

Preben Mejer

preben@mejer.com





AI – Kunstig intelligens

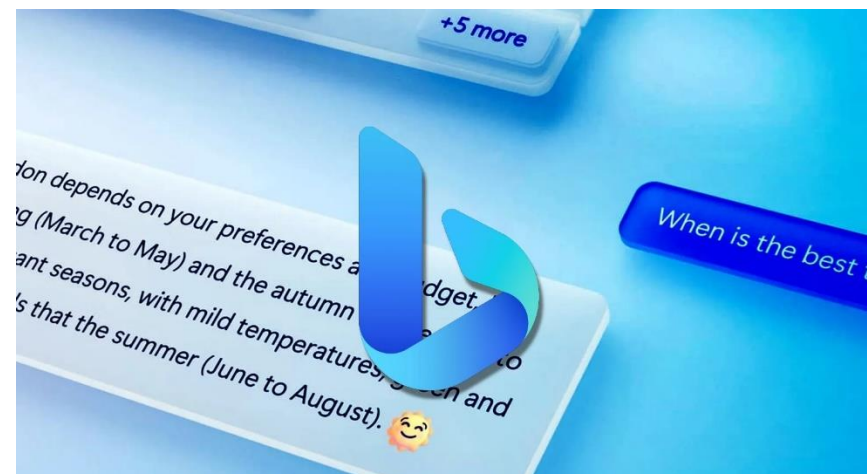
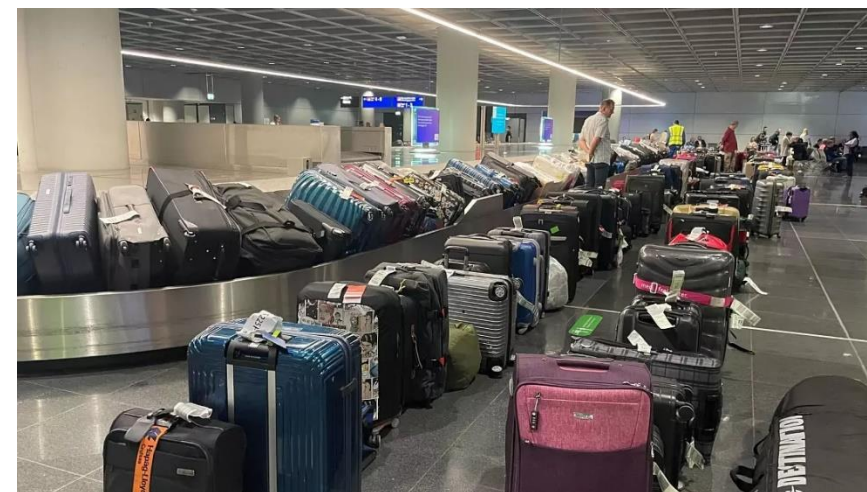
- Personal Computing
- Internet
- AI McKinsey





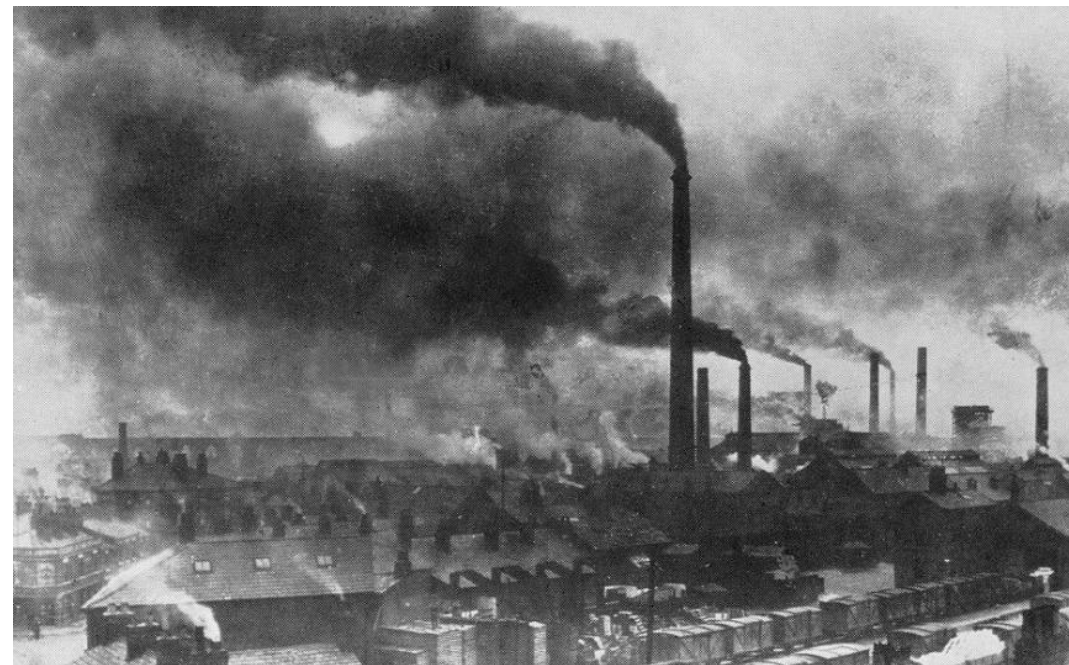
AI i din hverdag

- Låneansøgning på minutter i stedet for dage
- Kastrup bagage kapacitet fordoblet
- KLM mail ryger direkte i Outlook kalender
- Tesla ladeoptimering
- BingChat





Industrialiseringen gav os ...



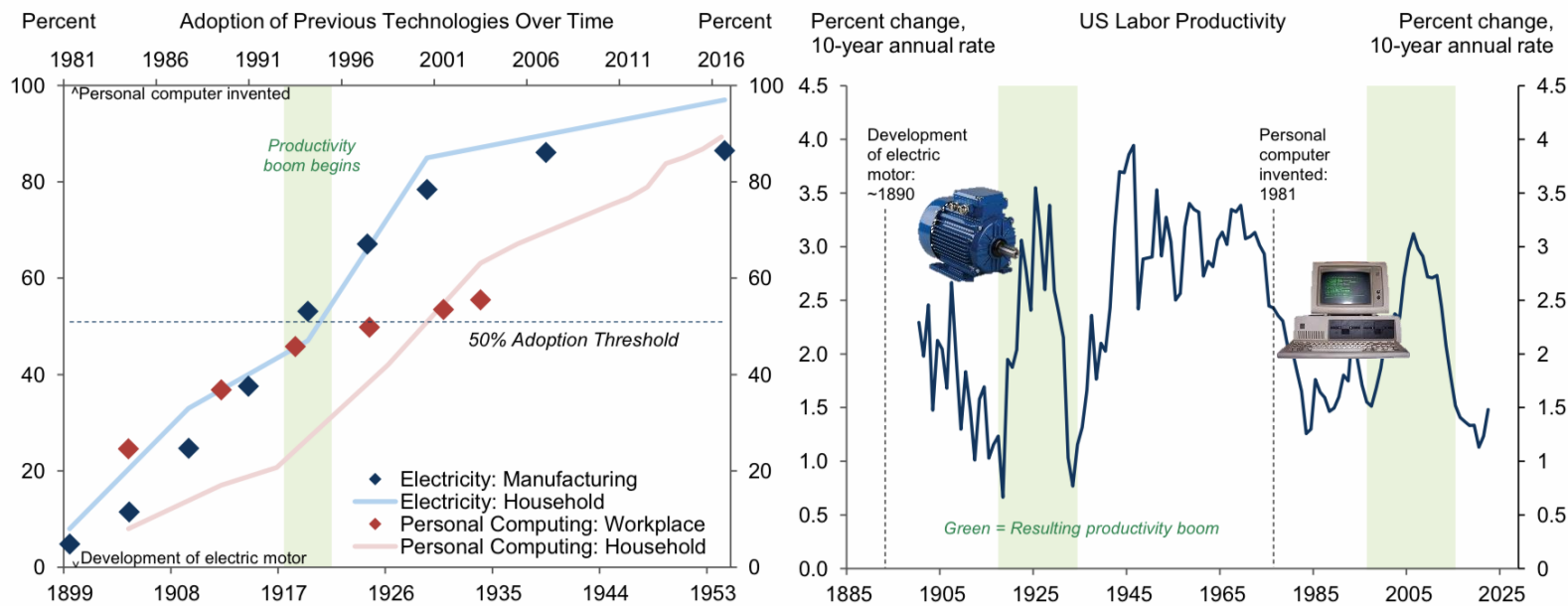
- Tidszoner
- Hierarkiske organisationer
- Fabrikker
- Forbrug – købe for at eje – ting, masser af ting

- WEF
- Dampmaskinen gav de vestlige lande 0.3 pct GDP årlig tilvækst
- IT og Internet 0.6 pct
- AI har potentiale til 1.3 pct

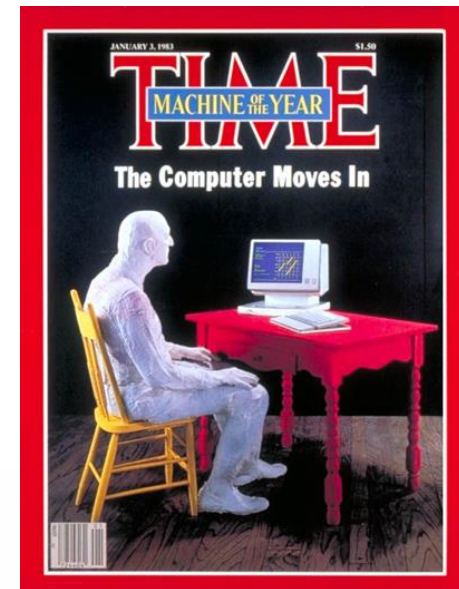
Milestone Tech and Labour productivity booms

- 10-20 år fra lancering til 50 pct udbredelse og produktivitets spring
 - ChatGPT and what follows may be for the 2030's - Paul Krugman WSJ

Exhibit 12: Previous Milestone Technologies Have Led to Labor Productivity Booms, but the Timing Is Hard to Predict



