



Microsoft Summit

5 y 6 de octubre, 2016

#TechSum



(DIY) Crea tu notwificador zen

Isabel Cabezas @isabelcabezasm
Juliet Moreiro @julietsvq

#TechSum



@isabelcabezasm

@julietsvq

Isa y Juliet

- Trabajamos en **Microsoft**
- Isa es **Tech. Evangelist** y Juliet **Support Engineer**
- Isa es de **Granada** y Juliet de **Sevilla**
- A Isa le gusta leer a **Kafka** y a Juliet ver pelis de **Lars Von Trier**
- Isa colecciona **aire** de los sitios que visita y Juliet hace **puenting invertido**.

#TechSum

A blue-toned photograph of a city skyline at night. The scene is dominated by several skyscrapers, their windows glowing with light. In the foreground, a multi-lane highway or bridge is visible, with streaks of light from moving vehicles creating a sense of motion. Streetlights and other city lights are scattered throughout the scene, adding to the overall glow.

Personal branding & Corporate branding

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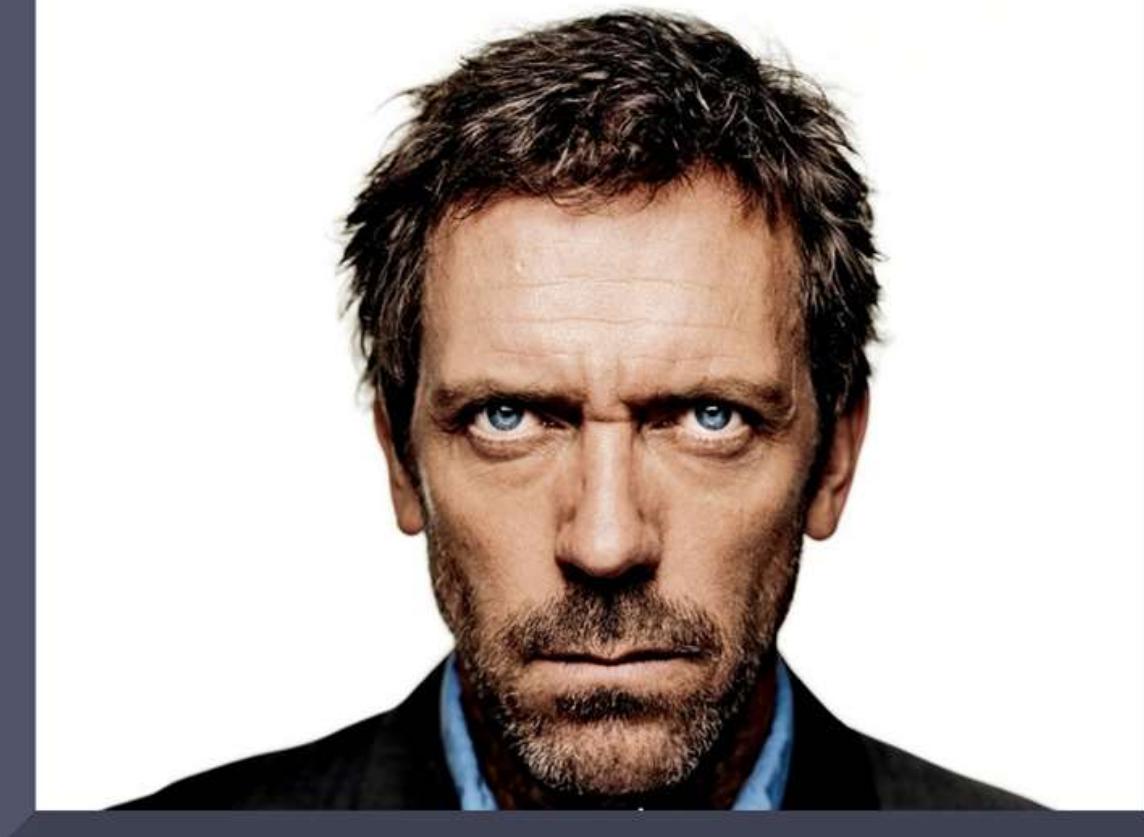


@julietsvq

@isabelcabezasm

Don't
feed
the
troll

**SI NADIE TE DETESTA...
ALGO ESTÁS HACIENDO MAL**



@julietsvq

@isabelcabezasm



@julietsvq

@isabelcabezas

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#TechSum

@julietsvq

alcance

Trolls

@isabelcabezasm

#notwificador

KPI

engagement CPM CPA

ROI

klout

CPC

SEO

@msdev_es

influencers

SEM

Hastag

TL

TT

#FF

target

audiencia

impacto

followers

#TechSum



Twitter (y su API)

#TechSum

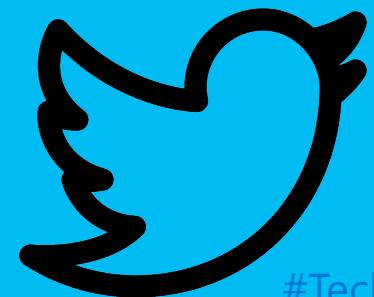
Rest API

VS

Streaming API

- Realizar una búsqueda puntual, leer información de un perfil, o enviar un tweet
- Límite de 180 por cada 15 minutos (búsqueda)
- <https://api.twitter.com/1.1/search/tweets.json?q=TechSummit>

- Monitorizar en tiempo real
- POST statuses / filter
<https://stream.twitter.com/1.1/statuses/filter.json?track=TechSummit>



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¿Hablan de ti?

