

[Korea University AI Seminar]

# The AI Architecture Decoded - Orchestrating Technology and Hardware Innovation

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## About Speaker

- *Co-founder & CTO @ Erudio Bio, San Jose & Novato, CA, USA*
- Advisor & Evangelist @ CryptoLab, Inc., San Jose, CA, USA
- Chief Business Development Officer @ WeStory.ai, Cupertino, CA, USA
- Advisory Professor, Electrical Engineering and Computer Science @ DGIST, Korea
- Adjunct Professor, Electronic Engineering Department @ Sogang University, Korea
- Global Advisory Board Member @ Innovative Future Brain-Inspired Intelligence System Semiconductor of Sogang University, Korea
- *KFAS-Salzburg Global Leadership Initiative Fellow @ Salzburg Global Seminar*, Salzburg, Austria
- Technology Consultant @ Gerson Lehrman Group (GLG), NY, USA
- *Co-founder & CTO & Head of Global R&D & Chief Applied Scientist & Senior Fellow @ Gauss Labs, Inc., Palo Alto, CA, USA* *2020 – 2023*

- Senior Applied Scientist @ Mobile Shopping Team, Amazon.com, Inc., Vancouver, BC, Canada – 2020
- Principal Engineer @ Software R&D Center of DS Division, Samsung, Korea – 2017
- Principal Engineer @ Strategic Marketing & Sales Team, Samsung, Korea – 2016
- Principal Engineer @ DT Team of DRAM Development Lab, Samsung, Korea – 2015
- Senior Engineer @ CAE Team - Samsung, Korea – 2012
- MS & PhD - Electrical Engineering @ Stanford University, CA, USA – 2004
- Development Engineer @ Vyan, Santa Clara, CA, USA – 2001
- BS - Electrical Engineering @ Seoul National University, Seoul, Korea – 1998

## Highlight of Career Journey

- BS in EE @ SNU, MS & PhD in EE @ Stanford University
  - *Convex Optimization - Theory, Algorithms & Software*
  - advised by *Prof. Stephen P. Boyd*
- Principal Engineer @ Samsung Semiconductor, Inc.
  - AI & Convex Optimization
  - collaboration with *DRAM/NAND Design/Manufacturing/Test Teams*
- Senior Applied Scientist @ Amazon.com, Inc.
  - e-Commerce AIs - time-series anomaly detection, deep reinforcement learning & recommender system
  - Jeff Bezos's project - increase sales by *\$200M* via Amazon Mobile Shopping App
- Co-founder & CTO & Head of Global R&D & Chief Applied Scientist & Senior Fellow @ Gauss Labs, Inc.
- Co-founder & CTO - AI Technology & Business Development @ Erudio Bio, Inc.

# Today

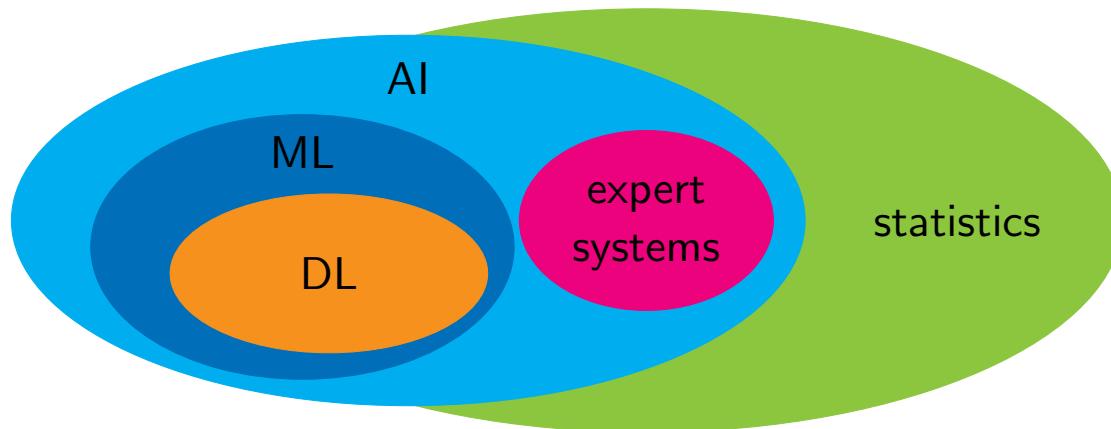
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# **Artificial Intelligence**

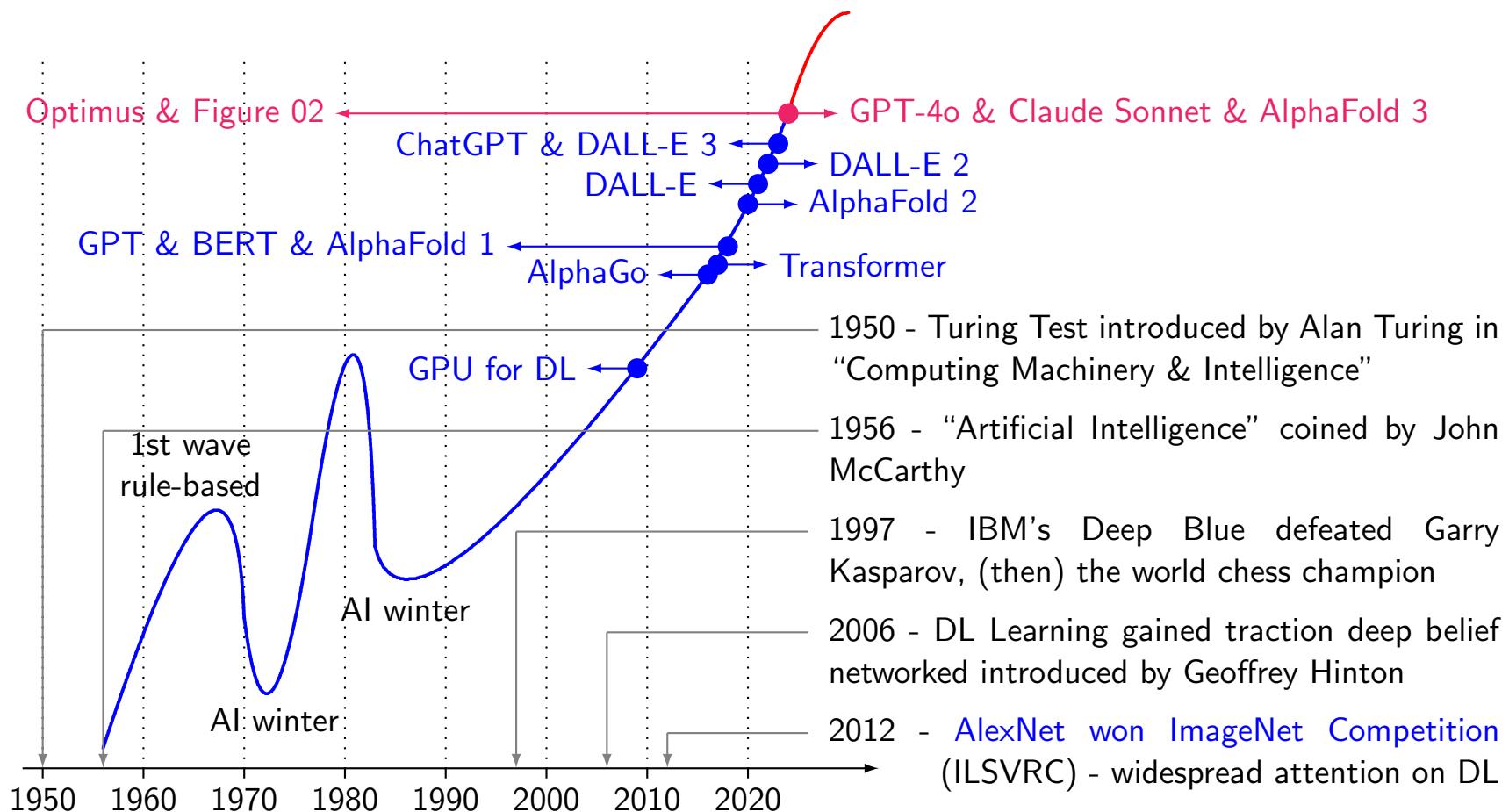
## **Definition and History**

## Definition of AI

- AI is
  - technology enabling machines to do tasks requiring human intelligence, such as learning, problem-solving, decision-making & language understanding
  - *not one thing* - encompass range of technologies, methodologies & applications
- relationship of AI, statistics, ML, DL, NN & expert system [HGH<sup>+</sup>22]