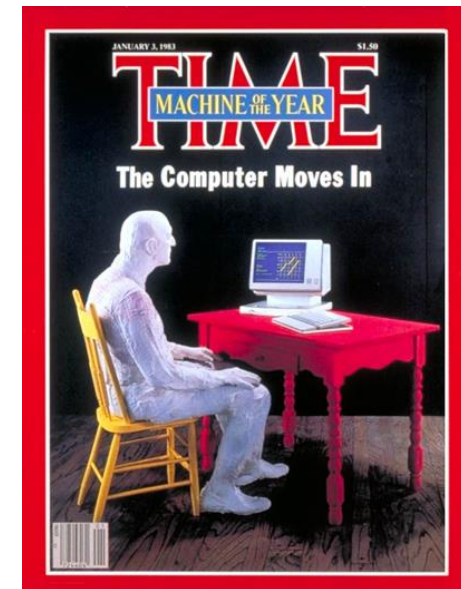
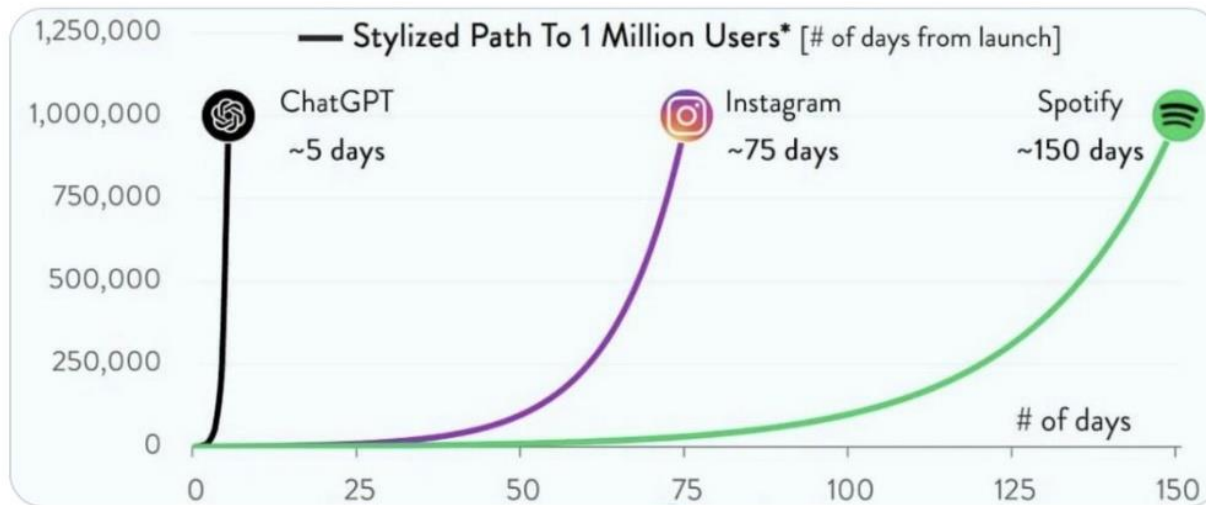
Source: US Bureau of Labor Statistics, Census Bureau, Our World in Data, Woolf (1987), Haver Analytics, Goldman Sachs Global Investment Research



Milestone Tech and Labour productivity booms

- 10-20 år fra lancering til 50 pct udbredelse og produktivitets spring
 - ChatGPT and what follows may be for the 2030's - Paul Krugman WSJ
 - Og dog ... PC'en 2 år for første mio solgt, ChatGPT 5 dage

Time different services took to reach 1 Million users. If you had any doubts that ChatGPT is going to change the way we use the Internet, look at this graph again ...





AI – Kunstig intelligens



- Above Imagination
- Nogle af de vildere ting....





AI – nu Ingen havde drømt om...



- **Kreativitet**
 - Skabe kunst, mærkværdigheder og video



Dall-E, Meta, ControlNET

AI – nu Ingen havde drømt om...



- **Kreativitet**
 - Skabe kunst, mærkværdigheder og video
- **Udødelighed**
 - Chat med Winston Churchill



Character AI – chatbots that can imitate the conversational style of anybody

AI – nu Ingen havde drømt om...



- **Kreativitet**
 - Skabe kunst, mærkværdigheder og video
- **Udødelighed**
 - Chat med Winston Churchill
- **Sprog – som aldrig før**
 - Talking to whales



To communicate with a whale in 2026
Exchange ideas and experiences
CETI – Cetacean Translation Initiative

AI – nu Ingen havde drømt om...



- **Kreativitet**
 - Skabe kunst, mærkværdigheder og video
- **Udødelighed**
 - Chat med Winston Churchill
- **Sprog – som aldrig før**
 - Talking to whales
- **Kombinationsevne – som aldrig før**
 - Recipes from fridge



ChatGPT

Several recipes

Fruit salad, cheese omelette, ham and cheese sandwich

Fruit smoothie

For each of the items an easy recipe to whip them up

AI – nu Ingen havde drømt om...



- **Kreativitet**
 - Skabe kunst, mærkværdigheder og video
- **Udødelighed**
 - Chat med Winston Churchill
- **Sprog – som aldrig før**
 - Talking to whales
- **Kombinationsevne – som aldrig før**
 - Recipes from fridge picture
- **Turbo på bevægeapparatet**
 - Hoppende robotter

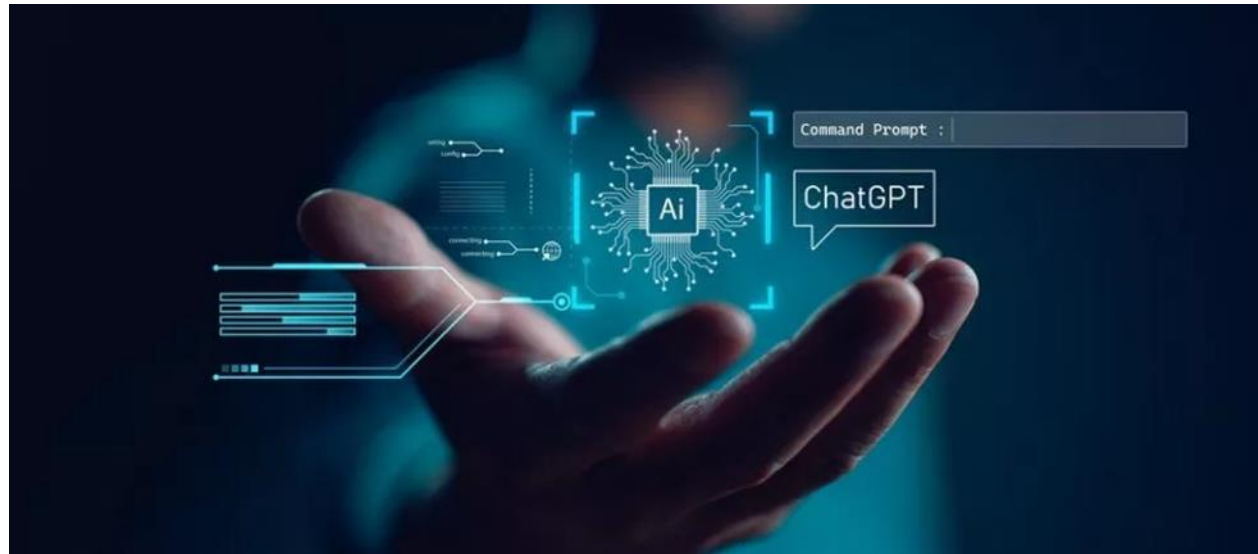


Boston Dynamics Atlas
Can run, jump, pick up and throw heavy objects

AI – nu Ingen havde drømt om...



- **Kreativitet**
 - Skabe kunst, mærkværdigheder og video
- **Udødelighed**
 - Chat med Winston Churchill
- **Sprog – som aldrig før**
 - Talking to whales
- **Kombinationsevne – som aldrig før**
 - Recipes from fridge picture
- **Turbo på bevægeapparatet**
 - Hoppende robotter
- **Glem IT som vi kender det**
 - AI baseret betjening = paradigmeskifte

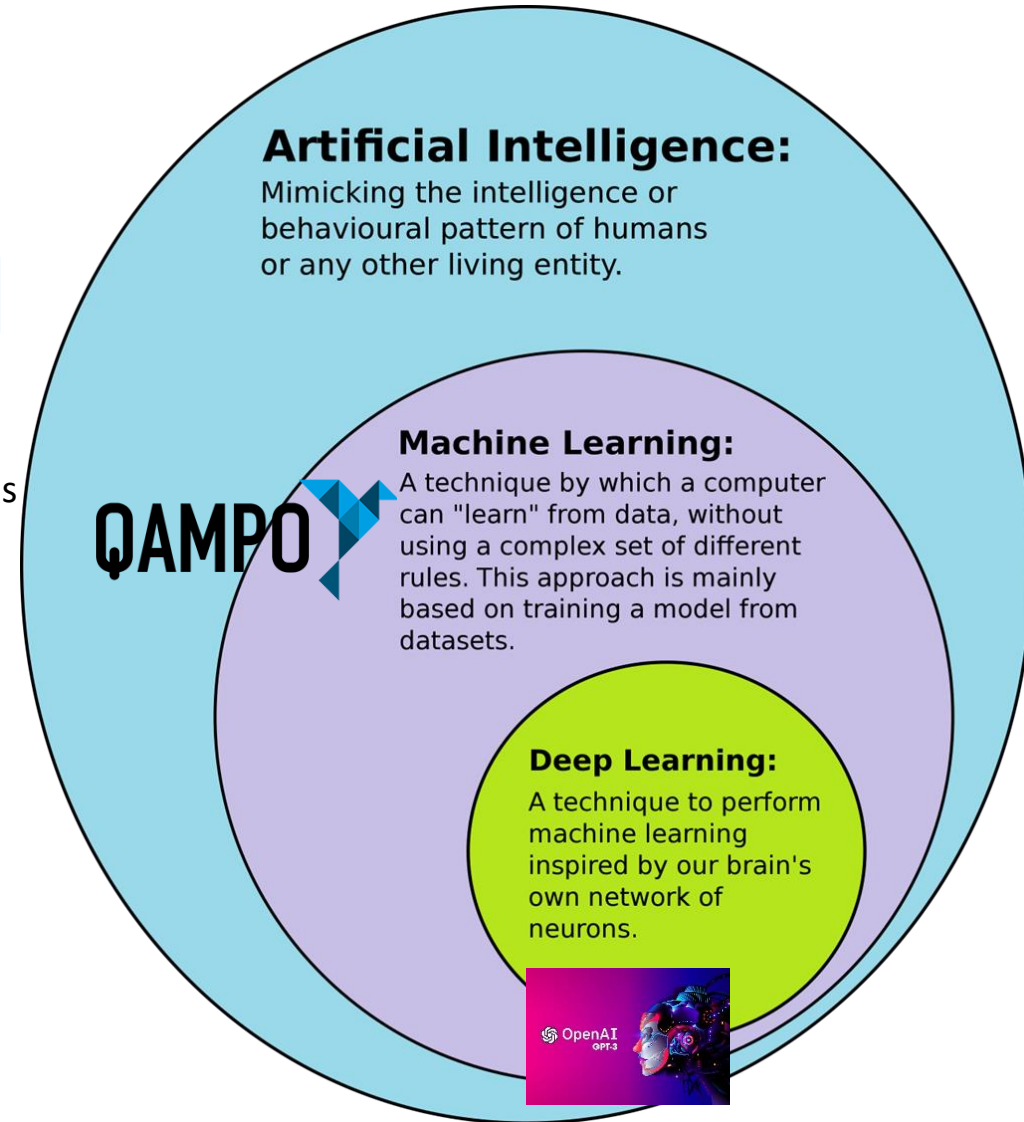




AI typer



- Machine learning
 - Machine learning algorithms based on data make predictions or decisions
- Deep learning
 - Based on neural (brain like) networks
 - Learn on data that for specific task – images for object recognition
- Generative AI
- Generative adversarial networks
 - Two neural networks, one generating new data, one evaluating
 - Generator and discriminator work together, end result look like real data
- GPT4 – Generative pretrained transformer
 - Pretrained on 175b parameters – internet – 2021 data (GPT3)
 - Transformer – can weight the significance of each part of input data
 - (BERT invented by Google)
 - Predict the next best word in a sentence
 - The first person to walk on the moon was.... Neil Armstrong
 - Images or face created based on existing
 - Any kind of text, news, poetry or translation based on 175b parameter base
 - Audio, music, sound effects, voice acting based on existing – A new Beatles album ?





