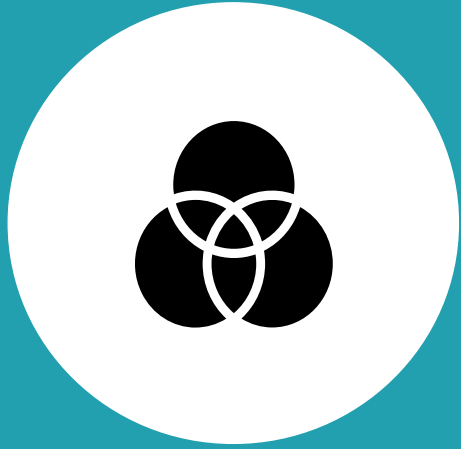


An abstract graphic on the left side of the slide, featuring a dense, chaotic web of thin, light blue lines connecting numerous small, glowing green and white dots, resembling a complex network or data visualization.

# AUTOMATONS, AUTOMATION, & ANALYTICS

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The Many Faces of AI



**THE AI UNIVERSE**



**BENEFITS**



**APPLICATIONS**

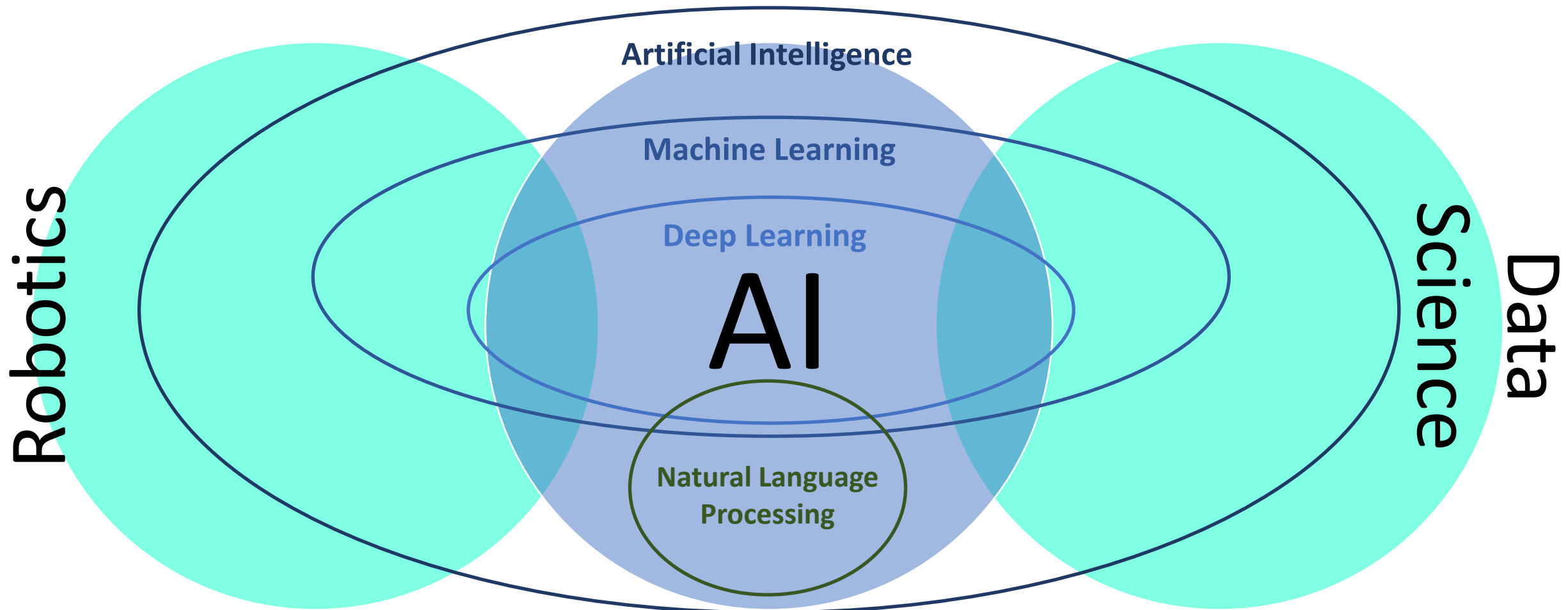
# THE AI UNIVERSE

---

- PUTTING THE 'I' IN AI...AND THE 'A'
- (NOT (ALWAYS)) ROBOTS!
- BUT, OH, THE HUMANITY

# THE BIG PICTURE

---



# ROBOTS

- Programmable machines
  - Can perform a range of functions  
incl. autonomous decision making
- 

# AUTOMATONS

- Predecessors to modern robots
- Mechanical
- Predetermined set of instructions

# MACHINE LEARNING

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- Algorithms + Statistical models ➡ Pattern discovery ➡ Inference
- Deep Learning vs Task Based
  - Supervised: data with labels, like learning with flashcards
  - Unsupervised: no labels, data is fed in and broken down into features, patterns found
  - Neural networks