# History of AI



# **Significant AI Achievements - 2014 – 2024**

## Deep learning revolution

- 2012 – 2015 - DL revolution<sup>1</sup>
  - CNNs demonstrated exceptional performance in image recognition, e.g., *AlexNet's victory in ImageNet competition*
  - widespread adoption of DL learning in CV transforming industries
- 2016 - AlphaGo defeats human Go champion
  - DeepMind's AlphaGo defeated world champion in Go, extremely complex game *believed to be beyond AI's reach*
  - significant milestone in RL - AI's potential in solving complex & strategic problems



<sup>1</sup>DL: deep learning, CNN: convolutional neural network, CV: computer vision, RL: reinforcement learning

## Transformer changes everything

- 2017 – 2018 - Transformers & NLP breakthroughs<sup>2</sup>
  - *Transformer (e.g., BERT & GPT) revolutionized NLP*
  - major advancements in, *e.g.*, machine translation & chatbots
- 2020 - AI in healthcare – AlphaFold & beyond
  - DeepMind's *AlphaFold solves 50-year-old protein folding problem* predicting 3D protein structures with remarkable accuracy
  - accelerates drug discovery and personalized medicine - offering new insights into diseases and potential treatments



<sup>2</sup>NLP: natural language processing, GPT: generative pre-trained transformer

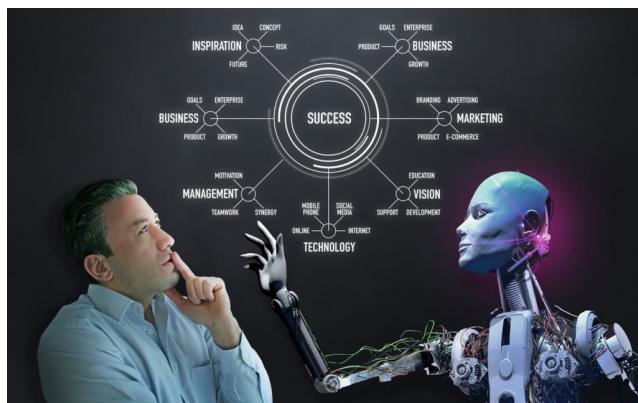
## Lots of breakthroughs in AI technology and applications in 2024

- proliferation of advanced AI models
  - GPT-4o, Claude Sonnet, Llama 3, Sora
  - *transforming industries* such as content creation, customer service, education, etc.
- breakthroughs in specialized AI applications
  - Figure 02, Optimus, AlphaFold 3
  - driving unprecedented advancements in automation, drug discovery, scientific understanding - *profoundly affecting healthcare, manufacturing, scientific research*



# Transformative impact of AI - reshaping industries, work & society

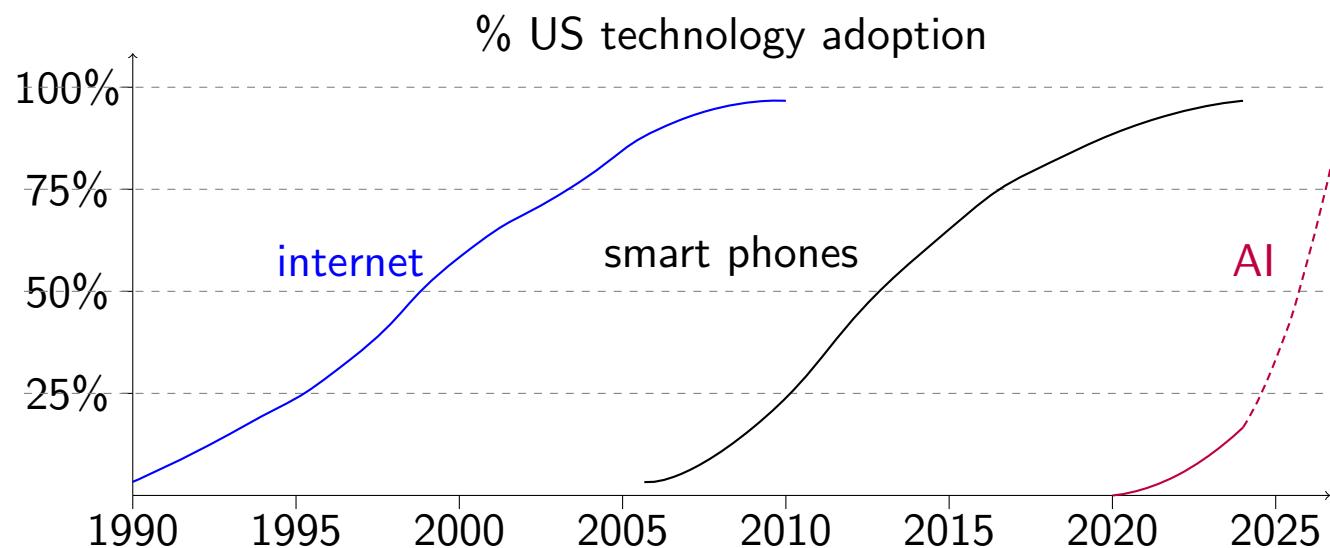
- accelerating human-AI collaboration
  - not only reshaping industries but *altering how humans interact with technology*
  - AI's role as collaborator and augmentor redefines productivity, creativity, the way we address global challenges, e.g., *sustainability & healthcare*
- AI-driven automation *transforms workforce dynamics* - creating new opportunities while challenging traditional job roles
- *ethical AI considerations* becoming central not only to business strategy, but to society as a whole - *influencing regulations, corporate responsibility & public trust*



# **Recent Advances in AI**

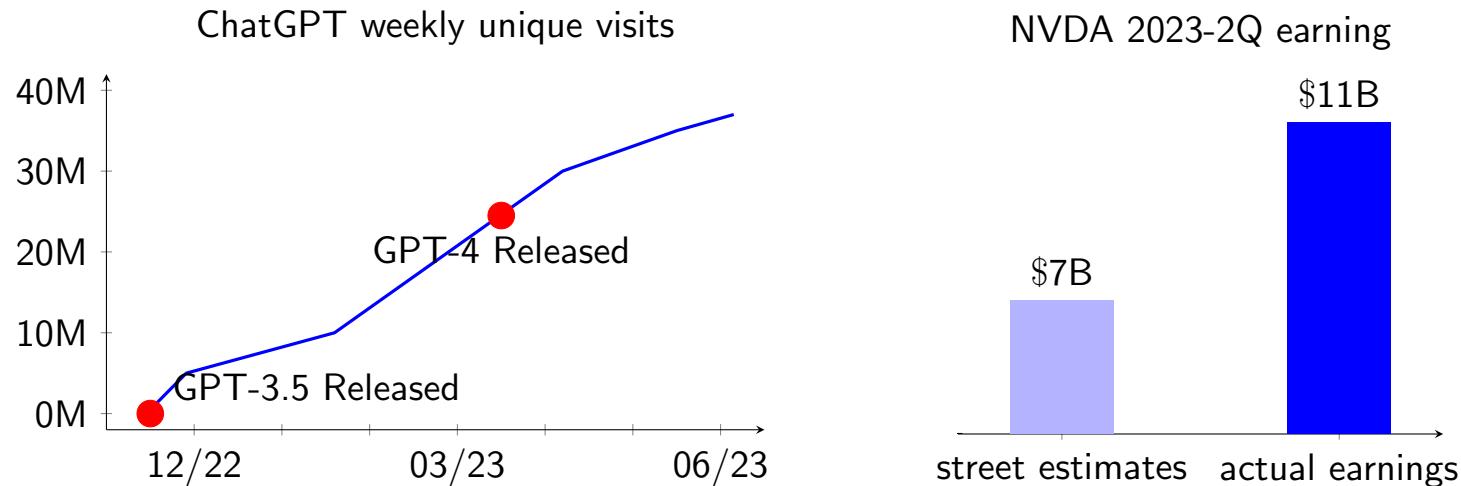
## Where are we in AI today?