Automatisering Diesel skurke & Dr Watson





AI - Qampo

- Qampo – Machine Learning
 - Decision science
 - Ressource/logistik optimering
- Optimizing airport flow
- Scheduling - staff, timetable
- Teknikerbiler
- Hjemmepleje

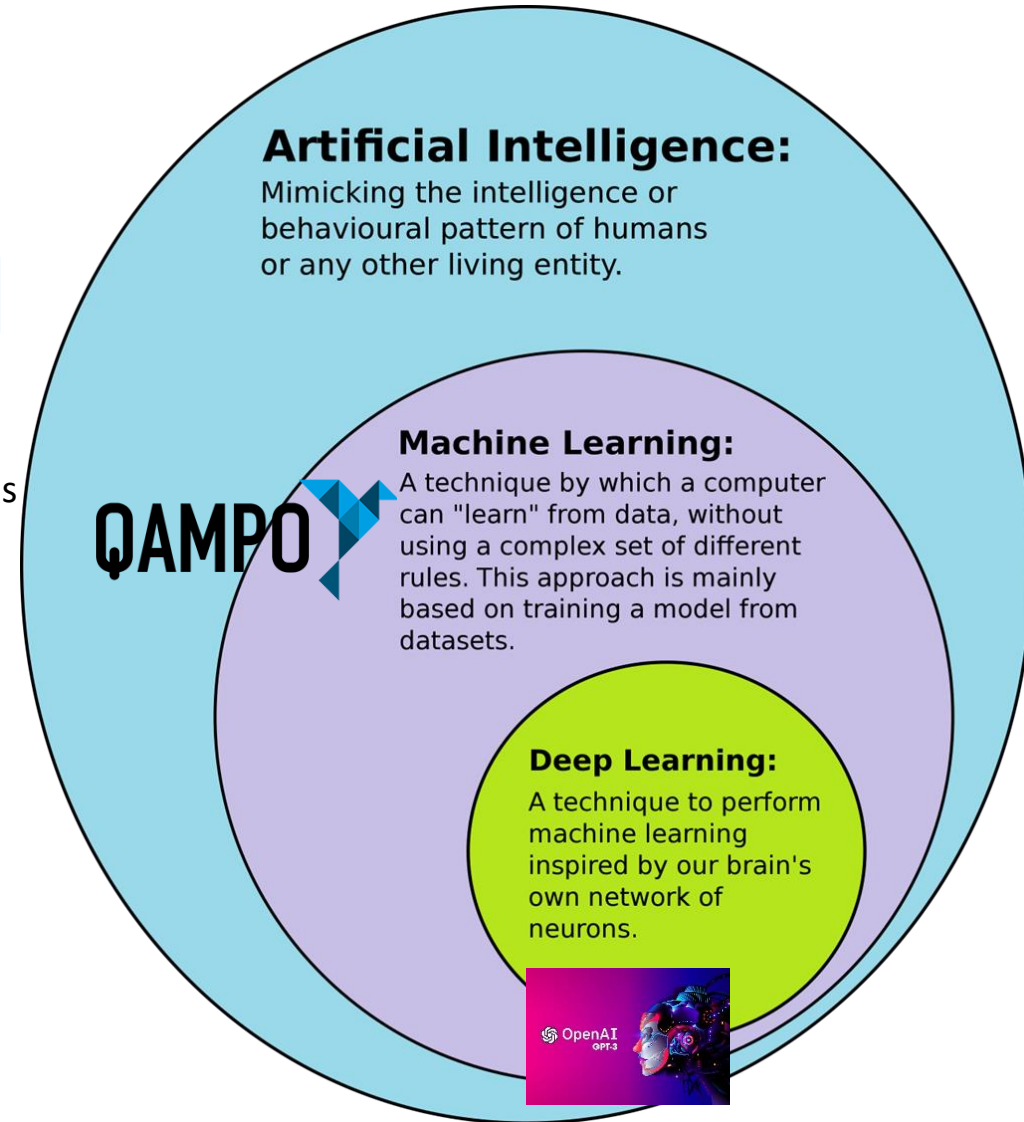




AI typer



- Machine learning
 - Machine learning algorithms based on data make predictions or decisions
- Deep learning
 - Based on neural (brain like) networks
 - Learn on data that for specific task – images for object recognition
- Generative AI
- Generative adversarial networks
 - Two neural networks, one generating new data, one evaluating
 - Generator and discriminator work together, end result look like real data
- GPT4 – Generative pretrained transformer
 - Pretrained on 175b parameters – internet – 2021 data (GPT3)
 - Transformer – can weight the significance of each part of input data
 - (BERT invented by Google)
 - Predict the next best word in a sentence
 - The first person to walk on the moon was.... Neil Armstrong
 - Images or face created based on existing
 - Any kind of text, news, poetry or translation based on 175b parameter base
 - Audio, music, sound effects, voice acting based on existing – A new Beatles album ?

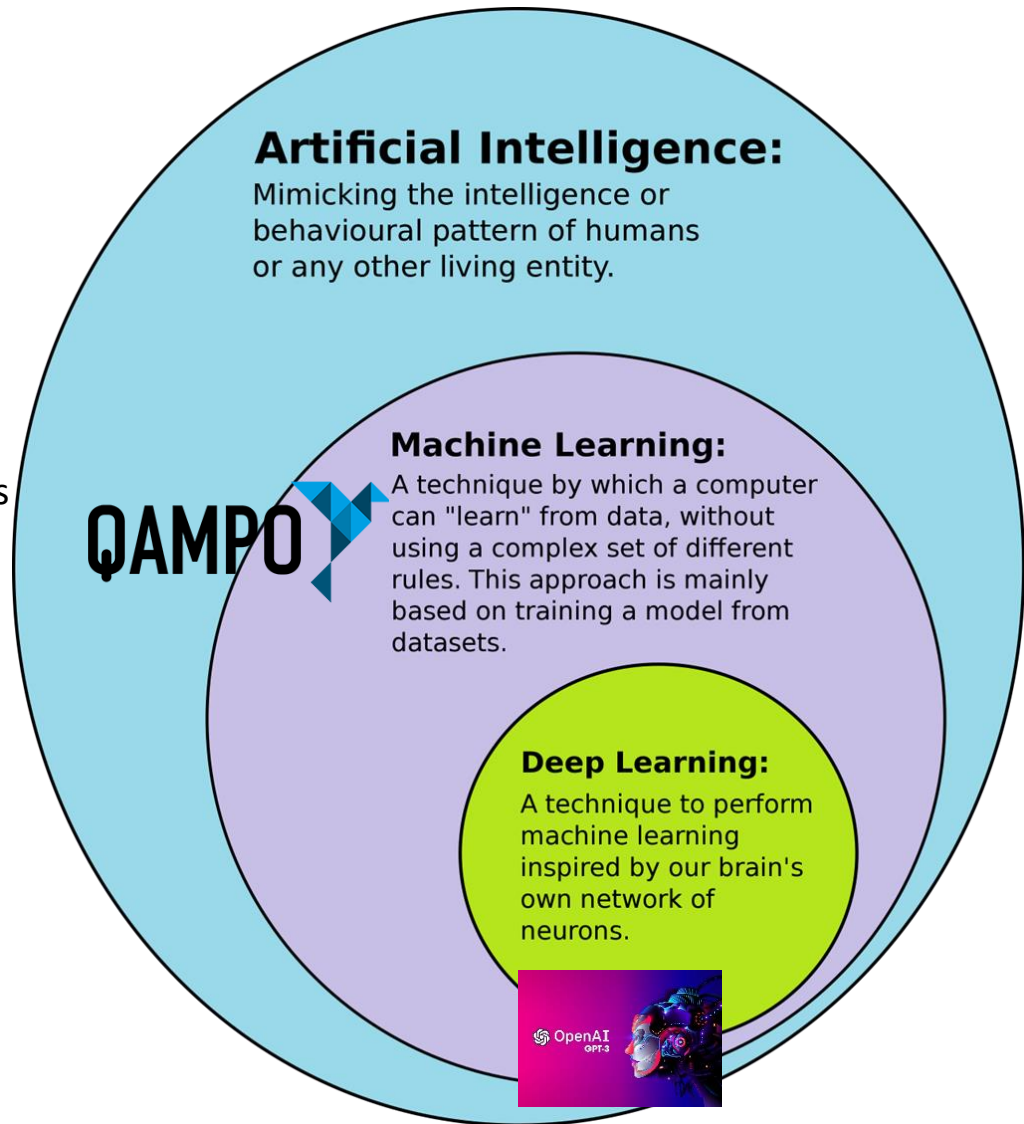




AI typer



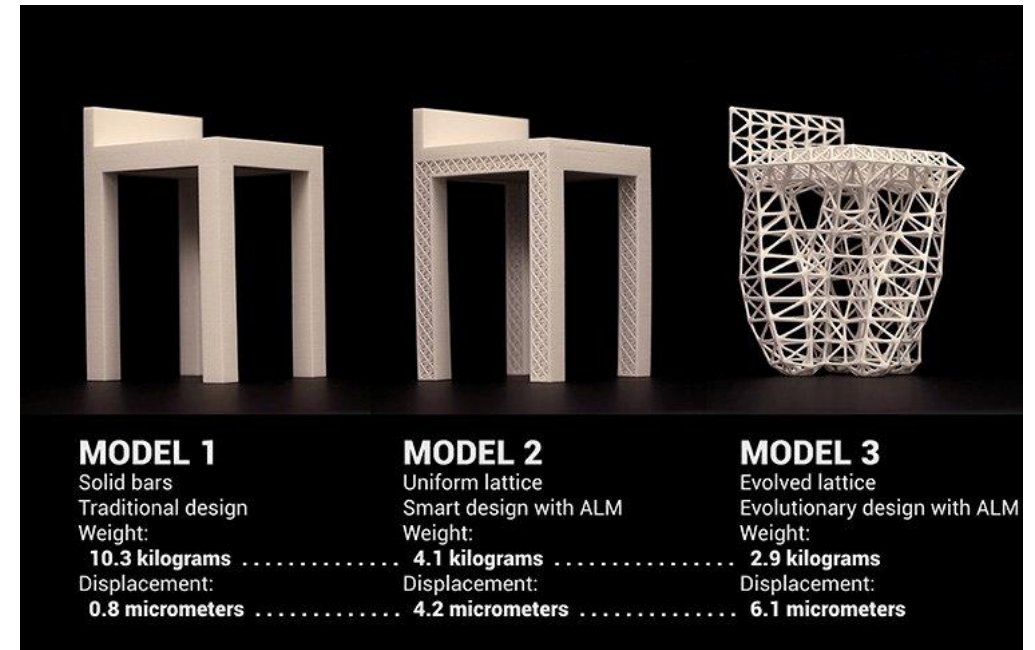
- Machine learning
 - Machine learning algorithms based on data make predictions or decisions
- Deep learning
 - Based on neural (brain like) networks
 - Learn on data that for specific task – images for object recognition
- Generative AI
- Generative adversarial networks
 - Two neural networks, one generating new data, one evaluating
 - Generator and discriminator work together, end result look like real data
- GPT4 – Generative pretrained transformer
 - Pretrained on 175b parameters – internet – 2021 data (GPT3)
 - Transformer – can weight the significance of each part of input data
 - (BERT invented by Google)
 - Predict the next best word in a sentence
 - The first person to walk on the moon was.... Neil Armstrong
 - Images or face created based on existing
 - Any kind of text, news, poetry or translation based on 175b parameter base
 - Audio, music, sound effects, voice acting based on existing – A new Beatles album ?