¿Qué dicen?

¿Bueno o malo?



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Vision

- Computer Vision
- Emotion
- Face
- Video



Speech

- Bing Speech
- Custom Recognition
- Speaker Recognition



Knowledge

- Academic
- Entity Linking
- Knowledge Exploration
- Recommendations



Search

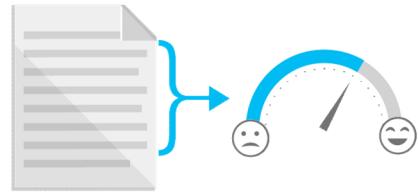
- Bing Autosuggest
- Bing Image Search
- Bing News Search
- Bing Video Search
- Bing Web Search



Language

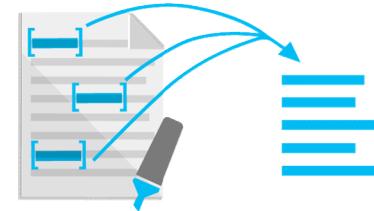
- Bing Spell Check
- Language Understanding
- Linguistic Analysis
- **Text Analytics**
- WebLM

Sentiment analysis



Inglés, Español, Francés, Portugués
Valores entre **0** y **1**

Key phrase extraction



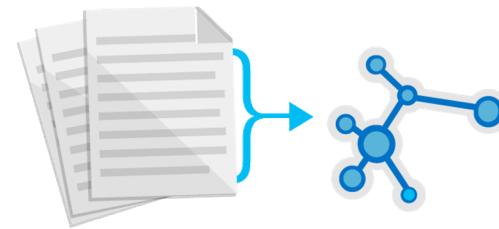
Inglés, Alemán, Español, Japonés

Language detection

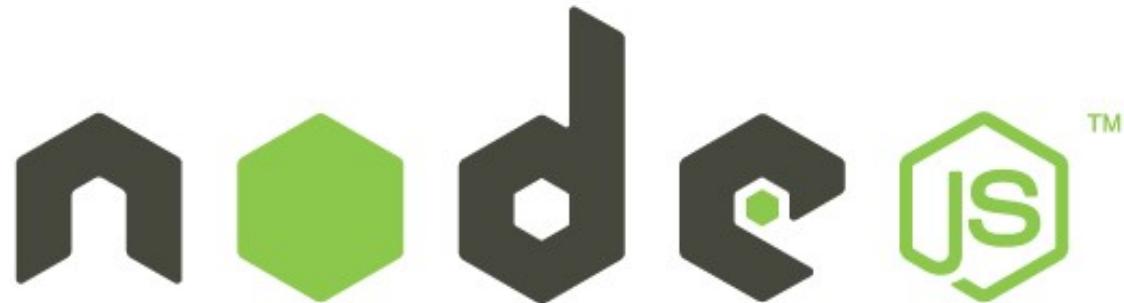


120 idiomas
Idioma y valor entre **0** y **1**

Topic detection



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Node.js Tools for Visual Studio

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dr_alarcon @mxrush76 Twitter Timeline Update System Down! #TwitterFAIL http://bit.ly/3xRQCZ DM y @Message si funcionan
half a minute ago from web

JOHN_AF @wicklesscents yes it does. #TwitterFAIL!
less than a minute ago from TweetDeck

XianHawk @wicklesscents Hey Kim, Still #TwitterFAIL?!
1 minute ago from dsbr

Philonoist Yes #TwitterFAIL RT @LGGrant Ummmm...is something wrong w/ @twitter ???
2 minutes ago from Power Twitter

Oui66 @Patti ต้อง reply or rt แล้วมีผลแล้ว? #TwitterFAIL
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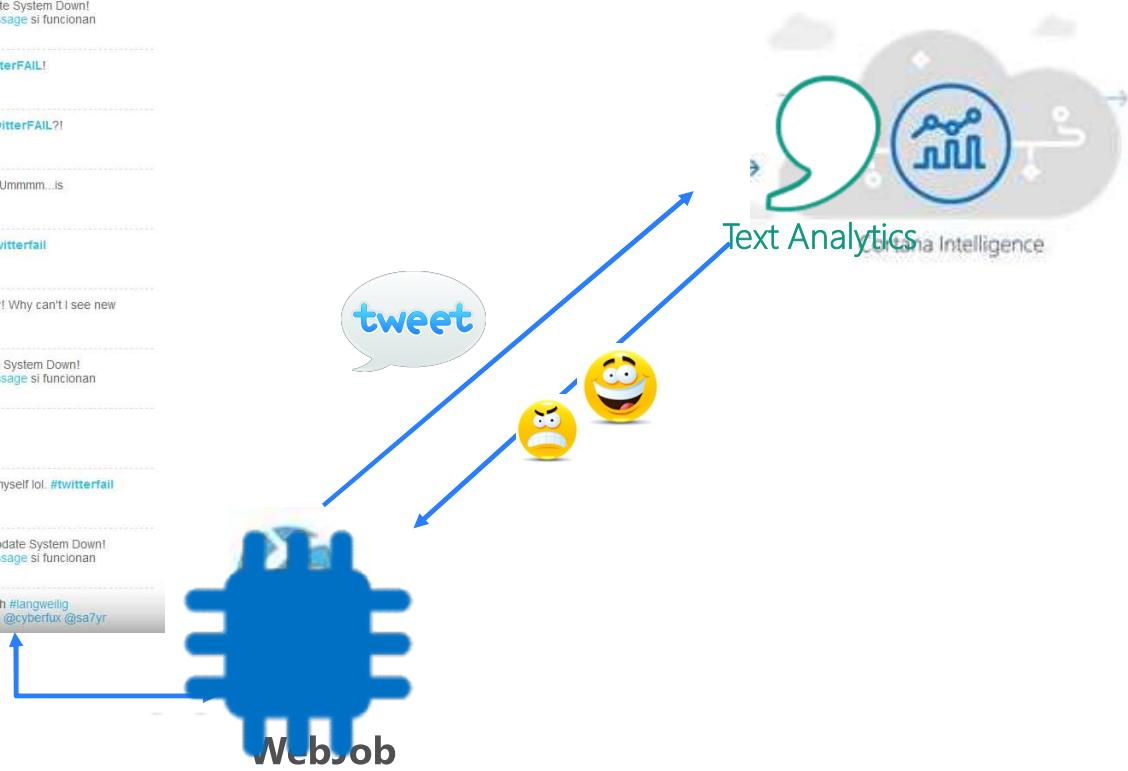
dr_alarcon @MIVega Twitter Timeline Update System Down! #TwitterFAIL http://bit.ly/3xRQCZ DM y @Message si funcionan
2 minutes ago from web