- sunrise phase - currently experiencing dawn of AI era with significant advancements and increasing adoption across various industries
- early adoption - in early stages of AI lifecycle with widespread adoption and innovation across sectors marking significant shift in technology's role in society



## Explosion of AI ecosystems - ChatGPT & NVIDIA

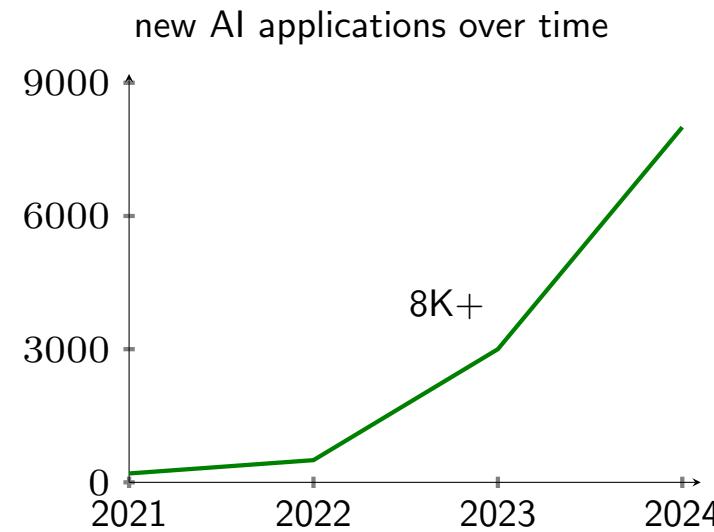
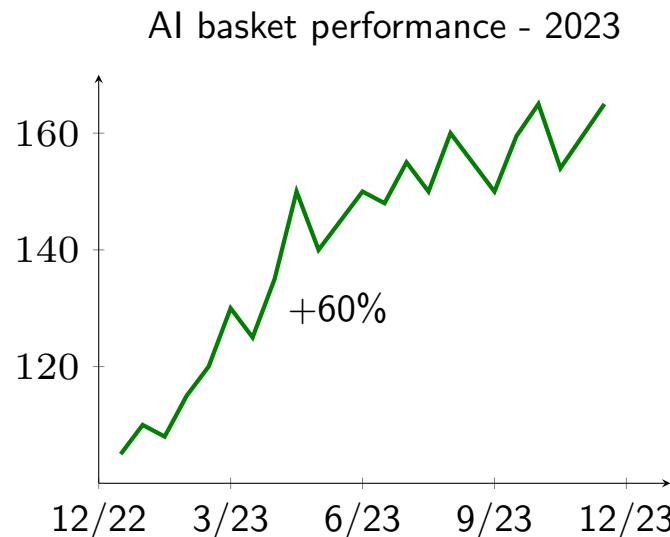
- took only *5 months for ChatGPT users to reach 35M*
- NVIDIA 2023 Q2 earning exceeds market expectation by big margin - \$7B vs \$13.5B
  - surprisingly, *101% year-to-year growth*
  - even more surprisingly *gross margin was 71.2%* - up from 43.5% in previous year<sup>3</sup>



<sup>3</sup>source - Bloomberg

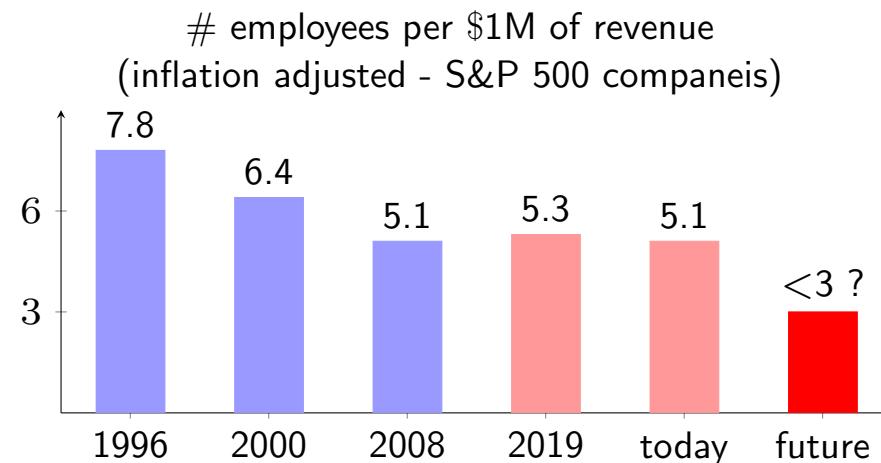
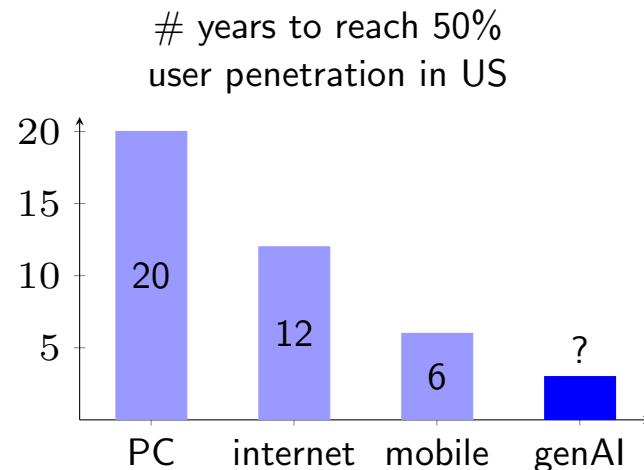
## Explosion of AI ecosystems - AI stock market

- *AI investment surge in 2023 - portfolio performance soars by 60%*
  - AI-focused stocks significantly outpaced traditional market indices
- *over 8,000 new AI applications* developed in last 3 years
  - applications span from healthcare and finance to manufacturing and entertainment



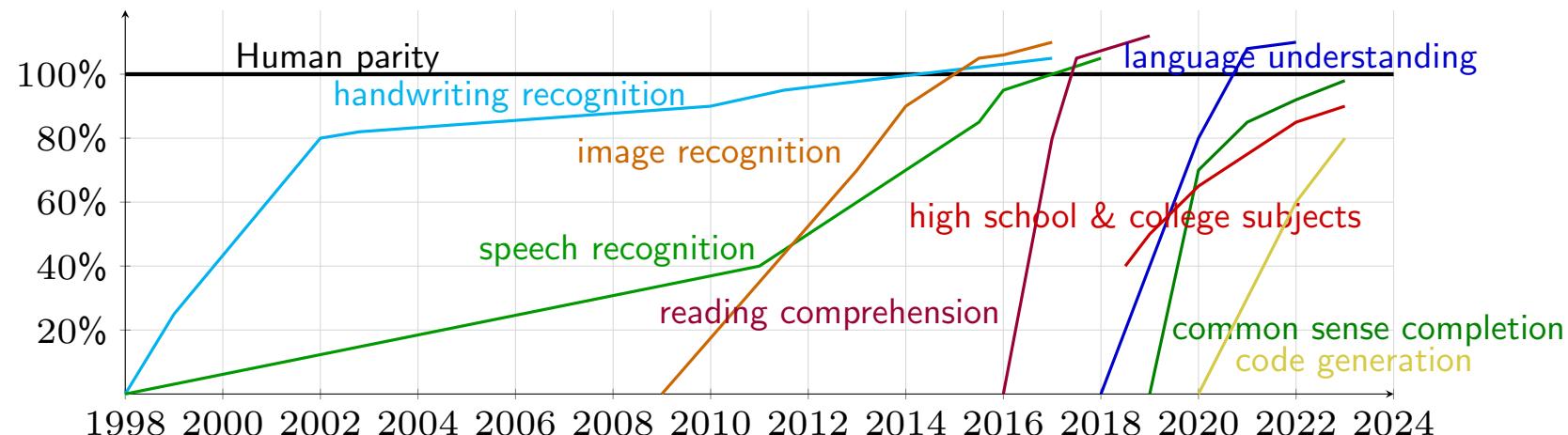
## AI's transformative impact - adoption speed & economic potential