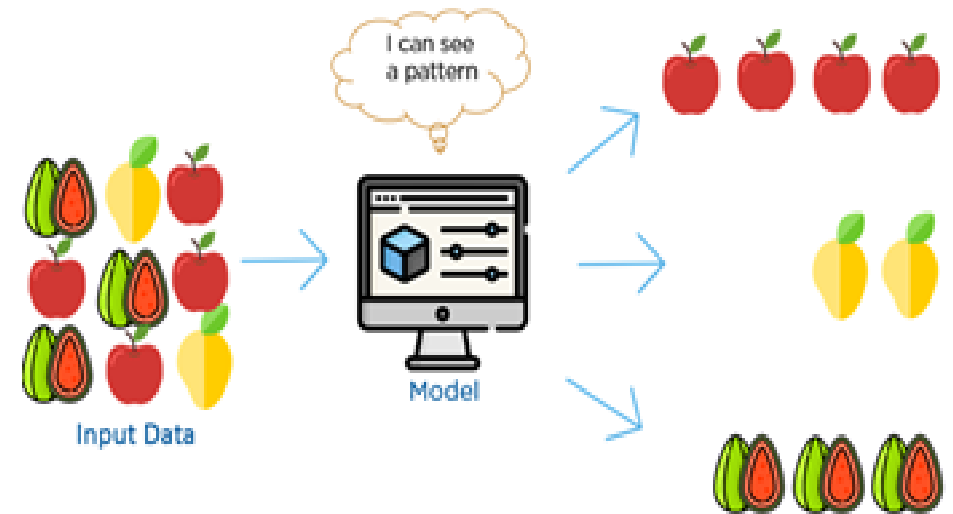
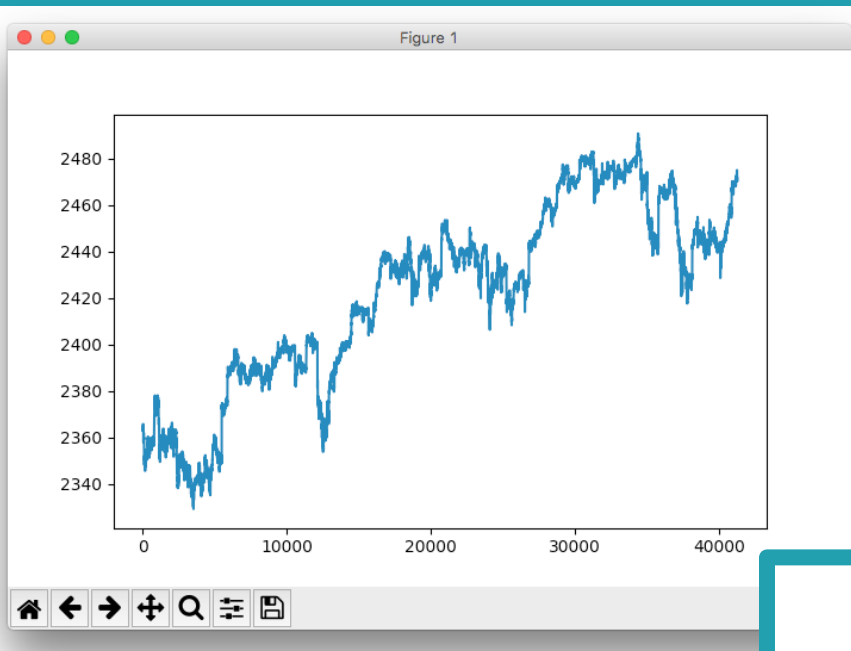


Image: TowardsDataScience.com





# MACHINE LEARNING



Alt Text

How would you describe this object and its context to someone who is blind?

(1-2 sentences recommended)

Generate a description for me

# HUMAN JOB SECURITY

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- Reasoning
- Client relationships
- Understanding outliers and context



Image: Shutterstock/Willyam Bradberry



# A FINAL WARNING

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- Automation  $\neq$  Automatons  $\neq$  Robots  $\neq$  AI
- Take care in selling AI
  - Some may see it as positive; “Robots are doing that?! ”
  - Some may see it as negative; “I’ve seen that Will Smith film . . . I don’t trust robots”
  - Don’t oversell and definitely don’t underdeliver

# BENEFITS

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- Consistency
- Error Reduction
- Troubleshooting
- Efficiency
- Reputation
- Profitability

# PICNIC: PROBLEM IN CHAIR NOT IN COMPUTER

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- Data entry
- Convoluted processes lead to confusion and frustration
- Computers don't get tired, have bad hair days, or get distracted by funny GIFs



# REPUTATION IS FOR LIFE\*

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- Data driven decision making
- Building a modern brand
- Lead by example, be knowledge leaders
- Use tech-hype to establish trust

\*take note, Love Islanders

# TIME IS MONEY

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- Companies and individuals
- Automation → Speed and efficiency
- Increase profits by using less resource time; resources then used to bring in more revenue



# BIG DATA APPLICATIONS

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- Taste Recommendations
- I'm Not a Robot
- Augmented Reality