KelsyC #TwitterFAIL
2 minutes ago from web

daisypops Bye now. Getting bored talking to myself lol. #TwitterFAIL
3 minutes ago from web

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pinguinmaedchen dem kleinen pinguin ist auch #langweilig #TwitterFAIL http://twipic.com/kq8pb @skoops @cyberfux @sa7yr
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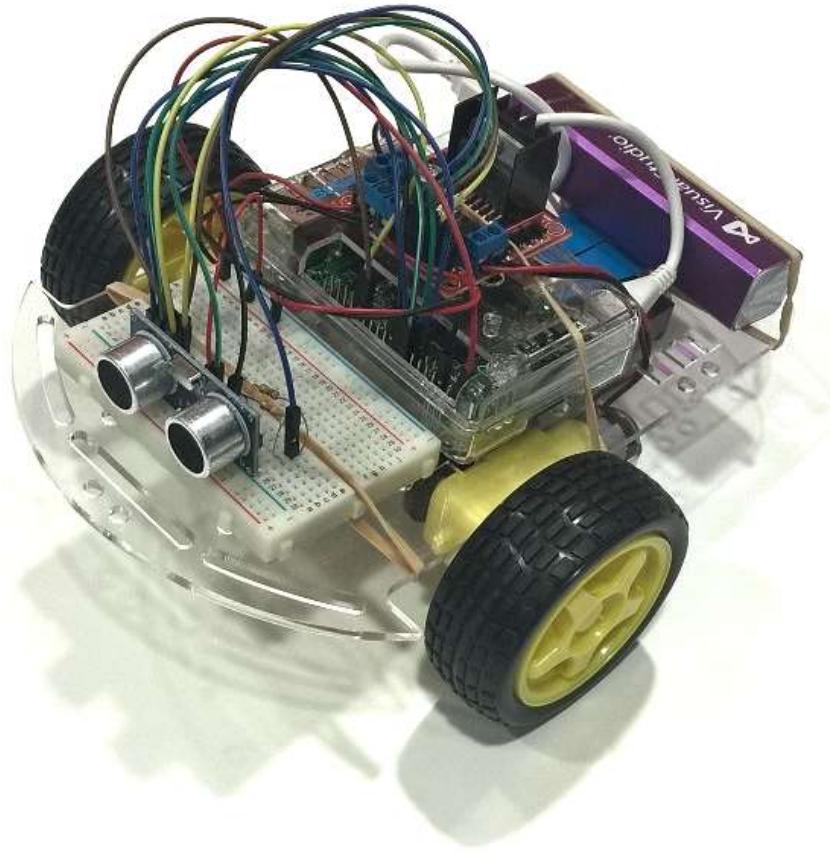
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Internet de los Cacharritos

(Internet of Gadgets)