- adoption - has been twice as fast with platform shifts suggesting
  - increasing demand and readiness for new technology improved user experience & accessibility
- AI's potential to drive economy for years to come
  - 35% improvement in productivity driven by introduction of PCs and internet
  - greater gains expected with AI proliferation



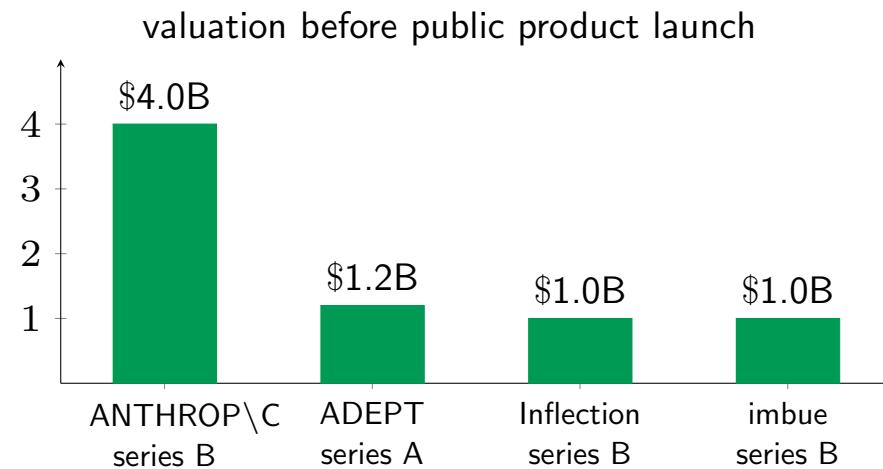
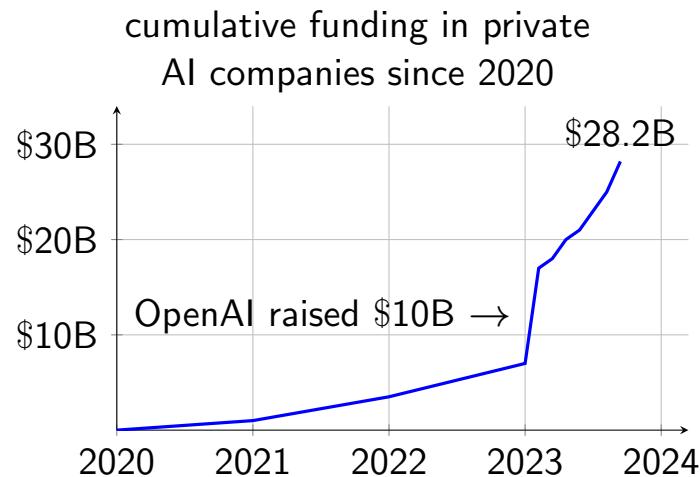
## AI getting more & more faster

- steep upward slopes of AI capabilities highlight accelerating pace of AI development
  - period of exponential growth with AI potentially mastering new skills and surpassing human capabilities at ever-increasing rate
- closing gap to human parity - some capabilities approaching or arguably reached human parity, while others having still way to go
  - achieving truly human-like capabilities in broad range remains a challenge



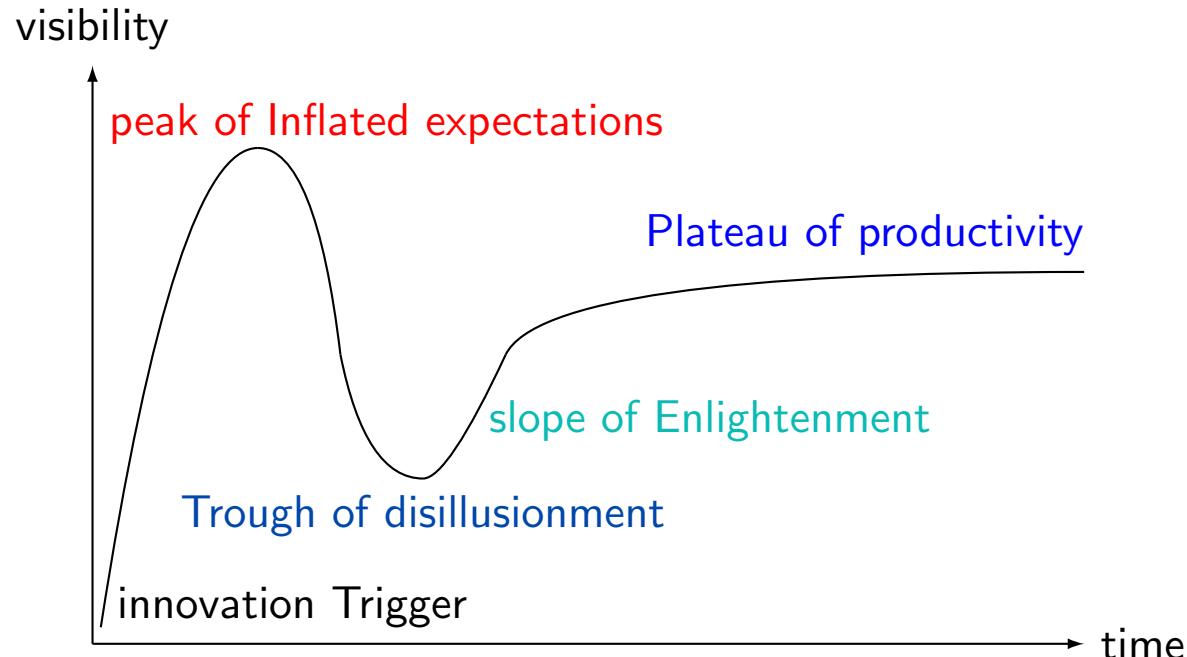
## Massive investment in AI

- *explosive growth* - cumulative funding skyrocketed reaching staggering \$28.2B
- OpenAI - significant fundraising (= \$10B) fueled rapid growth
- *valuation surge* - substantial valuations even before public products for stellar companies
- *fierce competition for capital* among AI startups driving innovation & accelerating development
- massive investment indicates *strong belief in & optimistic outlook for potential of AI* to revolutionize industries & drive economic growth



**Is AI hype?**

## Technology hype cycle



- innovation trigger - technology breakthrough kicks things off
- peak of inflated expectations - early publicity induces many successes followed by even more
- trough of disillusionment - expectations wane as technology producers shake out or fail
- slope of enlightenment - benefit enterprise, technology better understood, more enterprises fund pilots

## Fiber vs cloud infrastructure

- fiber infrastructure - 1990s
  - Telco Co's raised \$1.6T of equity & \$600B of debt
  - bandwidth costs decreased 90% within 4 years
  - companies - Covage, NothStart, Telligent, Electric Lightwave, 360 networks, Nextlink, Broadwind, UUNET, NFS Communications, Global Crossing, Level 3 Communications
  - became *public good*
- cloud infrastructure - 2010s
  - entirely new computing paradigm
  - mostly public companies with data centers
  - *big 4 hyperscalers generate \$150B + annual revenue*