AI Generative design

- Fortæl computeren hvad du gerne vil designe og hvad det skal koste hvor meget det skal kunne holde til
- Autodesk generative design algoritme kommer op med forslag
- I stedet for at designe elementet er designeren kurator der udvælger og selektrer
- Autodesk generative design is based on natures own R&D and biomimetic
- Autodesk

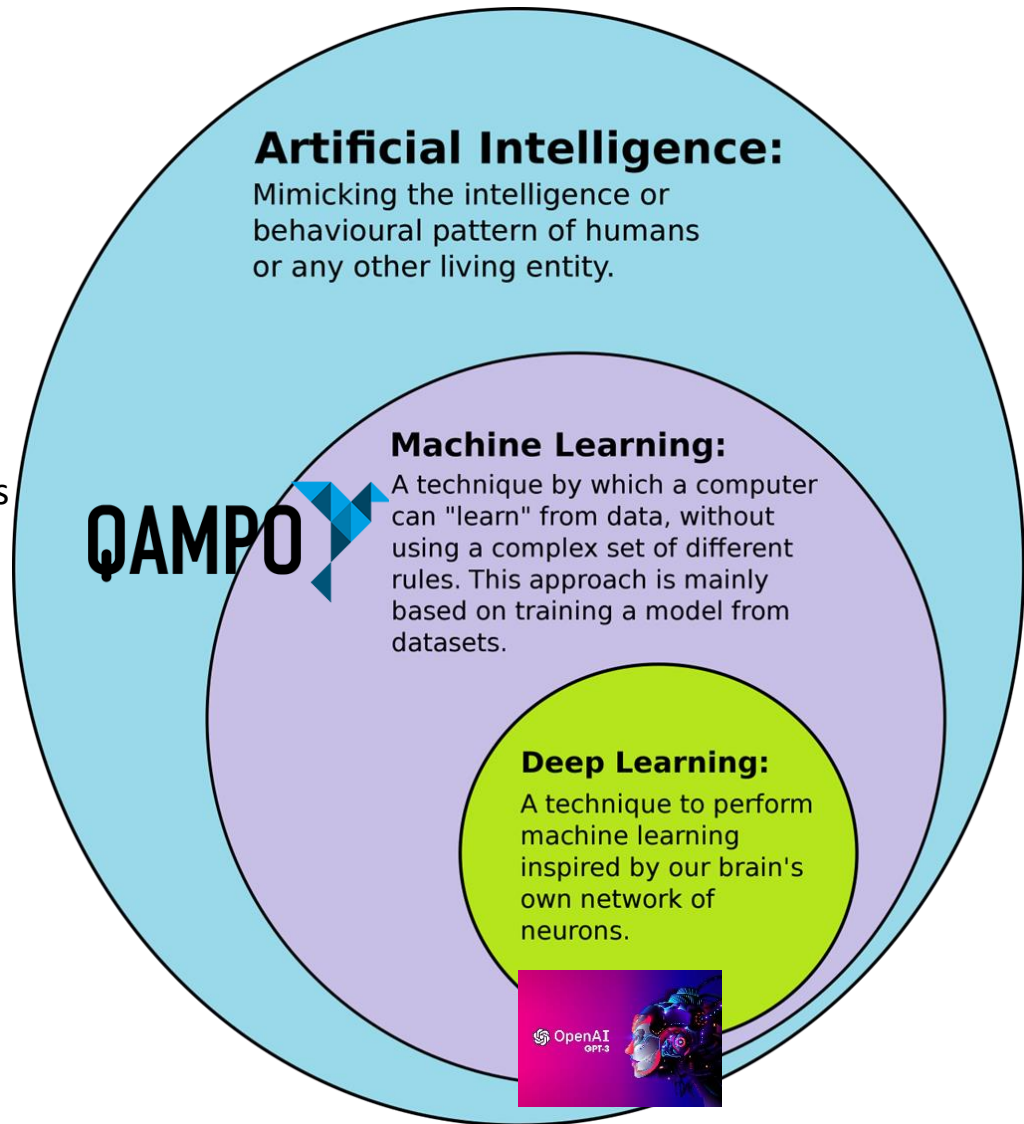




AI typer



- Machine learning
 - Machine learning algorithms based on data make predictions or decisions
- Deep learning
 - Based on neural (brain like) networks
 - Learn on data that for specific task – images for object recognition
- Generative AI
- Generative adversarial networks
 - Two neural networks, one generating new data, one evaluating
 - Generator and discriminator work together, end result look like real data
- GPT4 – Generative pretrained transformer
 - Pretrained on 175b parameters – internet – 2021 data (GPT3)
 - Transformer – can weight the significance of each part of input data
 - (BERT invented by Google)
 - Predict the next best word in a sentence
 - The first person to walk on the moon was.... Neil Armstrong
 - Images or face created based on existing
 - Any kind of text, news, poetry or translation based on 175b parameter base
 - Audio, music, sound effects, voice acting based on existing – A new Beatles album ?





AI typer



- Machine learning
 - Machine learning algorithms based on data make predictions or decisions
- Deep learning
 - Based on neural (brain like) networks
 - Learn on data that for specific task – images for object recognition
- Generative AI
- Generative adversarial networks
 - Two neural networks, one generating new data, one evaluating
 - Generator and discriminator work together, end result look like real data
- GPT4 – Generative pretrained transformer
 - Pretrained on 175b parameters – internet – 2021 data (GPT3)
 - Transformer – can weight the significance of each part of input data
 - (BERT invented by Google)
 - Predict the next best word in a sentence
 - The first person to walk on the moon was.... Neil Armstrong
 - Images or face created based on existing
 - Any kind of text, news, poetry or translation based on 175b parameter base
 - Audio, music, sound effects, voice acting based on existing – A new Beatles album ?



Artificial Intelligence:

Mimicking the intelligence or behavioural pattern of humans or any other living entity.

QAMPO

Machine Learning:

A technique by which a computer can "learn" from data, without using a complex set of different rules. This approach is mainly based on training a model from datasets.

Deep Learning:

A technique to perform machine learning inspired by our brain's own network of neurons.





AI typer



- Machine learning
 - Machine learning algorithms based on data make predictions or decisions
- Deep learning
 - Based on neural (brain like) networks
 - Learn on data that for specific task – images for object recognition
- Generative AI
- Generative adversarial networks
 - Two neural networks, one generating new data, one evaluating
 - Generator and discriminator work together, end result look like real data
- GPT4 – Generative pretrained transformer
 - Pretrained on 175b parameters – internet – 2021 data (GPT3)
 - Transformer – can weight the significance of each part of input data
 - (BERT invented by Google)
 - Predict the next best word in a sentence
 - The first person to walk on the moon was.... Neil Armstrong
 - Images or face created based on existing
 - Any kind of text, news, poetry, or translation based on 175b parameter base
 - Audio, music, sound effects, voice acting based on existing – A new Beatles album ?



Artificial Intelligence:

Mimicking the intelligence or behavioural pattern of humans or any other living entity.

QAMPO

Machine Learning:

A technique by which a computer can "learn" from data, without using a complex set of different rules. This approach is mainly based on training a model from datasets.

Deep Learning:

A technique to perform machine learning inspired by our brain's own network of neurons.



“Creative” AI

- Dall-E2 – Art generator
 - Creating original, realistic images from a text description
 - Combine concepts, attributes and styles
 - Midjourney (- independent - Leap Motion), probably Stable Diffusion underlying tech
 - Dream Studio – Stable Diffusion – open source, Heidelberg/Munich universities and others
- Diffusion Models are generative models
 - Like text prediction, building pixel by pixel
 - Reduce data to noise and, make a new picture as a probable outcome of input
 - The relationality of pixels (colours, density, intensity) groups of pixels and larger architectures
 - Carlos Perez, much more efficient than GAN
- Riffusion
 - AI Music Generation – Stable Diffusion used to generate spectrograms, converted into an audio signal

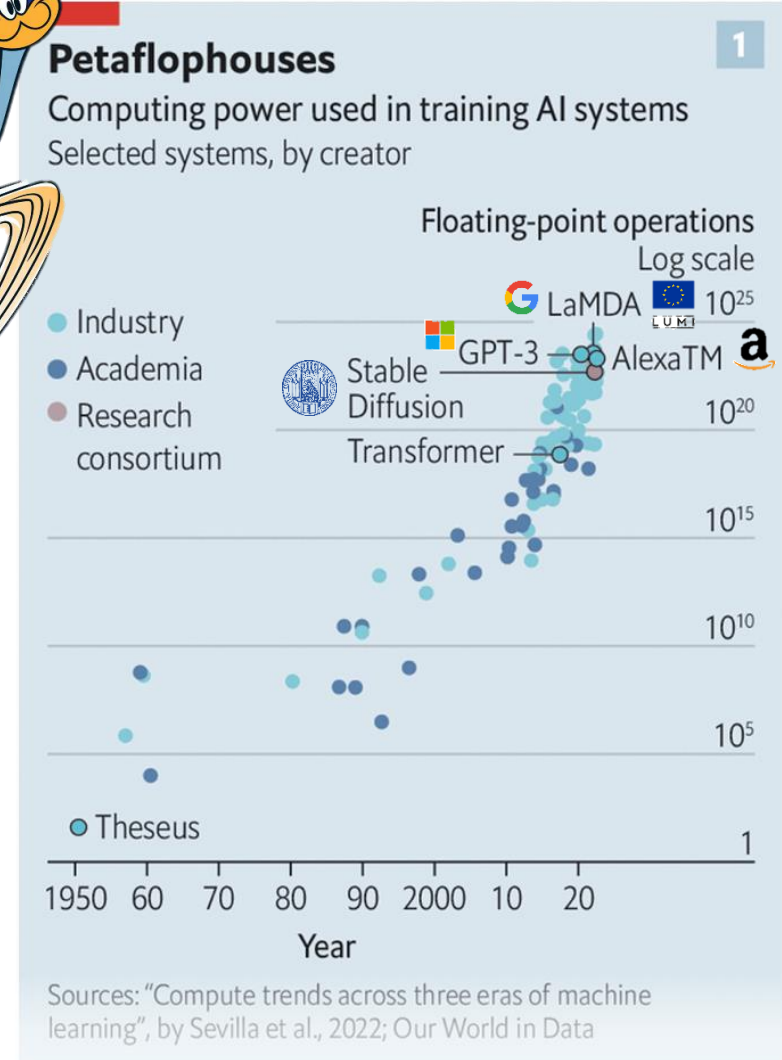
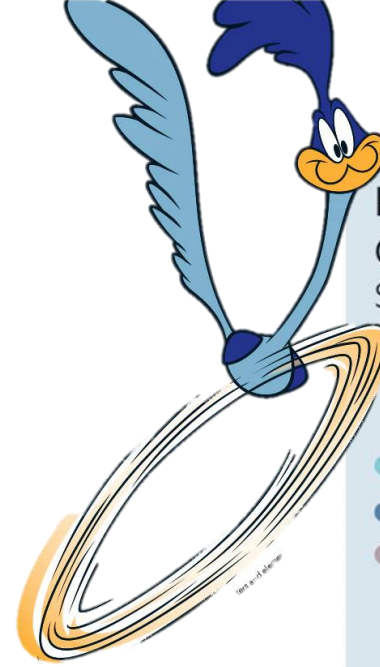


