Research Summary

Title: AI and ML in mobile applications

Recently, artificial intelligence and machine learning have had a huge impact on human interaction with machines and devices. When we think of smart apps or artificial intelligence today, we probably think of Siri, Cortana, or Google Assistant. Thousands of people work on such services, and there is a lot of talk and a lot of research about this. The author of the article "AI and ML: Developing the Next Level of Smart Mobile Apps" wrote about this.

Sergio Pratt suggests that the integration of AI and ML in new smartphones will be much greater than even now, and further the share of AI and ML algorithms will only increase. And according to Mr. Pratt, this will happen at an incredible speed. By looking at the impressive growth of AI and ML, it can be said that businesses which focused on influencers and advertisements, which are making the use of micro-targeting for expanding their customer reach, are already know some more about AI and ML opportunities. Retail giants like Amazon and eBay have already proved the success potential of AI mobile apps. With new advancements in technology and shifting consumer demands, AI mobile app development is the new digital frontier for enterprises. The major tech companies are integrating these AI algorithms into various products to strategically secure users further into their brand ecosystems. This helps businesses deeply engage users, providing more incentive to use their services, such as Amazon's Prime delivery service that pairs well when using the Echo. As we see more AI and ML-driven apps, businesses can leverage the data apps are collecting via point-of-sale machines, online traffic, mobile devices, and more to strategically improving the user experience.

On the base of explore of these companies' experience the author of the paper appear the question: "How Artificial Intelligence and Machine Learning transforming Mobile App Technology?" So, they distinguished some points:

- Empowering Search Engines is a search using images and voice.
- Artificial Intelligence Combined with the Internet of Things (IoT) is opportunity to device communicate and machines to learn to function on their own.
- Smartphone Camera is getting smarter in Subject Detection.
- Translating Languages in Real-Time. After integrating the AI and ML, your smartphone will become capable of translating different languages in real-time without any need for an internet connection.
- Face Unlock. This opportunity helps to identify the face of the user to secure unlock.
- Creating App Marketing. AI-based smartphones and apps help in analyzing and researching the market, and also making better marketing decisions for increasing their user engagements and sales.

With that advent of intelligent systems, the threat of vulnerable security attacks has also increased. While researching on various ML models researchers have found out several security threats against these learning algorithms. Most of the researchers agree that the most problems are confidentiality, availability and integrity.

In conclusion the author notices that most of the smartphone companies are integrating AI in smartphones more, which means that more users get all the benefits of AI and ML, and the businesses are taking advantage of this for increasing their business and Return on Investment.