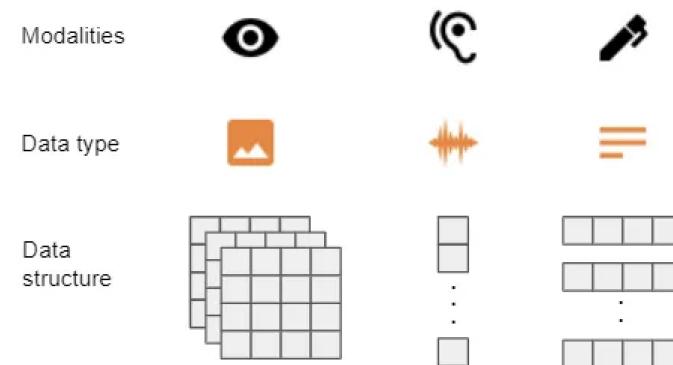
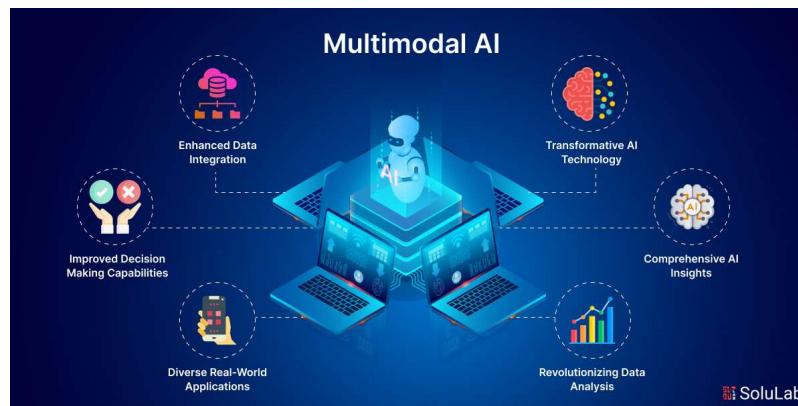
## Yes & No

| characteristics of hype cycles                        | speaker's views   |
|---|---|
| value accrual misaligned with investment              | <ul style="list-style-type: none"><li>• OpenAI still operating at a loss; business model <i>still</i> not clear</li><li>• gradual value creation across broad range of industries and technologies (<i>e.g.</i>, CV, LLMs, RL) unlike fiber optic bubble in 1990s</li></ul> |
| overestimating timeline & capabilities of technology  | <ul style="list-style-type: none"><li>• self-driving cars delayed for over 15 years, with limited hope for achieving level 5 autonomy</li><li>• AI, however, has proven useful within a shorter 5-year span, with enterprises eagerly adopting</li></ul>                    |
| lack of widespread utility due to technology maturity | <ul style="list-style-type: none"><li>• AI already providing significant utility across various domains</li><li>• vs quantum computing remains promising in theory but lacks widespread practical utility</li></ul>   |

# AI Agents

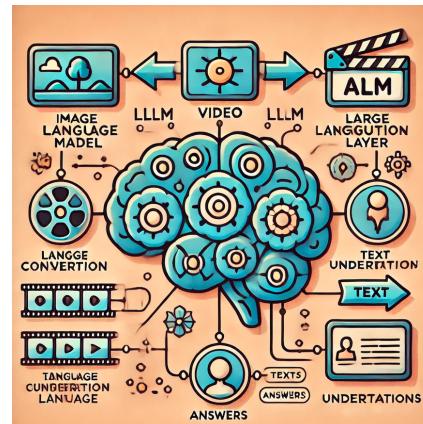
# Multimodal learning

- understand information from multiple modalities, *e.g.*, text, images, audio, video
- representation learning methods
  - combine multiple representations or learn multimodal representations simultaneously
- applications
  - images from text prompt, videos with narration, musics with lyrics
- collaboration among different modalities
  - understand image world (open system) using language (closed system)



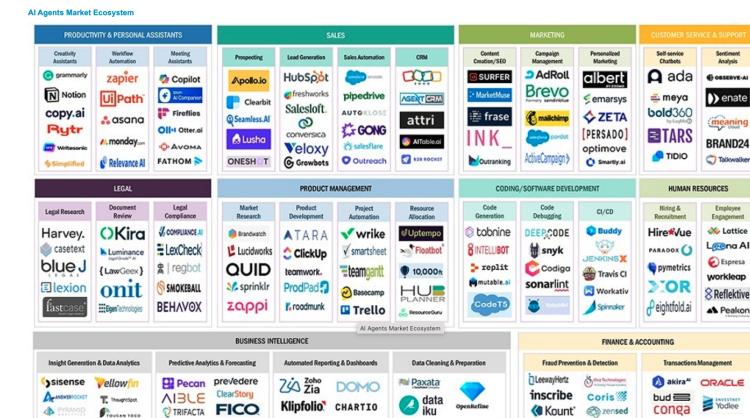
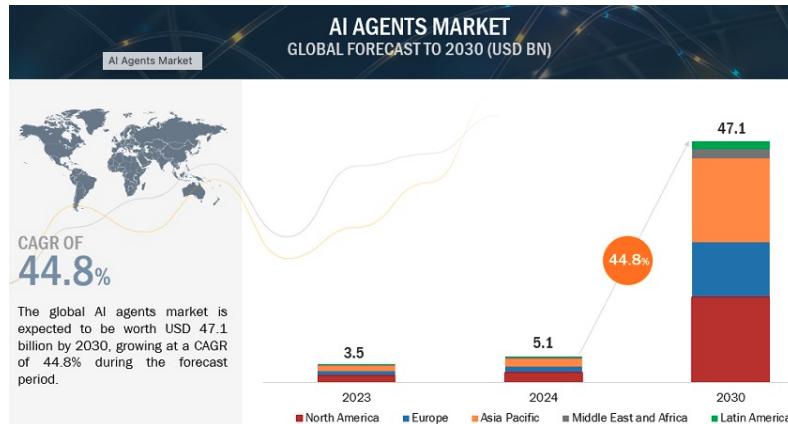
## Implications of success of LLMs

- many researchers change gears towards LLM
  - from computer vision (CV), speech, music, video, even reinforcement learning
- *LLM is not only about NLP . . . humans have . . .*
  - evolved to optimize natural language structures for eons
  - handed down knowledge using *this natural languages* for thousands of years
  - internal structure (or equivalently, representation) of natural languages optimized via *thousands of generation by evolution*
- *LLM connects non-linguistic world (open system) via natural languages (closed system)*



## Multimodal AI (mmAI) - definition & history

- mmAI - systems processing & integrating data from multiple sources & modalities, to generate unified response / decision
- 1990s – 2000s - early systems - initial research combining basic text & image data
- 2010s - CNNs & RNNs enabling more sophisticated handling of multimodality
- 2020s - modern multimodal models - Transformer-based architectures handling complex multi-source data at highly advanced level
- mmAI *mimics human cognitive ability* to interpret and integrate information from various sources, leading to holistic decision-making

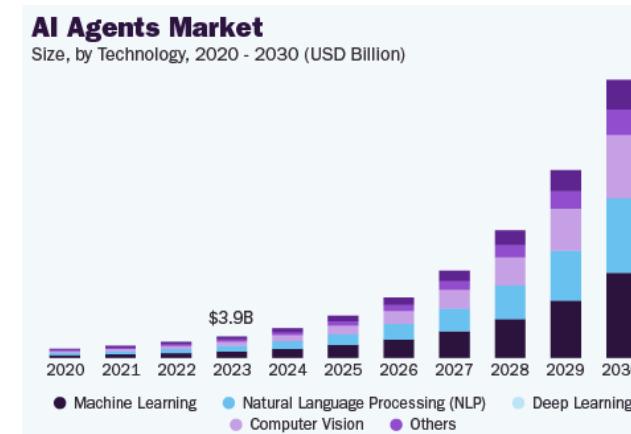
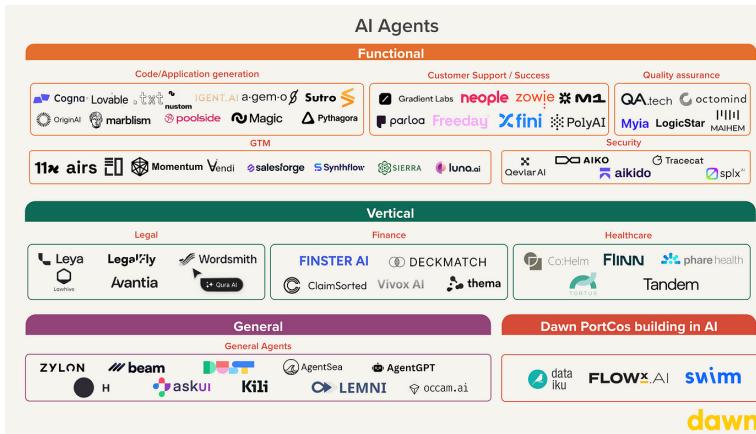