# BECAUSE YOU LIKE... YOU MAY LIKE...



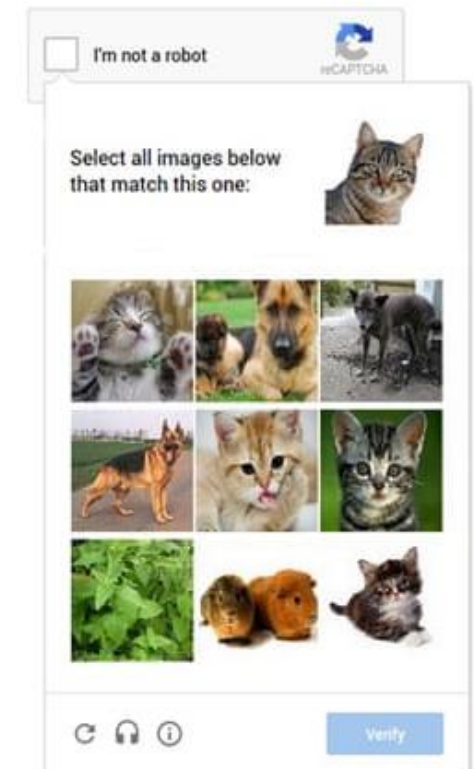
Image: Netflix

# COMPLETELY AUTOMATED TURING TEST

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- Humans vs Computers

1. Move your mouse
2. Click on the cats
3. Train Google's keyword search algorithm



# GOTTA CATCH 'EM ALL!

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- ML used to parse a live scene
- Occlusion techniques used to embed AR characters

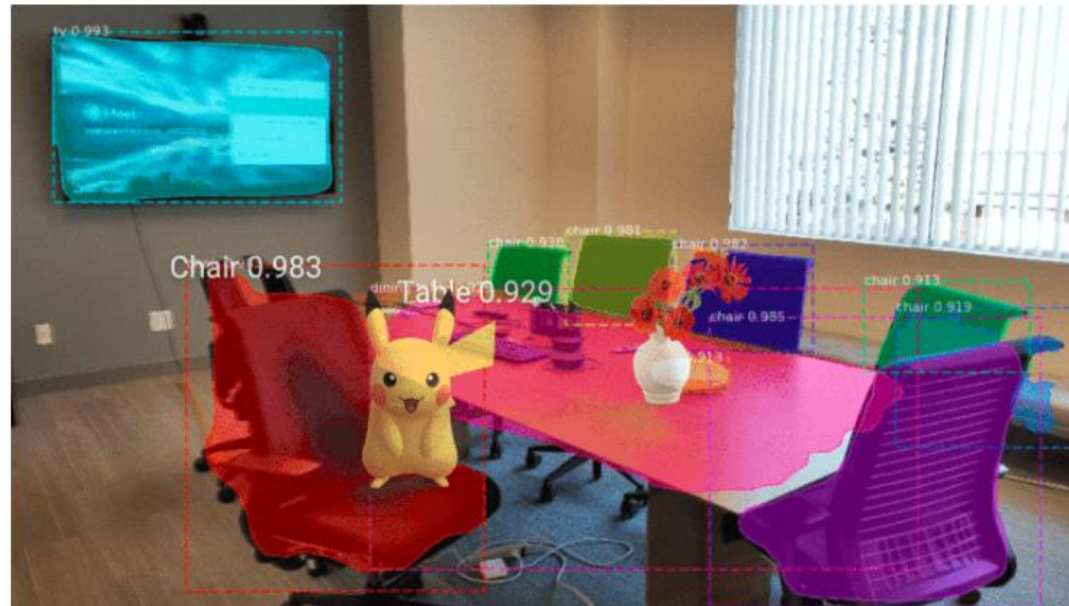


Image: Niantic Labs

# MEDIA APPLICATIONS


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- Opinion Mining
- Creative Enterprises
- Delivered Value
- Content Engagement



# MIND THE GAP

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- RADAR (Reporters and Data and Robots) 
  - Automated news service from Press Association and Urbs Media
  - Filling gap in news coverage with data-driven content
  - Fed data from sources in government, public services, local authorities, and templates written by reporters
- Forbes' Bertie
  - Helps reporters choose content, titles, and images

# BEAUTY IS IN THE EYE OF THE CONSUMER

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- JCDecaux Finland partnership with startup Visualmind
  - Advanced image recognition software used to analyse adverts
  - DB created with thousands of pictures
  - Panels of consumers are exposed to the images and their thoughts and feelings recorded
  - ML tool compares new images to learned material



Image: visualmind.io

# TELL US WHAT WE WANT TO HEAR

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- Radio networks around the world now using ML to tap into mountains of data
- On-demand and voice activation; engaging content and advertising
- Instreamatic
  - Dialogue advertising
  - Builds a conversation, opens product page in browser if user engages

# SEE IT, SAY IT, SORTED

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- Comcast/Online media and entertainment providers
  - Targeted advertising grows with recommendation technology
  - Consumers identifying what they want to see and when (adverts and content)
- Audience behaviour and the creative process changing with interactivity
  - ML adapts instantly

**AI DOES NOT MEAN ROBOTS**

**AI CAN REAP MANY BENEFITS FOR  
ALL INDUSTRY STAKEHOLDERS**

**MAJOR PLAYERS ARE ALREADY USING AI PROJECTS;  
DON'T GET LEFT BEHIND**



# THANK YOU!

