

## **Artificial intelligence in our everyday life**

We all deal with artificial intelligence on a daily basis and have been for a number of years. All language assistants such as Alexa or Siri are based on AI and enable us to control elements in our household, to ask questions and to receive immediate answers.

Through machine learning, they save certain patterns and give more and more precise answers or execute commands in a more targeted manner.

Music streaming services are based on artificial intelligence algorithms: This is how song suggestions on Spotify & Co are created by recognizing taste in music.

Social media evaluate clicks, habits and contacts to identify what the user needs to see now in order to stay in the app or on the website.

Language translators like Google Translate translate in seconds, but also learn idioms or specific expressions for the next search query.

Every navigation system is based on an AI: Real-time information, traffic jams, construction sites and much more are displayed, and detours and alternative routes are suggested.

And assisted driving such as distance control and emergency braking assistants are the precursor to an autonomous vehicle of the future.