## mmAI Technology

- core components
  - data preprocessing - images, text, audio & video
  - architectures - unified Transformer-based (*e.g.*, ViT) & cross-attention mechanisms / hybrid architectures (*e.g.*, CNNs + LLMs)
  - integration layers - fusion methods for combining data representations from different modalities
- technical challenges
  - data alignment - accurate alignment of multimodal data
  - computational demand - high-resource requirements for training and inferencing
  - diverse data quality - manage variations in data quality across modalities
- advancements
  - multimodal embeddings - shared feature spaces interaction between modalities
  - self-supervised learning - leverage unlabeled data to learn representations across modalities

# AI agents powered by multimodal LLMs

- foundation
  - integrate multimodal AI capabilities for enhanced interaction & decision-making
- components
  - perceive environment through multiple modalities (visual, audio, text), process using LLM technology, generate contextual responses & take actions
- capabilities
  - understand complex environments, reason across modalities, engage in natural interactions, adapt behavior based on context & feedback



## AI agents - Present & Future

- emerging applications
  - scientific research - agents analyzing & running experiments & generating hypotheses
  - creative collaboration - AI partners in design & art combining multiple mediums
  - environmental monitoring - processing satellite sensor data for climate analysis
  - healthcare - enhanced diagnostic combining imaging, *e.g.*, MRI, with patient history
  - customer experience - virtual assistants understanding spoken language & visual cues
  - autonomous vehicles - integration of visual, radar & audio data
- future
  - ubiquitous AI agents - seamless integration into everyday devices
  - highly tailored personalized experience - in education, entertainment & healthcare

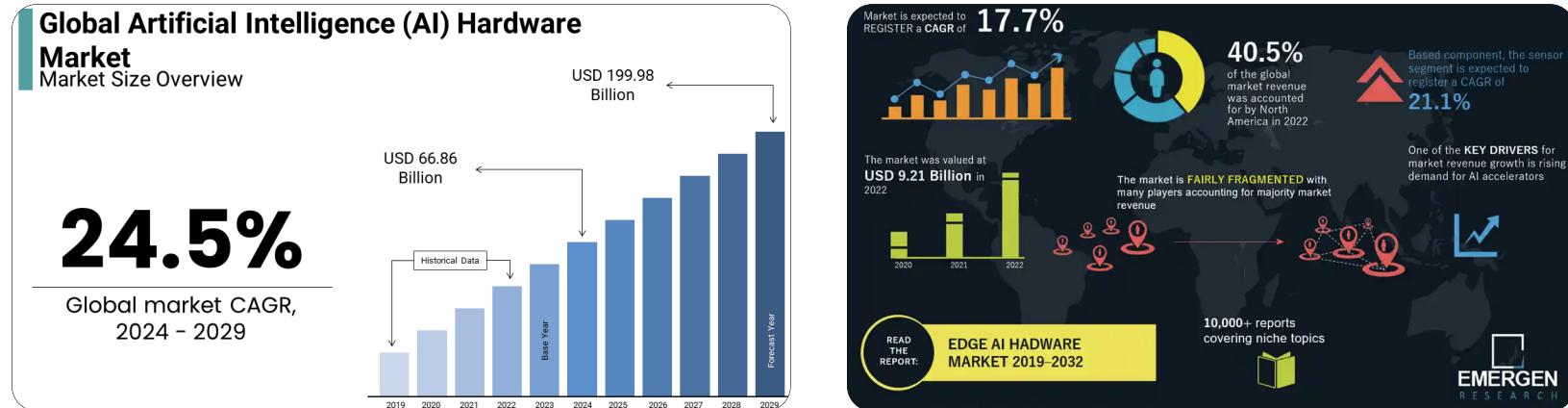


# **AI Hardware**

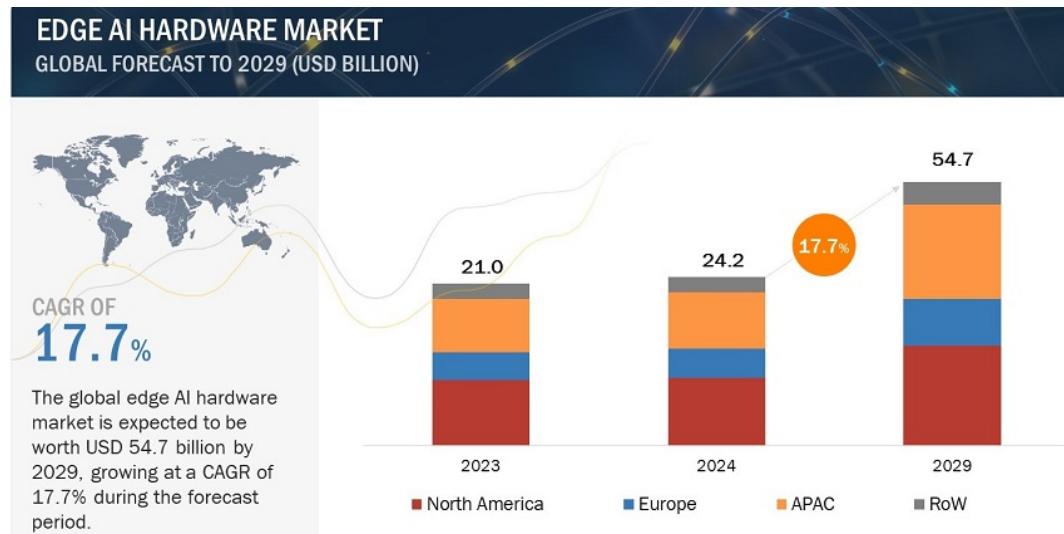
# **AI Hardware Industry**

## Landscape of AI hardware industry

- global AI hardware market valued at \$66.96B in 2024, projected to grow significantly
- major companies - Nvidia, Intel, AMD, Qualcomm, and IBM w/ Nvidia holding substantial market share

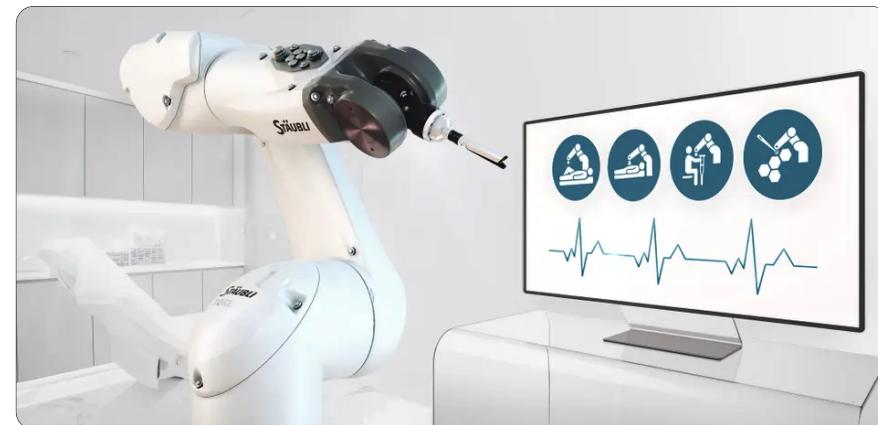


- North America leading market - high R&D investments & key industry players
- Asia Pacific rapidly expanding - strong semiconductor industries in South Korea, China & Japan
- demand for advanced processors such as GPUs, TPUs & AI accelerators rising due to complexity of AI algorithms & high computational power