Jason Allen “Théâtre D’opéra Spatial,”



Meep Meep

- GPT3 est 314 petaflops Metaculus
- Google, Microsoft mfl
- Floating point operations per second
 - Apple M2 = 3.6 tera flops GPT3 = 3-500.000 x Apple M2
 - 0.33 flop = IBM PC 1981 = Europe+ in footprint to make GPT3 compute (BingChat)
- EU LUMI 550 petaflops
 - Global no 3



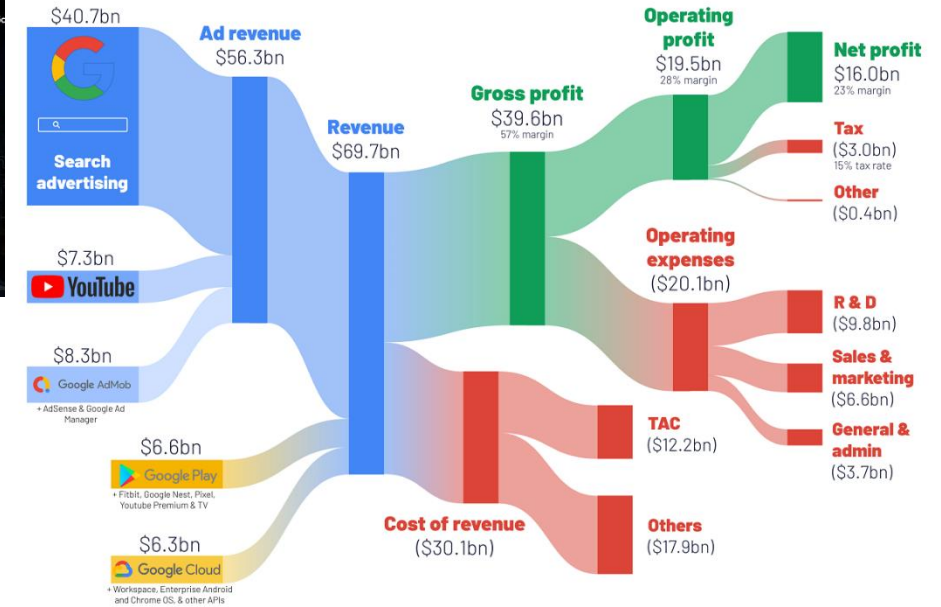
The Economist

Business – Google vs Microsoft

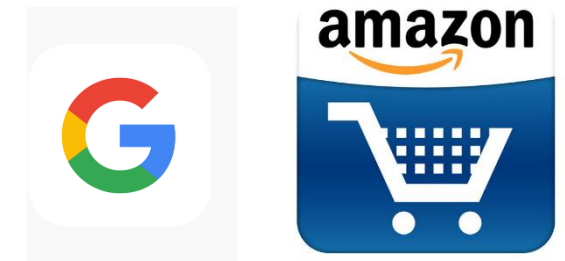


- The Future of Search is Conversational
 - Asking your doctor for advice
 - Google – you receive a list of links to articles to read
 - ChatGPT well-written note
- Open AI
 - Open AI capped profit entity 100x investment
 - Then reverting to non profit
 - Aim to create open general intelligence
- Microsoft - ChatGPT and Bing
 - 3 pct of search vs 90pct Google 120b usd revenue 9mo 2022
 - Mfst investment in Open AI 13b usd, 15pct of 85b profit 2022
 - Every pct gained in search market share is worth 2bn usd (Guardian)
 - Feb-march Google decline 1 pct - SimilarWeb
- New technologies disrupt their traditional markets
 - Innovators Dilemma 1997 Clayton Christensen
- Google - Code Red
 - 81pct of Alphabet revenue is advertising, mostly pay-per-click ads
 - “Google will recalibrate the level of risk it will take when releasing new public facing AI tools” Sandar
 - Market Cap 2trillion in nov 2021, now 1.2trillion
 - From page ranking to language models answering the question

Alphabet June-2022 Quarterly Income Statement



Source: Alphabet June 2022 quarterly results



100b cloud spending, 500b digital advertising,
5.4trillion e-commerce disruption, IDC / Group M

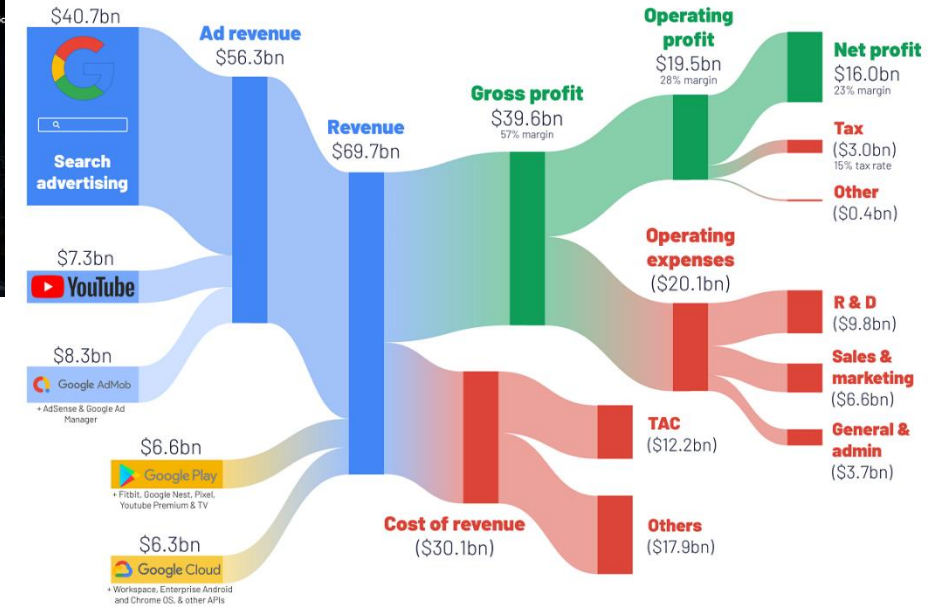


Business – Google vs Microsoft

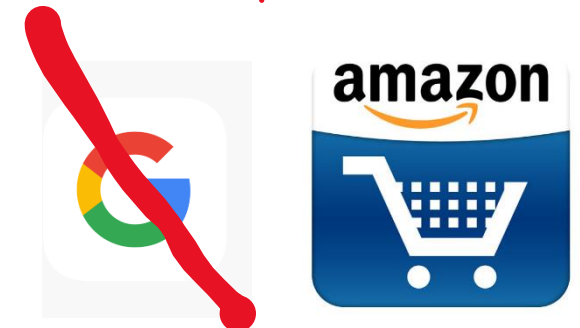


- The Future of Search is Conversational
 - Asking your doctor for advice
 - Google – you receive a list of links to articles to read
 - ChatGPT well-written note
- Open AI
 - Open AI capped profit entity 100x investment
 - Then reverting to non profit
 - Aim to create open general intelligence
- Microsoft - ChatGPT and Bing
 - 3 pct of search vs 90pct Google 120b usd revenue 9mo 2022
 - Mfst investment in Open AI 13b usd, 15pct of 85b profit 2022
 - Every pct gained in search market share is worth 2bn usd (Guardian)
 - Feb-march Google decline 1 pct - SimilarWeb
- New technologies disrupt their traditional markets
 - Innovators Dilemma 1997 Clayton Christensen
- Google - Code Red
 - 81pct of Alphabet revenue is advertising, mostly pay-per-click ads
 - “Google will recalibrate the level of risk it will take when releasing new public facing AI tools” Sandar
 - Market Cap 2trillion in nov 2021, now 1.2trillion
 - From page ranking to language models answering the question

Alphabet June-2022 Quarterly Income Statement



Source: Alphabet June 2022 quarterly results



100b cloud spending, 500b digital advertising,
5.4trillion e-commerce disruption, IDC / Group M

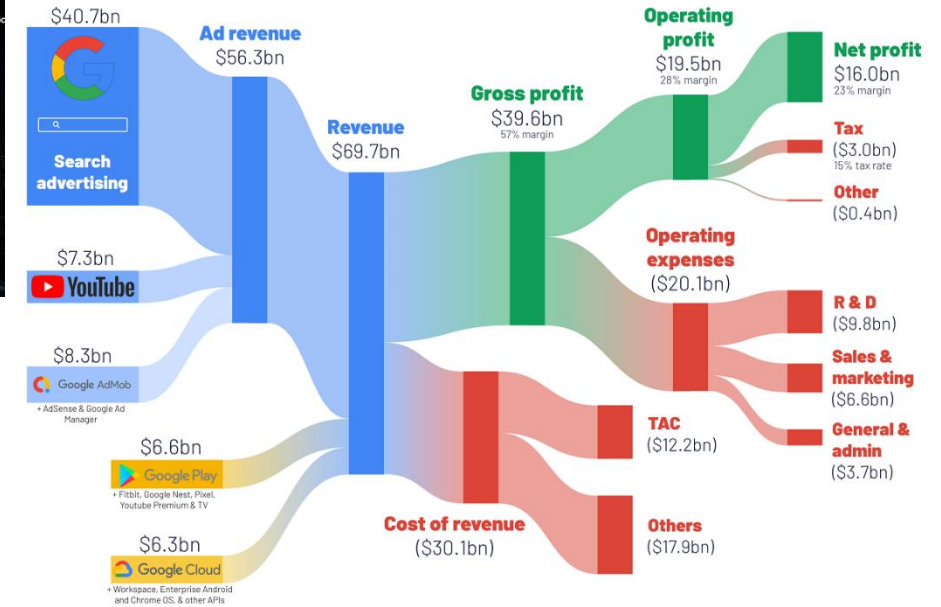


Business – Google vs Microsoft



- The Future of Search is Conversational
 - Asking your doctor for advice
 - Google – you receive a list of links to articles to read
 - ChatGPT well-written note
- Open AI
 - Open AI capped profit entity 100x investment
 - Then reverting to non profit
 - Aim to create open general intelligence
- Microsoft - ChatGPT and Bing
 - 3 pct of search vs 90pct Google 120b usd revenue 9mo 2022
 - Mfst investment in Open AI 13b usd, 15pct of 85b profit 2022
 - Every pct gained in search market share is worth 2bn usd (Guardian)
 - Feb-march Google decline 1 pct - SimilarWeb
- New technologies disrupt their traditional markets
 - Innovators Dilemma 1997 Clayton Christensen
- Google - Code Red
 - 81pct of Alphabet revenue is advertising, mostly pay-per-click ads
 - “Google will recalibrate the level of risk it will take when releasing new public facing AI tools” Sandar
 - Market Cap 2trillion in nov 2021, now 1.2trillion
 - From page ranking to language models answering the question

