and IBM Watson *for publishers*

\$105 billion
IBM's estimate of
the global video market



Oovvuu uses Watson to read your articles, and match them with videos from leading broadcasters. We do this because premium video makes article pages 13x more valuable.

A story breaks. It's about Mars. Oovvuu finds and embeds a relevant BBC video, generating pre- and mid-roll advertisements.

Multiplied across hundreds of articles and the rolling news cycle, your revenue quickly

...



...

Oovvuu supplies thousands of shows from broadcasters including the BBC, Al Jazeera and more



Watson IoT Center



<https://www.youtube.com/watch?v=tCKxL6rliO0>



Watson IoT™

Industry Lab

Who we are

The Industry Lab at the IBM Watson IoT Center is a **collaborative team** of **industry-specific** and technical solution **experts** that are solving the challenges of businesses today in an increasingly user-driven economy.

How we work

The Industry Lab brings a diverse set of skills, assets, and partners to **ideate and prototype solutions** enabled by cognitive computing and the ecosystem of the Internet of Things, allowing businesses to adapt for tomorrow's world and grow by introducing **'first to market'** products and services.



The Industry Lab: Demos and Stories

Cognitive Environmental Compliance	Self-Learning Robotics Kuka
Cognitive Visual Inspection (CoVis)	TUM fortiss Flexible Manufacturing
Cognitive Industrial Robotics Foxconn & Bragi	Cognitive Plant Advisor Holcim
3D Printing Spares Optimization	Cognitive Maintenance Predictive Maintenance
Cognitive Factory Repair Experience with Watson John Deere	Cognitive Quality Management



Edge Analytics Harting Mica	Edge Analytics Cisco
Cognitive Drones Damage Detection	Worker Safety



Use The Force
Move a BB-8 Droid with
your Mind

Cognitive Elderly Care
Knowledge Reactor
with Nokia Wiithings

Watson Smart TV & Smart Screen Managed Services
ICW & TP Vision

Panasonic Smart Home
Creating Smarter, Safer
Homes

**Cognitive Acoustic
Analytics**

**Cognitive Dementia
Care**
Nao Robot

**Vaillant eHome &
EEBUS Innovation
Center**

Cognitive TV
TP Vision

**The Weather
Company**

Jochen's Home

**Insights for a Connected
World (ICW)**

Connected Person
Under Armour

Cognitive Cooking
Chef Watson

**Predictive Quality &
Warranty**
Whirlpool

Connected Prosthesis

Cognitive Agriculture
Planter Box

**Smart
Home**

**Cognitive
Life**

Automotive

**Neutral Server /
Trustee 4 C-ITS**

**Cognitive Personal
Assistant**

**Efficient Rental Car
Swap**

**All Time Parts
Prediction**

Car Simulator
Vehicle Security

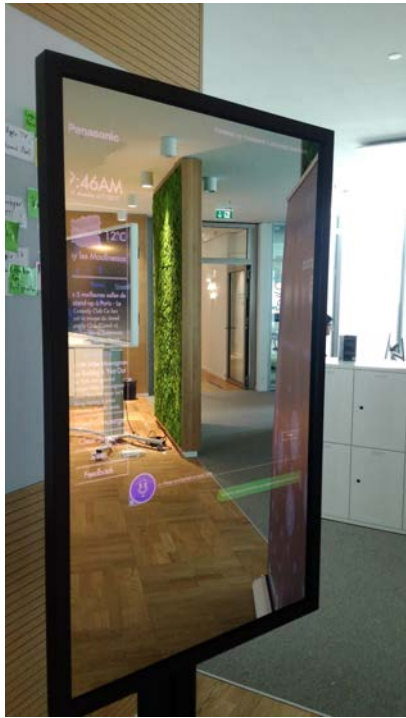
**Connected Car
Services**

eCall Crash Detection
Yellow Racer Car

**Video Data
Management 4 ADAS**

**Continuous
Engineering 4 IoT**

Watson IoT



Was uns interessieren würde:

1. Welche der Technologien – VR, AR, AI - wird wohl den größten Einfluß auf den Journalismus haben?
2. Wann und wo werden welche Nachrichten künftig wohl konsumiert werden?
3. Wie werden Nachrichten in Zukunft wohl finanziert werden – wird es ein ähnliches Modell wie bei VoD (S-, T-, A-)?
4. Welchen Einfluss haben Globalisierungsthematiken bei der Erstellung und der Verteilung von Nachrichten?