## Predictions for future of AI hardware market

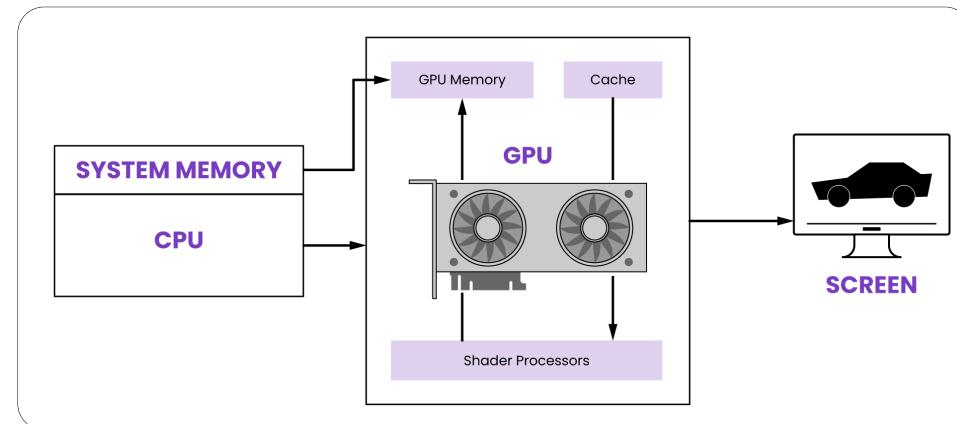
- AI hardware market expected to reach \$382B by 2032 - significant growth in data center AI chips
- integration of AI w/ 5G & increased use of AI in edge computing anticipated to drive future demand
- AI hardware becoming crucial in sectors such as autonomous vehicles, robotics & medical devices
- need to address challenges such as heat and power management along with technical complexities



# **GPUs and AI Accelerators**

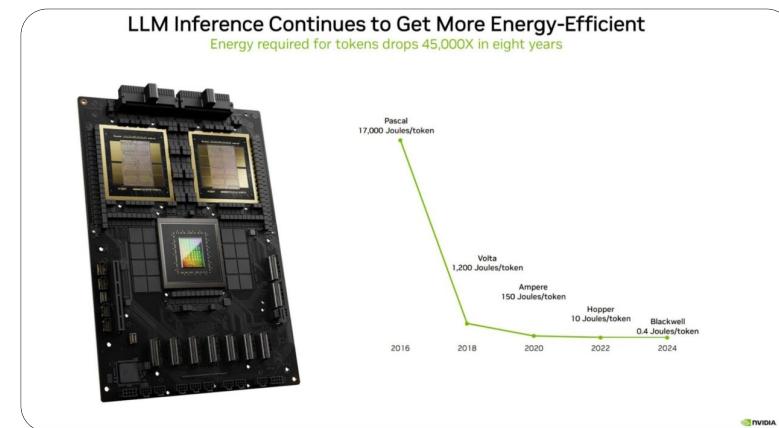
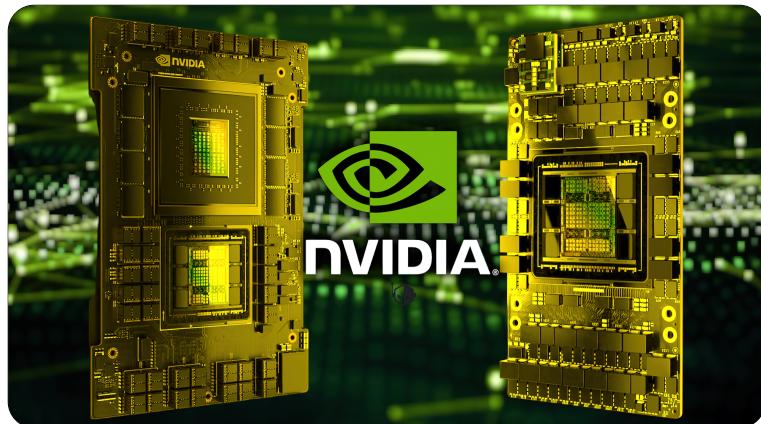
## Technical challenges of GPUs & AI accelerators

- facing challenges in scaling to handle increasingly large AI models and datasets - traditional architectures struggling w/ massive parallel processing demands of modern AI applications
- AI applications require extensive memory bandwidth often leading to bottlenecks - efficient memory management is crucial
- AI accelerators consume significant power - high operational costs and environmental concerns for both cloud-based & edge AI applications



## Potential solutions for overcoming challenges

- development of AI-specific architectures such as tensor cores and custom ASICs to improve efficiency and performance - novel architectures like FPGAs for specific AI tasks, *e.g.*, for RAG & vectorDB
- implementing software optimizations to enhance hardware usability and performance - use of compilers and frameworks that maximize efficiency of existing hardware
- encouraging market competition to drive innovation and reduce monopolistic control - exploring alternative hardware solutions and improving energy efficiency standards



## Big tech's in-house chip development

- shift towards in-house AI hardware - major tech companies increasingly developing their own AI chips - move to enhance AI capabilities and reduce dependence
- collaboration with specialized partners - partnering with specialized firms for manufacturing and technology blending in-house expertise with external innovation

|                        | Microsoft            | Google            | Amazon              | Meta               |
|------------------------|----------------------|-------------------|---------------------|--------------------|
| Chip                   | Maia 100             | TPU v5e           | Inferentia2         | MTIA v1            |
| Launch Date            | November, 2023       | August, 2023      | Early 2023          | 2025               |
| IP                     | ARM                  | ARM               | ARM                 | RISC-V             |
| Process Technology     | TSMC 5nm             | TSMC 5nm          | TSMC 7nm            | TSMC 7nm           |
| Transistor Count       | 105 billion          | -                 | -                   | -                  |
| INT8                   | -                    | 393 TOPS          | -                   | 102.4 TOPS         |
| FP16                   | -                    | -                 | -                   | 51.2 TFLOPS        |
| BF16                   | -                    | 197 TFLOPS        | -                   | -                  |
| Memory                 | -                    | -                 | -                   | LPDDR5             |
| TDP                    | -                    | -                 | -                   | 25W                |
| Packaging Technology   | CoWoS                | CoWoS             | CoWoS-S             | 2D                 |
| Collaborating Partners | Global Unichip Corp. | Broadcom          | Alchip Technologies | Andes Technology   |
| Application            | Training/Inference   | Inference         | Inference           | Training/Inference |
| LLM                    | GPT-3.5, GPT-4       | BERT, PaLM, LaMDA | Titan FM            | Llama, Llama2      |

## AMD - Nvidia's new competitor

- key points
  - AMD launched new AI accelerator chip, *Instinct MI300X*, on Dec 6, 2023
  - CDNA 3 architecture, mix of 5nm and 6nm IPs, delivering 153B transistors
  - *outperforms Nvidia's H100 TensorRT-LLM* by 1.6X higher memory bandwidth and 1.3X FP16 TFLOPS
  - up to 40% faster vs Nvidia's Llama-2 70B model in 8x8 server configurations
- market impact
  - significant challenge to Nvidia's dominance in AI accelerator market
  - performance gains over Nvidia's offerings could drive *customer adoption and market share for AMD*
- future prediction
  - *AMD stocks soared* since launch indicating investor confidence in their competitiveness
  - Lisa Su, AMD's CEO, categorized Instinct MI300X as “next big thing” in tech industry
  - potential risks include need to *manage ROCm vs CUDA software ecosystem* & ensure rapid customer adoption and production coverage

# **AI Accelerator Startups**

## AI accelerator startups

- innovative architectures - startups like Groq, SambaNova & Graphcore leading with *novel architectures designed to accelerate AI workloads*
  - *Groq* - tensor streaming processor (TSP) offering ultra-low latency & high throughput, high-performance AI inference chips enhancing speed & efficiency
  - *SambaNova* - reconfigurable dataflow architecture optimizing for various AI workloads
  - *Graphcore* - intelligence processing unit (IPU) tailored for graph-based computation excelling in sparse data processing
  - *Cerebras Systems* - develop wafer scale engine (WSE), largest chip built for AI workloads, unmatched computational power revolutionizing AI hardware capabilities
  - *Hailo* - specialize for edge devices optimizing AI processes for real-time applications, raised \$120M emphasizing potential to disrupt traditional AI chip markets