Alphabet June-2022 Quarterly Income Statement



Source: Alphabet June 2022 quarterly results



100b cloud spending, 500b digital advertising,
5.4trillion e-commerce disruption, IDC / Group M



AI anvendelses temaer

De første år ...

- Automation
 - 73 pct / Qampo
 - Bots writing emails to bots
- Kuratering
 - McKinsey
- Beslutningsstøtte, det grove arbejde
 - DDB / Visiopharm / Ukraine aflytning
 - Skrive tekster, programmere 65 pct
- Orkestrering
 - Byggesager / Disaster management



Semantic **Scholar**



 Radrlab

Eksempel

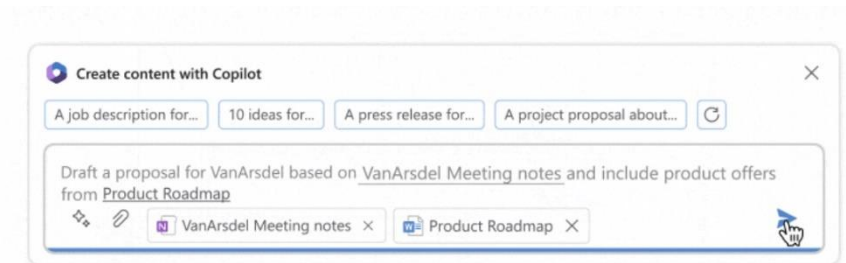
A-K-B-O AI løsning

- IBM iX og Industriens Pension
 - 400.000 medlemmer og 8000 virksomheder
 - 267.000 årlige telefonopkald, ca 700 om dagen
- Pain points
 - Kundecenter rådgivningsmateriale 500 sider tekst
 - Ofte 5-7 klik og lang ventetid på informationssøgning mens kunden venter i telefonen
- Talegenkendelse og AI lytter med på kundesamtaler i realtid
 - hjælper medarbejder på tværs af de 500 sider
- 3 AI modeller der spiller sammen
 - en transkriberer samtalen til tekst
 - nr 2 kategoriserer og finder relevant info
 - nr 3 finder dybere materiale
- Resultatet er at information typisk er 1 klik væk, søgninger er elimineret



ChatGPT BingChat & API'er / apps

- DoNotPay – the worlds first robot lawyer
 - Negotiate to settle bills like medical bills, landlord-tenant disputes
- Carbon Health, making a health improving plan with excercise suggestions and lists of meals
- Jasper.ai, writing high caliber entertaining material, used in marketing, newsletters
- Auto Bot Builder, create chatbots for business needs
- Poly AI, conversational platform, creating voice assistants for business
- Search everything you heard or said with AI - Rewind.AI
 - Search through zoom meetings, emails, whatsapp conversations Medium
- Character AI – create chatbots that can imitate the conversational style of anybody – Joe Biden
- Quillbot
 - Takes a section of your writing and rewrites it in a more friendly, professional, casual, or another such tone of voice.
 - Formal, simple, creative Expand: Adds more detail and depth to increase sentence length.
 - Shorten: Strips away extra words to provide a clear message.





29 juni 2007

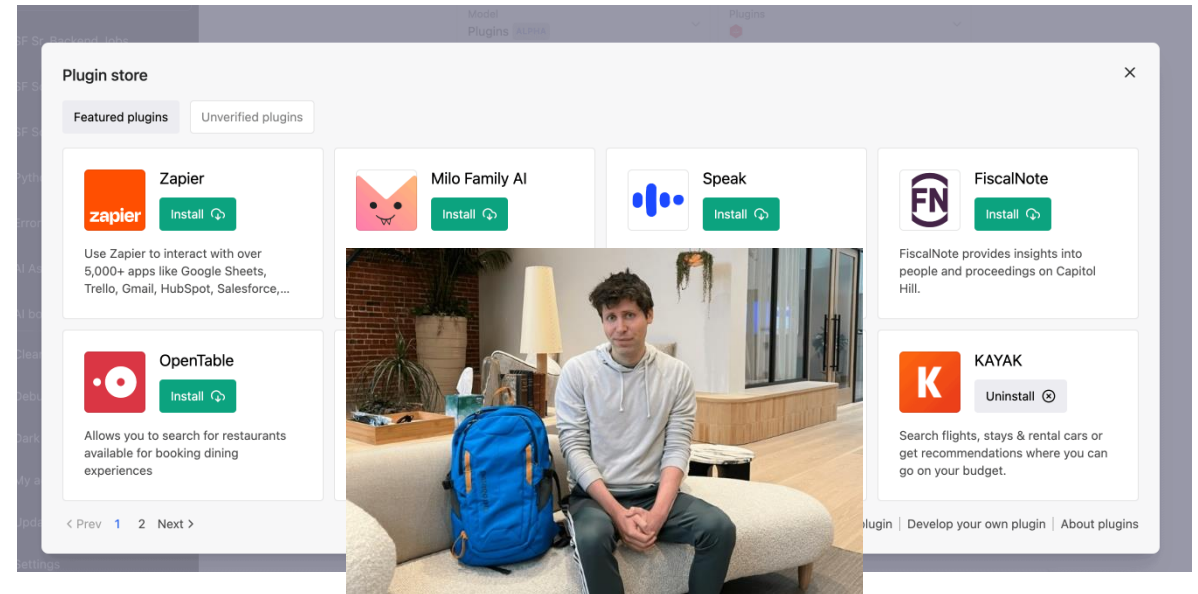
- iPhone
- App store 2008



Open AI

The app store moment...

- An emerging computing platform shift, with generative AI being the new computing platform
 - Ben Bajarin – Creative Strategies Fastcompany
- Launch of ChtGPT plug-ins looks like the launch of iPhone app store in 2008
 - Users will be able to choose from 100s of plug-ins
- Developers will be able to chain plug-ins with others
 - ChatGPT user could chain diet app (for a healthy recipe idea)
 - to a mathematical plug in to calculate how much to buy,
 - to Instacarts plug in to order the ingredients
 - Fastcompany
- If we had something on the phone that knows all about us
 - our belongings, our property, our friends, entertainment habits
 - Talking to us in a natural way so we can interact with it, would we need our apps anymore ?
 - Fastcompany Perplexity Srinivas

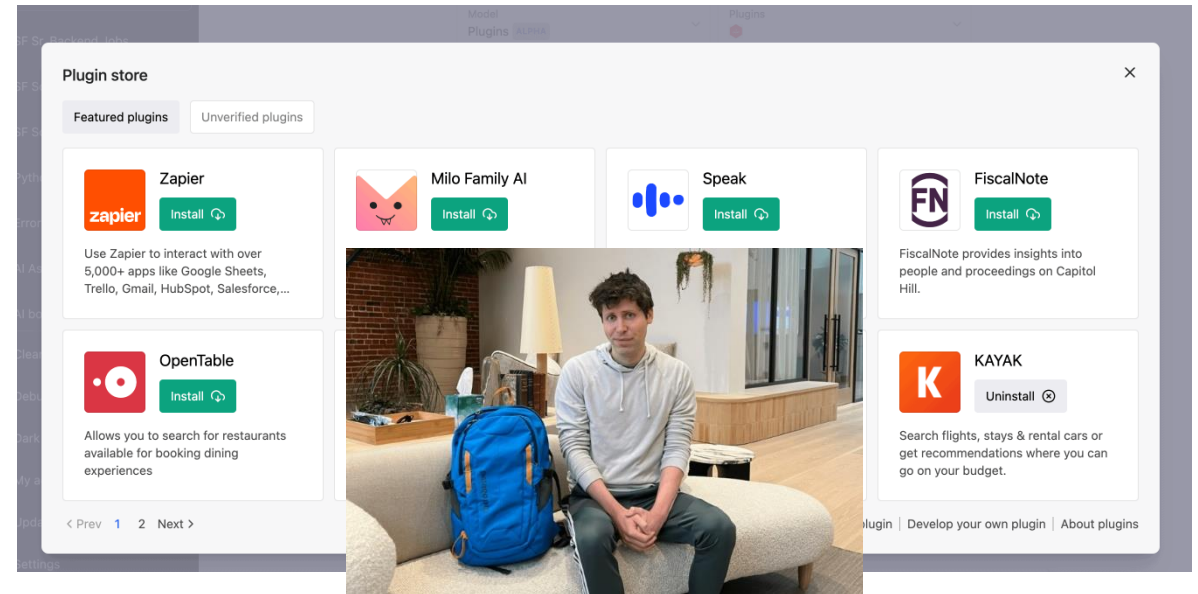


Open AI

The app store moment...