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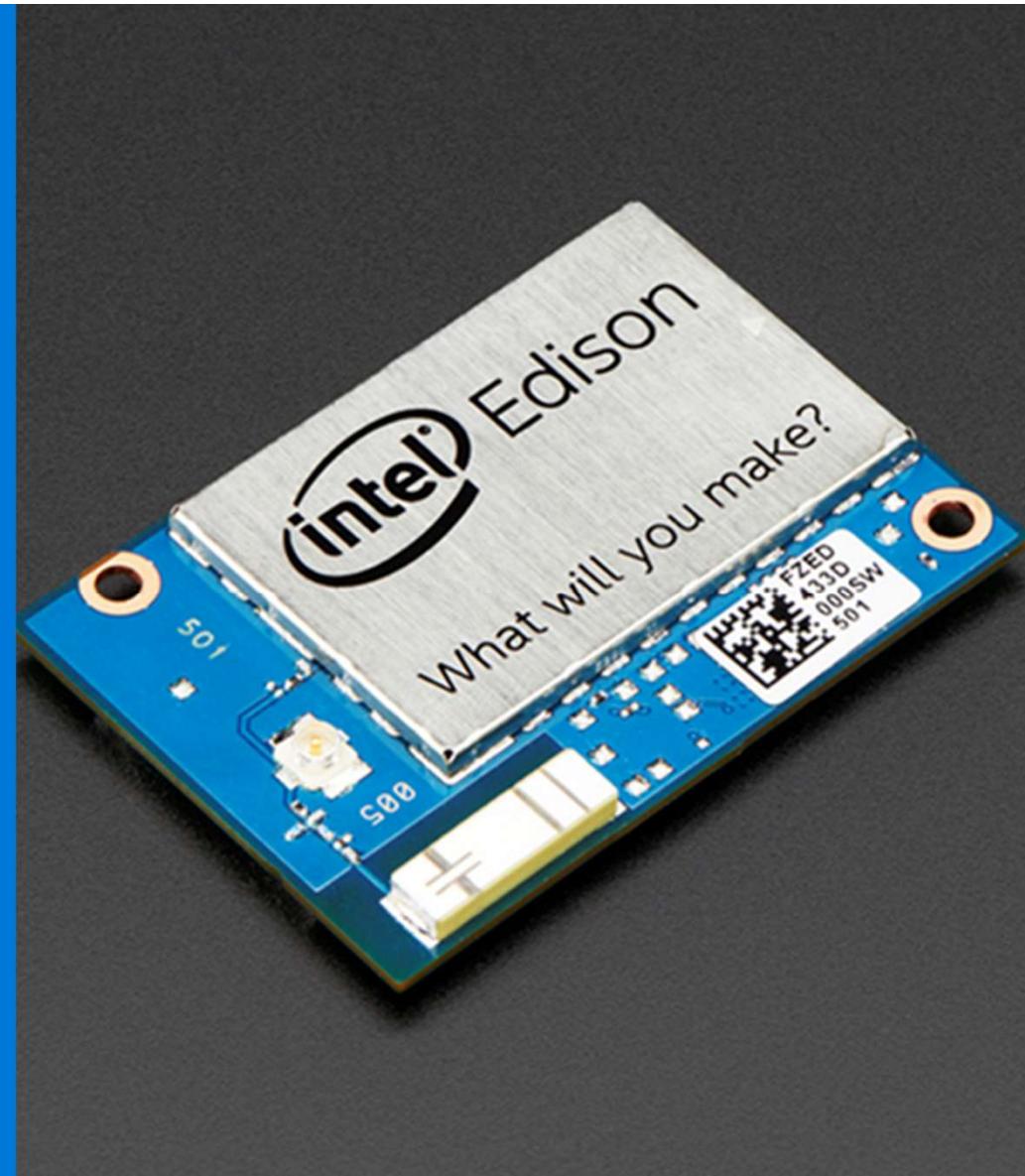
<https://www.hackster.io/peejster/rover-c42139>

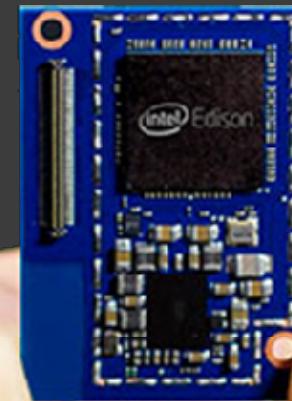
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Intel® Edison Module