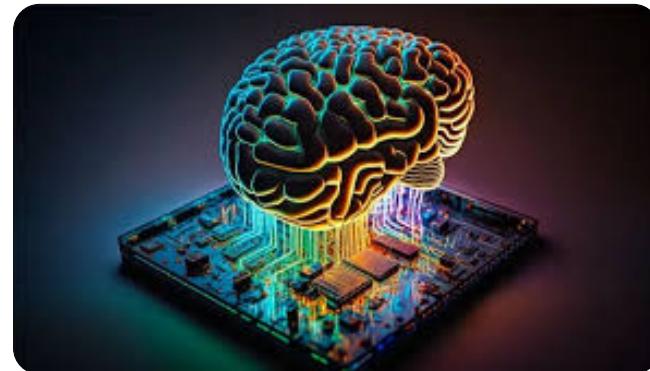


## Technological competitiveness

- energy efficiency
  - energy-efficient designs crucial for scalability in data centers and edge devices
  - startups developing solutions significantly reducing power consumption without compromising performance
- customization & flexibility
  - AI accelerators from startups often offer greater customization options for specific AI tasks compared to traditional GPUs
  - flexibility in hardware allows for tailored solutions that can outperform general-purpose accelerators in certain applications
- software integration
  - robust software ecosystems critical - startups investing in developing software stacks that optimize performance for their hardware
  - compatibility with existing AI frameworks is competitive advantage, *e.g.*, TensorFlow & PyTorch

## Industry and market influence

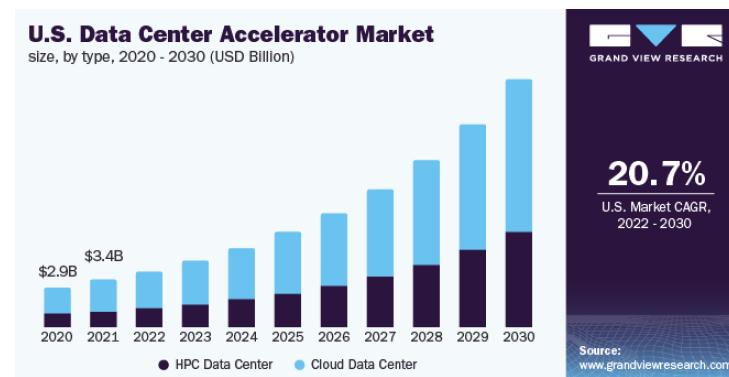
- disruption of traditional players
  - challenging dominance of established players like NVIDIA & Intel
  - unique architectures providing specialized solutions traditional GPUs and CPUs cannot efficiently handle
- driving down costs
  - offering competitive alternatives pushing down cost of AI computation
  - could lead to democratization of AI w/ more companies affording high-performance AI capabilities



- accelerating AI innovation
  - contributing to rapid innovation providing hardware that can handle emerging AI models & workloads
  - adaptability and specialization enable advancements in AI research & faster development cycles
- strategic partnerships & acquisitions
  - big techs increasingly forming strategic partnerships or acquiring startups to stay competitive
  - collaborations can speed up integration of advanced AI hardware into mainstream products



- market growth & opportunities
  - AI accelerator market expected to grow significantly driven by demand in data centers, edge computing & autonomous systems
  - startups well-positioned to capture significant share of growing market particularly in niche applications
- future outlook
  - dependency on Asia for fabrication might lead to strategic shifts in global tech policies and investments in local manufacturing
  - increasing demand for efficient AI processing on edge devices and in data center.



# **Global Semiconductor Industry**

## Hard-to-predict AI hardware markets

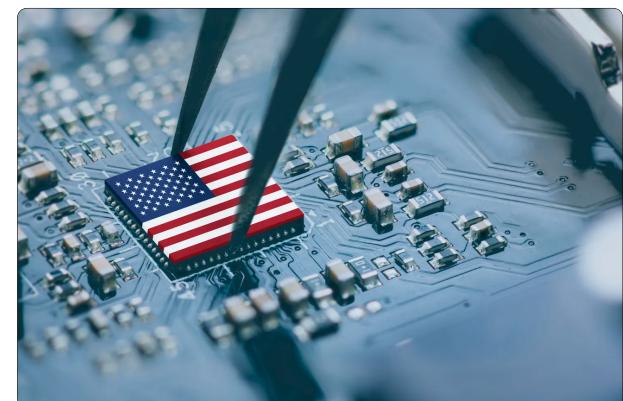
- US
  - birthplace for modern semiconductor chips driving PC market, internet, multi-media, mobile phones, and AI . . .
    - Intel, Texas Instrument (TI), Global Foundry
  - traditionally strong with design houses - NVIDIA, AMD, Broadcom, Apple, . . .
  - threatened experiencing global chip shortage & vulnerable supply chain via COVID
  - national security concerns & economic competitiveness
- China
  - strong fast followers - SMIC<sup>4</sup>, Huawei, Hua Hong Semiconductor (foundry)
- South Korea
  - best memory chip makers - Samsung, SK hynix
  - struggling with LSI and foundry business

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<sup>4</sup>SMIC - Semiconductor Manufacturing International Corporation

## Reshoring semiconductor manufacturing industry

- trade & semiconductor WAR between US & China
  - export controls on advanced chips and equipment
- CHIPS & Science Act (Aug, 2022)
  - \$52B in subsidies for domestic production, 25% investment tax credit for chip plants
  - (coerce) world-best semiconductor manufacturers build factories in US with support
    - GlobalFoundries - \$1.5B @ Feb-2024
    - Intel - \$8.5B @ Apr-2024 - Ohio - two fabs expandable to \$100B
    - Samsung - \$6.4B @ Apr-2024 - Talor, Texas
    - TSMC - \$6.6B @ Apr-2024 - Phoenix, Arizona
      - two foundry fabs (3nm & 4nm)



## Turmoils in global semiconductor business

- global context
  - EU Chips Act - €43B to boost European chip production
  - Japan & South Korea - significant investments in domestic capacity
- industry dynamics
  - Intel's foundry ambitions - targeting 50% global market share by 2030
  - TSMC expanding global footprint (US, Japan, possibly Germany)
- future outlook
  - projected shift in global semiconductor manufacturing landscape
  - increased geographical diversification of chip production

## Export controls on US chip technology to China



- goal - limit China's access to advanced semiconductor tech to maintain US strategic advantage
- impacts on
  - China - advanced chips and equipment not allowed, domestic innovation increased
  - US - short-term - US lose market share and revenue in China
  - US - long-term - potential decline in US global competitiveness
- Chinese response - circumvent controls and adapt supply chains
- conclusion
  - US-China chip rivalry transforms global supply chains with deep implications for *security & industry*
  - US success hinges on better coordination and policy analysis
- reference - [Balancing the Ledger - Center for Strategic & International Studies \(CSIS\)](#)

## China strikes back on US sanction

- **Huawei's launch of Mate 60 Pro smartphone**
  - these domestically produced chips represent major breakthrough against US sanctions
  - its success with *advanced 7nm Kirin 9000S chip* demonstrates significant progress in China's self-reliance in high-tech manufacturing - narrowing the technological gap with global leaders
- **Huawei case highlights potential failure of US sanctions potentially leading to more aggressive US measures**
  - US export controls on China's semiconductor industry are effective in the short term but insufficient to halt China's progress especially in legacy chip manufacturing
  - to maintain technological edge, US must balance further restrictions with supporting its semiconductor industry to avoid overreliance on export controls



## Chinese semiconductor companies

- Chinese major semiconductor companies
  - SMIC - China's largest chip foundry, advancing 7nm technology
  - HiSilicon - Huawei's chip design arm, crucial for the Kirin processors
  - YMTC - leader in 3D NAND memory chip production
  - Huahong Group, CXMT, SMEE, GigaDevice, UnilC Semiconductors, ASMC, etc.
- *SMIC shows significant progress in producing 7nm chips* & YMTC leads memory chip manufacturer - both face challenges from US export controls
- industry faces internal challenges, e.g., corruption & misallocation of resources
- but remains crucial to China's goal of technological self-reliance



# **Selected References & Sources**

## Selected references & sources

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**Thank You**