- Retrieve real-time information – sports scores, stock prices
- Retrieve knowledge-base information – company docs, personal information
 - Perform actions on behalf of user
- Expedia plug in
 - Book a flight for you, Open Table, Instacart
- Browsing plugin
 - Access and read information from the internet

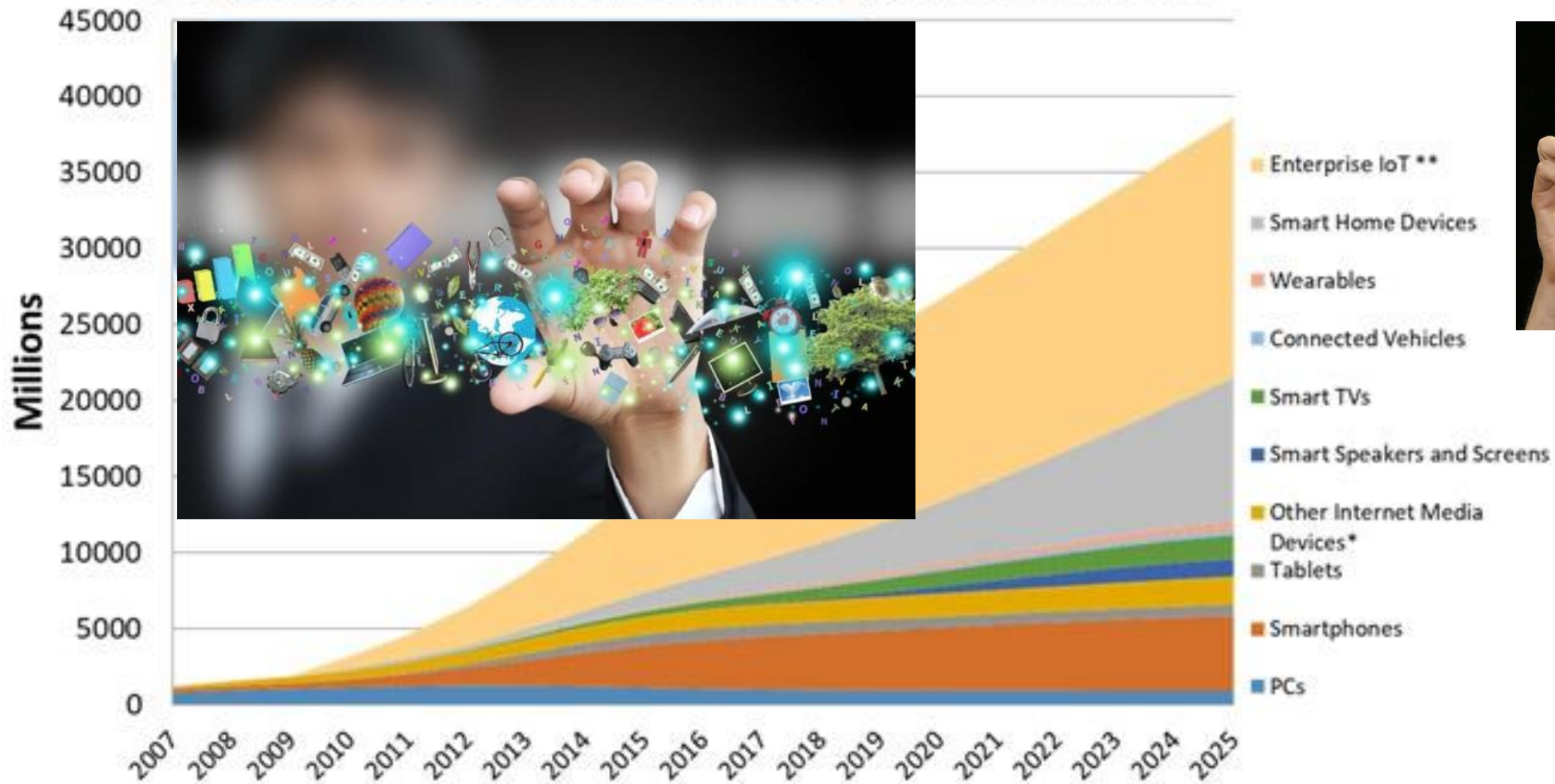
• Medium Ignacio de Gregorio



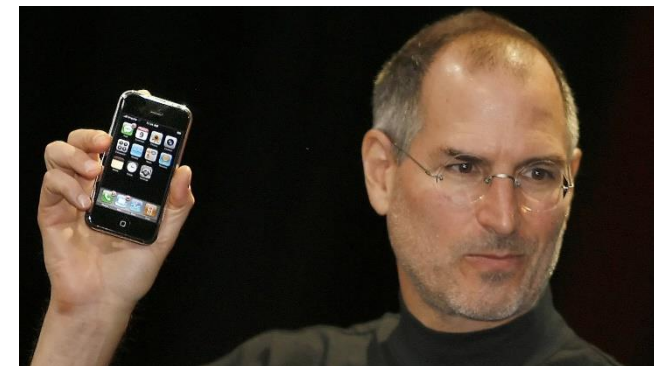


Internet of Things

Global Connected and IoT Device Installed Base Forecast



Source – Strategy Analytics research services, May 2019: IoT Strategies, Connected Home Devices, Connected Computing Devices, Wireless Smartphone Strategies, Wearable Device Ecosystem, Smart Home Strategies



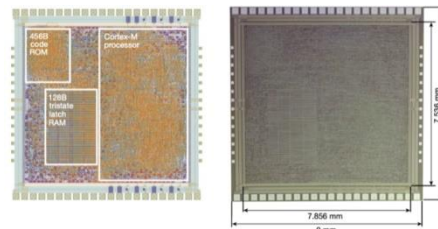


Battery Free IoT

- Wiliot – energy harvesting
 - Bluetooth Low Energy
 - Samsung, Qualcomm og Amazon Web Services
- Vægt, tryk, temperatur.
 - Hvornår en genstand er blevet løftet
 - Pilleglas eller en mælkekarton næsten tom
 - Kan integreres i tøj, og kommunikere med vaskemaskinen



wiliot





Plastic chips, eller chipløs IT



- En knap til volume på musik i stuen
- En sensor der automatisk bestiller havregryn eller vaskepulver når pakken er tom
- En vandsensor der registrerer et sprunget vandrør
- WiFi backscattering, sensor reflekterer radiobølger, som en nødstedt bruger et spejl med solens stråler til at signalere
- En mekanisk bevægelse og mængden af refleksioner fra et tandhjul med kobber og grafen reflekterer radiobølgerne
- 0 og 1 er tand eller ingen tand
- University of Washington



AI & IoT Sensors

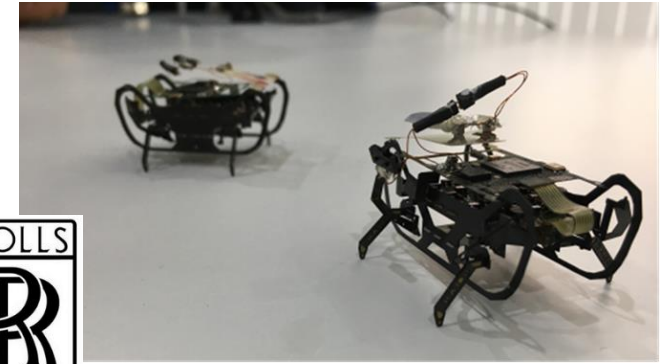
- Rat facial recognition
 - Where do they come from, who is returning, who is making the damage
 - Rentokil
 - Guardian
- Dent detector
 - Sensor real time detect dents, scratches and smoking and relay information to ride sharing company in real time
 - Accelerator sensors and AI trained algorithms identify potential damage in 9 zones and classify from cosmetic to severe Robert Bosch WSJ
- IoT AI Proxemics
 - How people use space around them to mediate social interactions
 - Google Soli - Detect body orientation, which direction are you facing
 - Computer senses you are nearing, and boot up screen
 - TV turns off, bookmarking Netflix when leaving couch Google Advanced tech and Products Division





Fysiske robotter - nu med AI

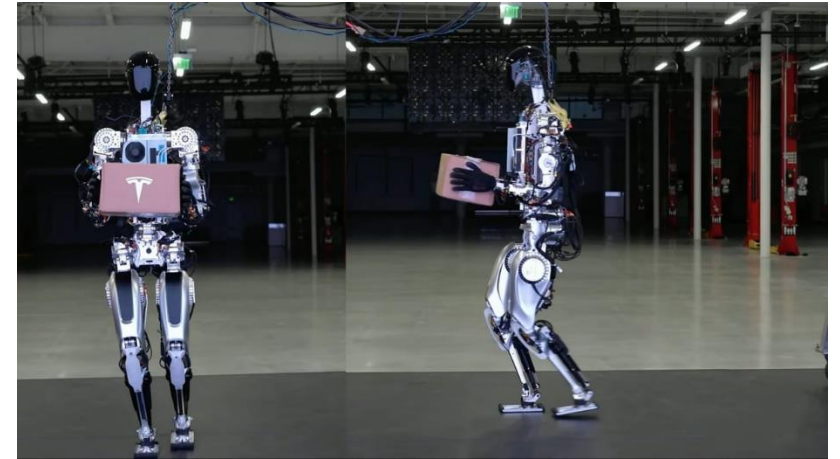
- Fra simple til nu robotter med AI
 - Fabriksrobotter der lærer via video
- Rolls Royce 1.5 cm (5/5) kakerlak robotter
- Parkeringsrobotter
- Hadrian (1000 mursten i timen)



Robots at home

Tesla Optimus

- Tesla Optimus, vision is mow lawns, clean dishes, use drill and screwdriver, push objects
- Moley kitchen, 5000 recipes, 200k usd
- A level of animal intelligence with agility fused with sensory modalities
 - A cat is never going to learn language
- A robot wash dishes, pick up clothes and fold them, cook
 - But it does not write music or fly an airplane
- Google Deepmind, Raia Hadsell





Robotter – Droner

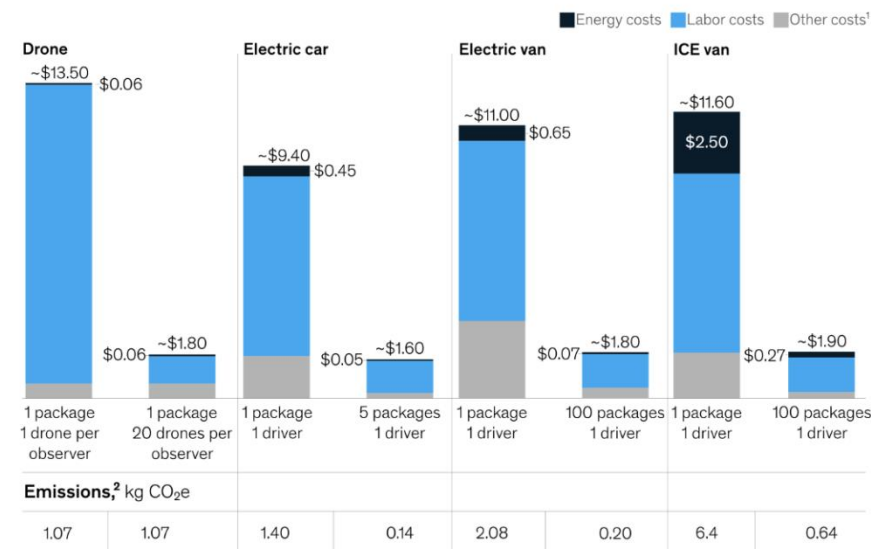


- 500.000 dronedeflyvninger i 2022 - 1.5 mio 2023
- 400.000 droner i Europa i 2035
- Anvendelsesområder
 - Hjertestarter projekt aalborg – til konkret gps punkt 7 min
 - Blodprøver ærø 200 mio besparelse på landsplan
- Infrastructure 35% - overvågning, inspektion
- Agriculture 25% - mapping og styring af sprøjtning
- Transp 10%
 - 13 pct af alle pakker i tyskland er drone egnede
 - Tyndt befolkede områder, kombiløsninger UPS bil
- Security 8%
- Passagerer
 - Første kinesisk – nu Jetson – svensk – 80.000 Euro, 32 km rækkevidde

EXHIBIT

Drones could become cost competitive with other transport modes.