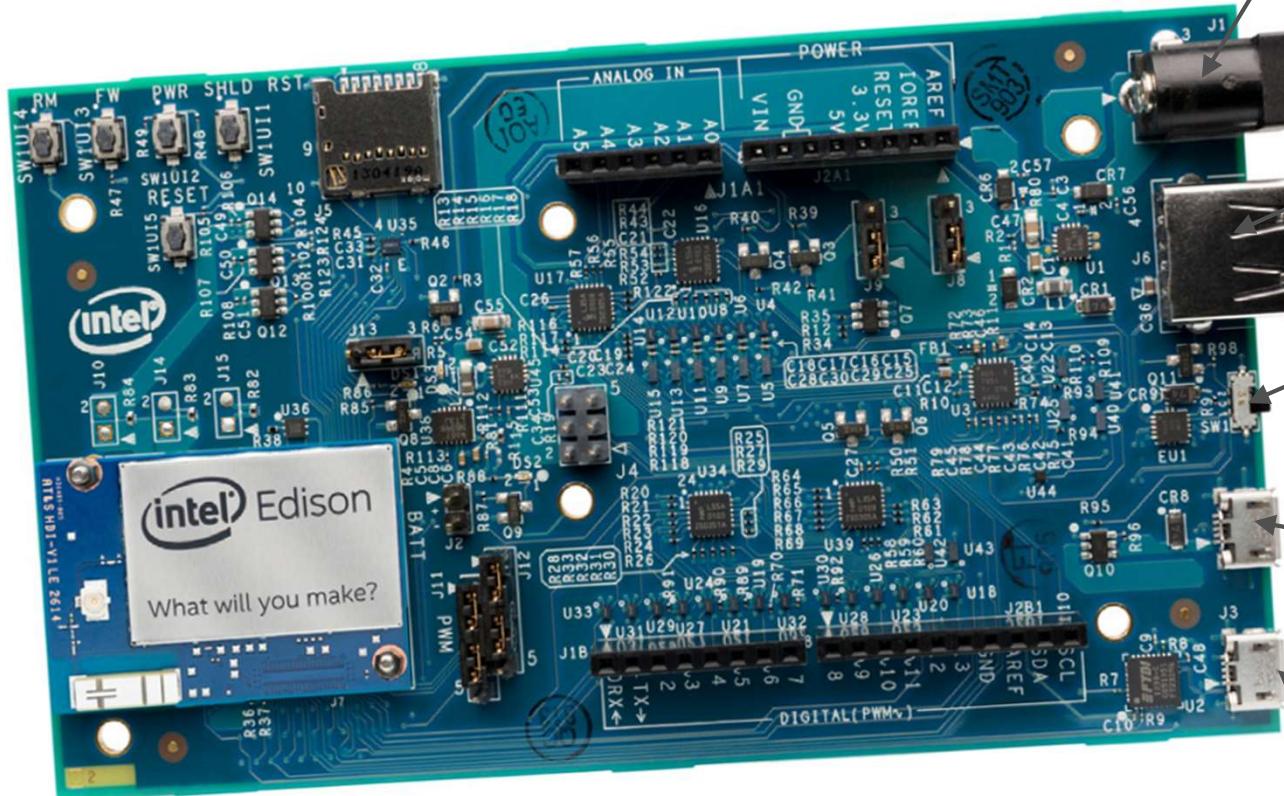
Small, Powerful & Adaptable Hardware

- Dual-core Intel® Atom™ processor 500MHz
- Integrated Wi-Fi*, Bluetooth® Low-Energy (LE)
- 32-bit Intel® Quark™ microcontroller at 100 MHz
- 1 GB of RAM, 4 GB of Storage
- 40 multiplexed GPIO interfaces with expansion board options for total project design and flexibility
- Yocto Project* Linux*





Connect to your Edison board *what are the connectors/cables for ?*



Barrel (7V-15V) DC power connector

Standard size USB –Host mode
Mouse
Keyboard
webcam

Host / device mode switch

Device mode micro USB for :
5V power
Arduino IDE Serial
Ethernet over USB
Flash memory programming

Micro USB for Serial commands
to Edison via terminal/putty to :
Configure Edison
Install new packages

<http://thinglabs.io/>

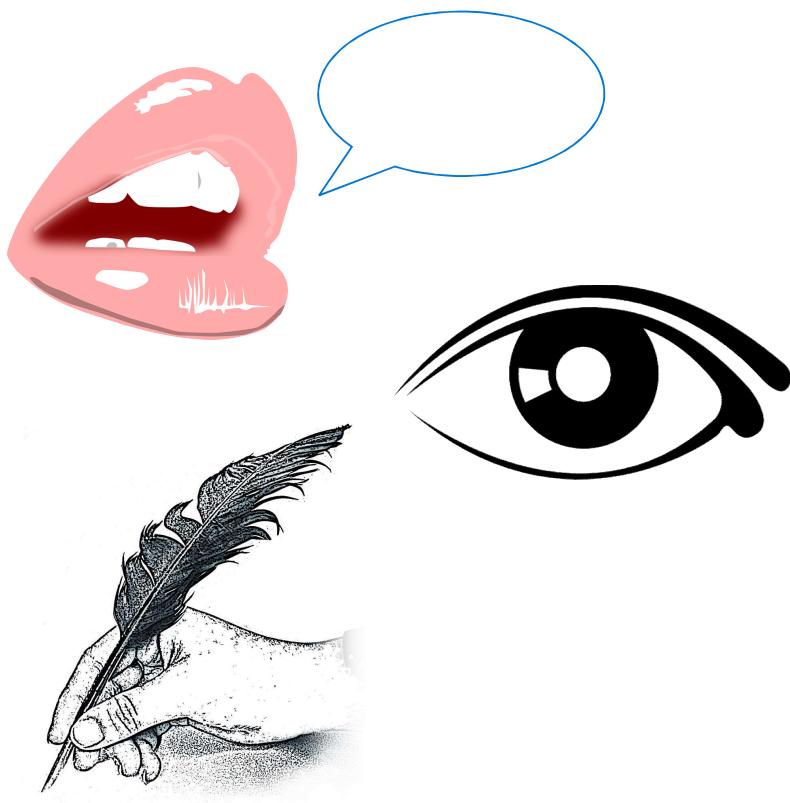
<http://aka.ms/WomenInIoT>



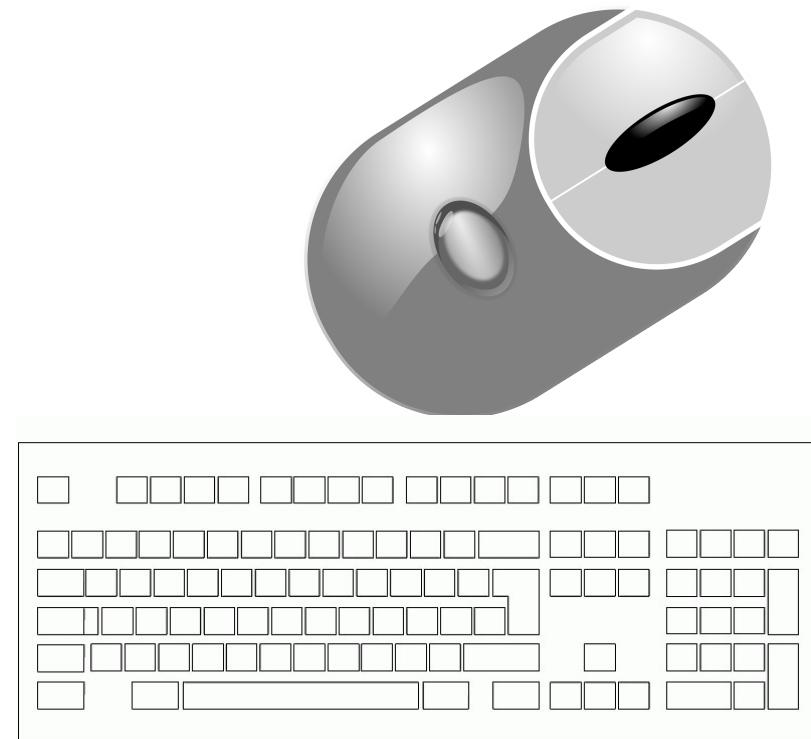
Computación ubicua

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Interfaz de usuario de lenguaje natural



VS



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Notificador
basado en el
lenguaje natural



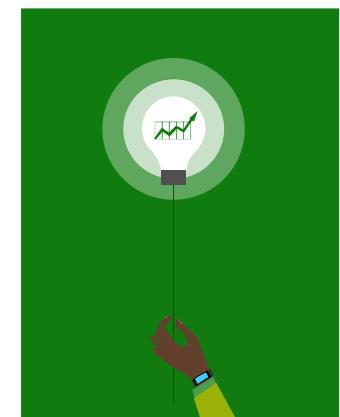
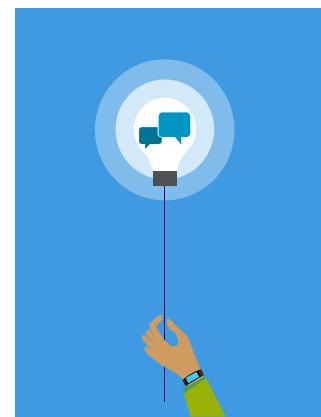






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Funcionamiento



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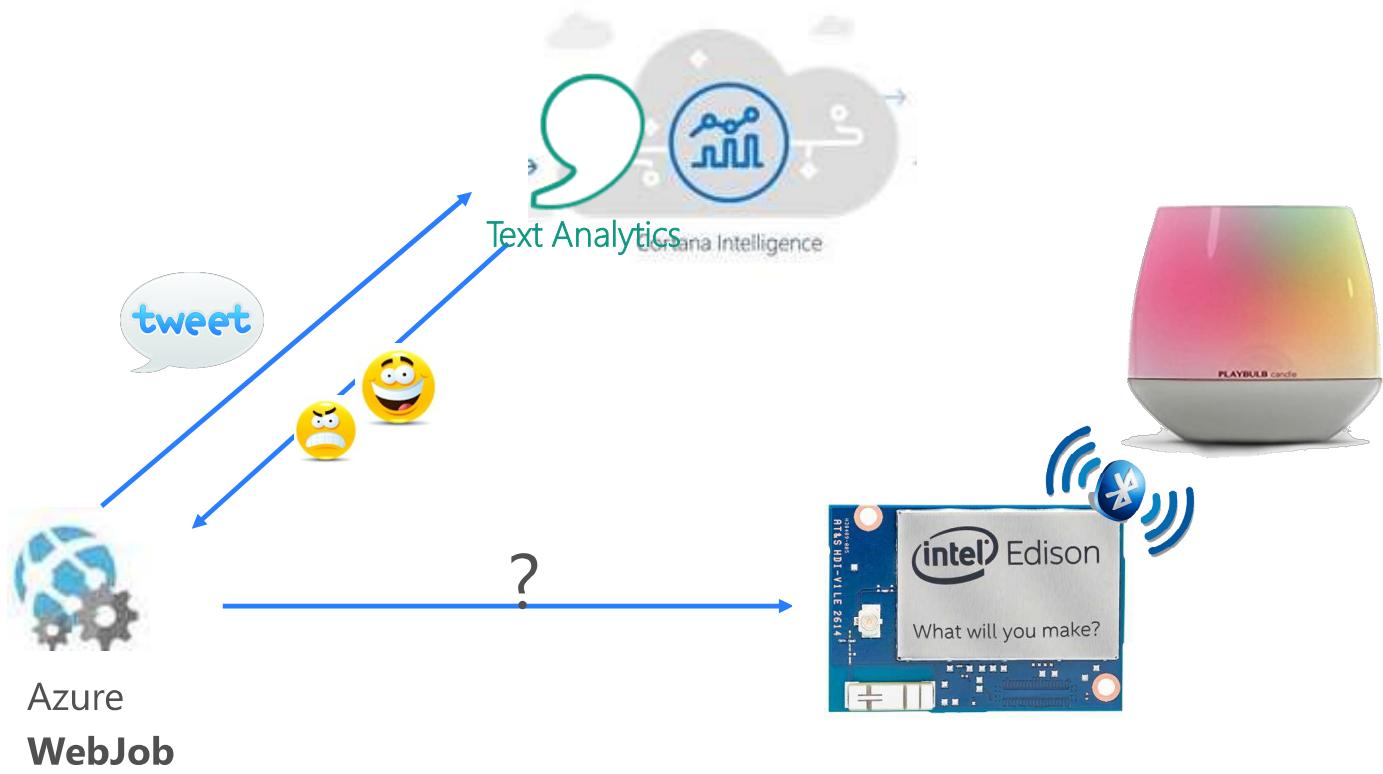
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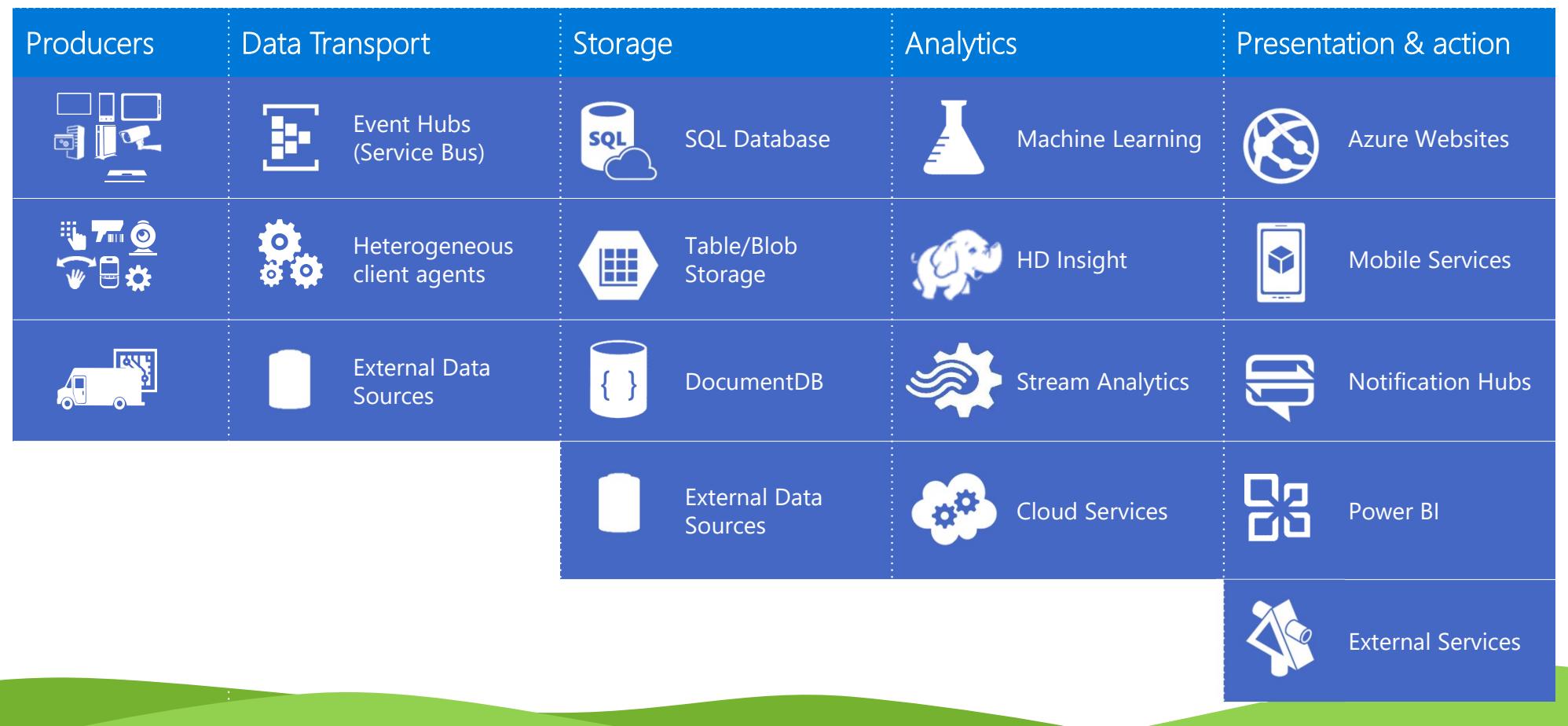
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pinguinmaedchen dem kleinen pinguin ist auch #angewillig #twitterfail http://bitpic.com/kgpbp @skoops @cyberflux @sa7yr 3 minutes ago from web



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Microsoft Azure services for IoT



IoT Hub



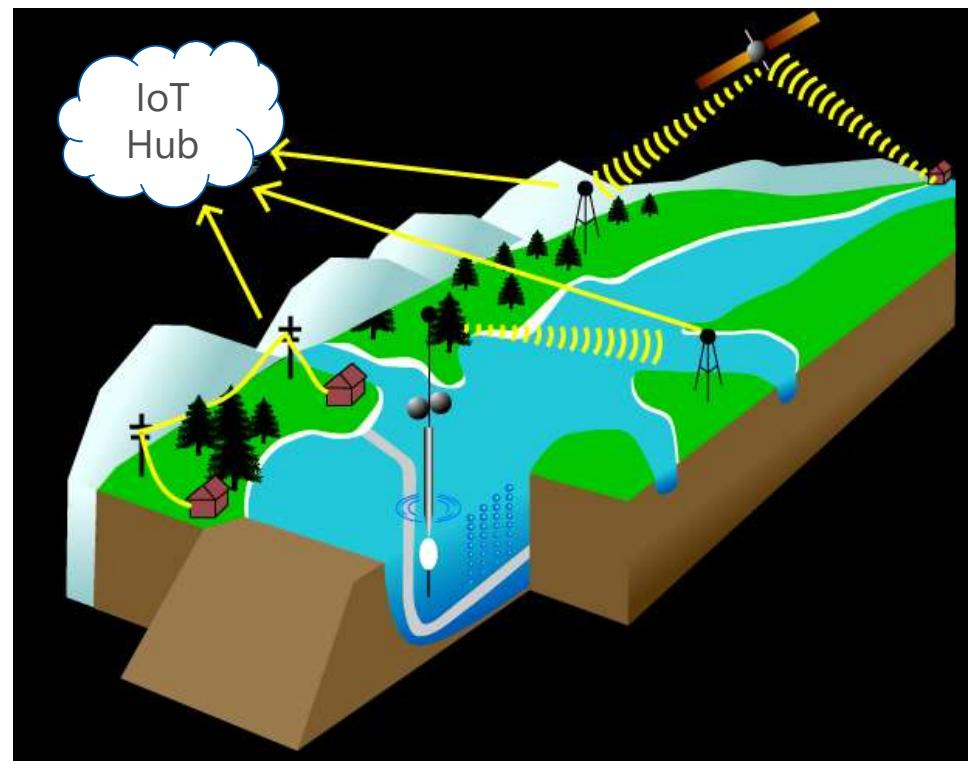
Servicio

Comunicación
bidireccional

Segura

Protocolos estándar

Event Hub



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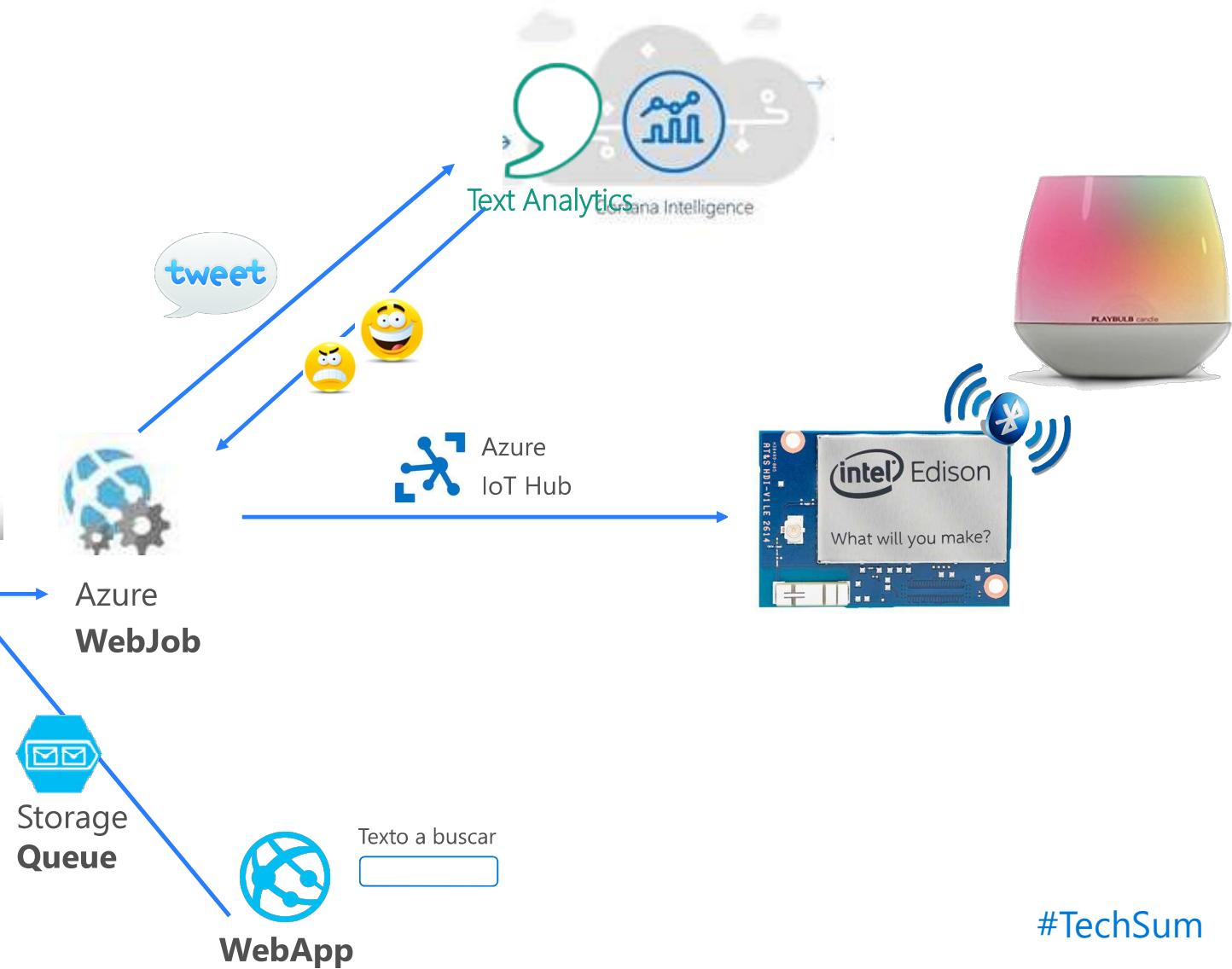
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Demo

¡Vamos a verlo!

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[http://github.com/
isabelcabezasm/notwificador](http://github.com/isabelcabezasm/notwificador)

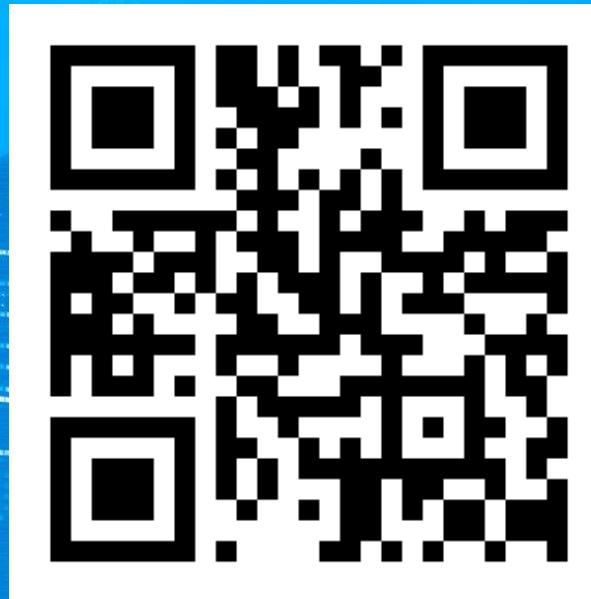
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Because.....
we can!!

Gracias



<http://aka.ms/MTS53>

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