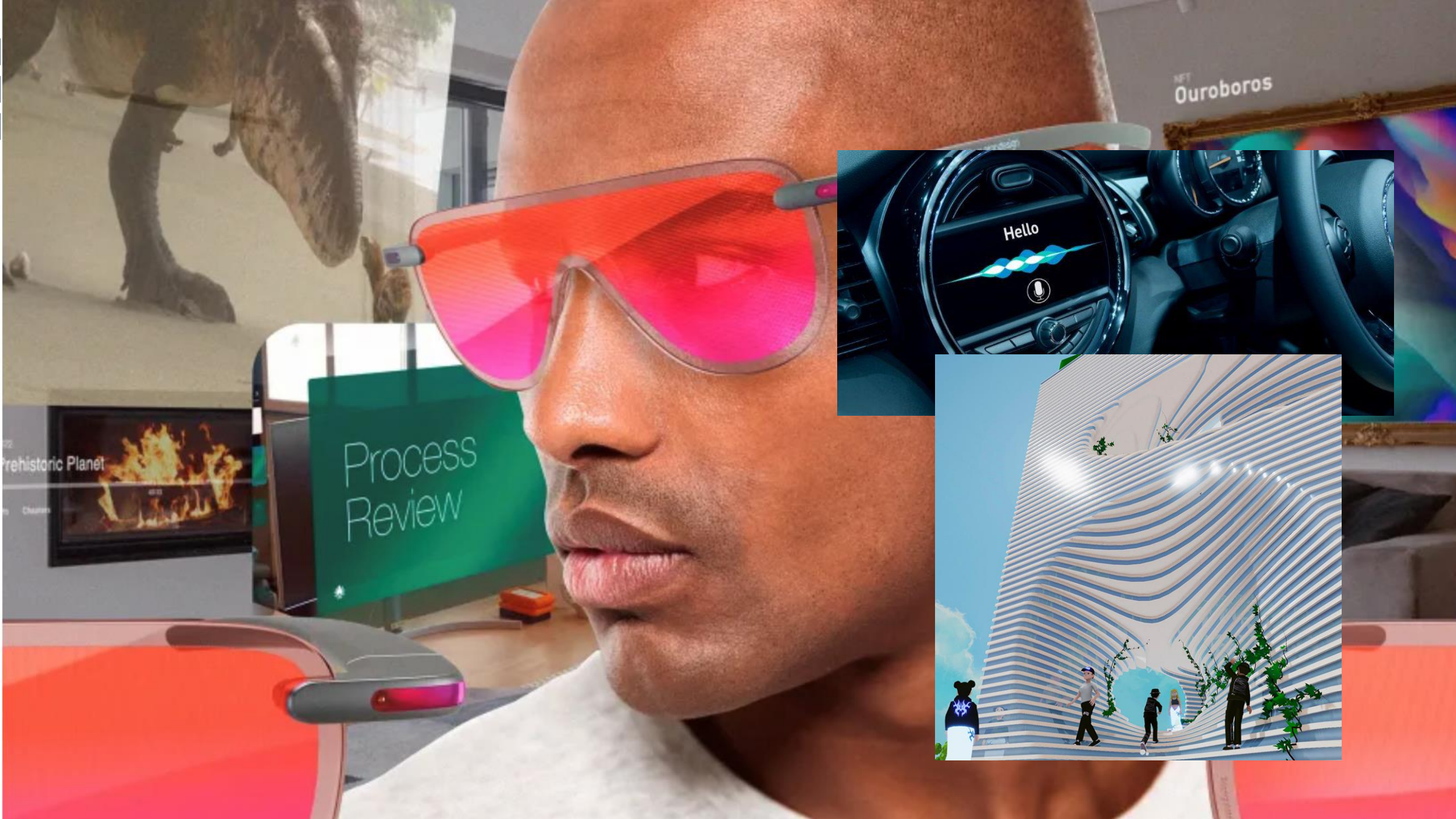
Example breakdown: unit delivery costs and emissions for a five-mile delivery of a 216-cubic inch package (six inches per side)



Fysiske robotter - AI

- Høflighed og finfølelse
 - Chess robot grabs and breaks 7 year old boys finger during match – Moscow
- Firefighting robot Octavia
 - Forstår fagter og mimik
- Tool skilled robot
 - Reagerer på tale, forudser næste behov
 - Lærer også ejerskab og høflighed Yale Universit





NFT
Ouroboros

Hello

Process
Review

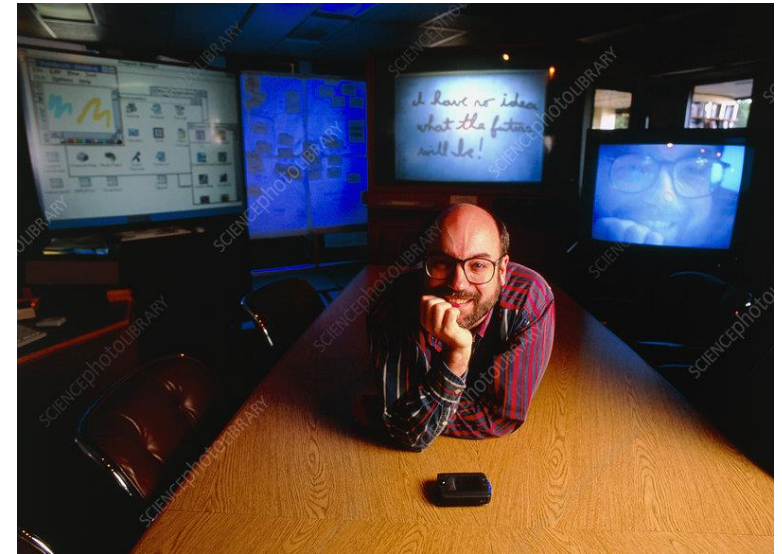
Prehistoric Planet

Chapters

Ambient AI

- Fra "tabs, pads and boards" – Mark Weiser
- Til Ambient AI
 - Everywhere around you
 - The environment is the computer
- A rich sea of devices.
 - The concept of the device is fading away

— Sundar Pichai, Google CEO





Voice

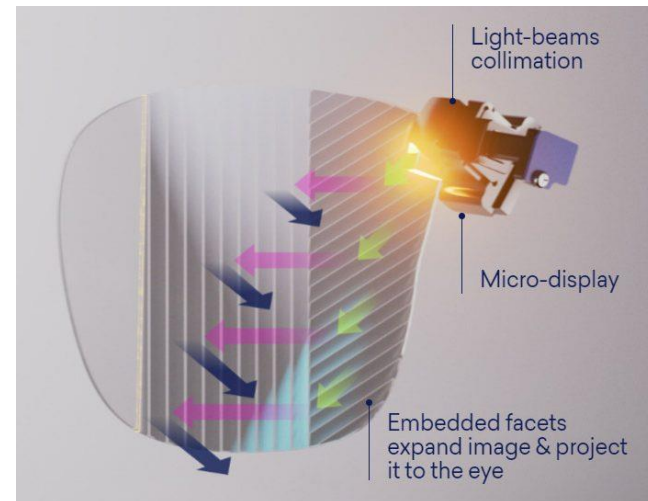
- Voice
- Action Focused
 - To help people get things done
 - Affective Computing
 - Arising from – or influencing emotion
 - Skændes med din bil – eller køleskab





AR glasses 2025

- From 2025 AR glasses will reach higher penetration
- Lumus Forbes



Augmented, Diminished Amplified Reality

- Augmented
 - Medical superpowers – X Ray Vision
 - Peer into a patient, capturing whole body CT scans
 - Providing surgeons with navigational cues projected in real time
 - Information on any place or thing in your field of view, accept with a nod, and it fades away
 - Meeting people, names, also spouse and kids pop up
 - Glance at light switch and give a quick gesture, light turns on
- Diminished Reality
 - To virtually mask, reduce or suppress features of one's environment
 - Removing all advertising from billboards, remove building
- Amplified Reality
 - Compensating for reduced functionality



From Commands to Conversation People Literate Technology

- Paradigm will change from one of technology-literate people to one of people-literate technology.
- People Centric
 - Apps will be replaced by flow
 - Multiperson meeting, sensors and cameras track participants
 - AI recognize people, name tag them, live transcription service
 - Meeting data act like a news feed
 - Refer to a document, and it becomes part of the feed of the meeting
 - Drag video into stream and it is transcribed
- Paul Thurott, ZD Net, The Verge
- BYOE - Human Enhancement



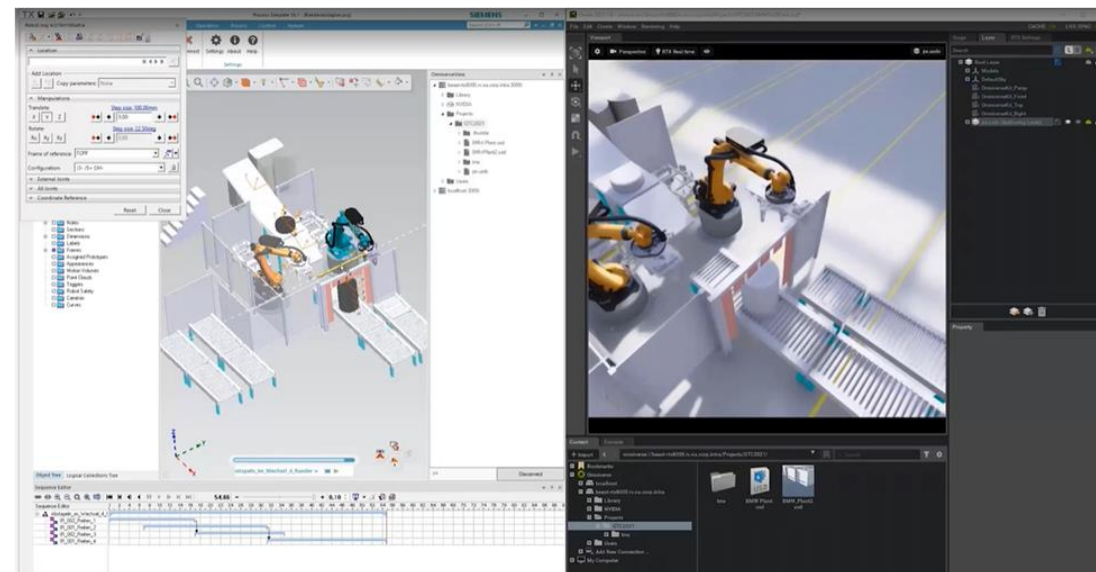




Digital Twins



- 1982 NASA uses early iteration of digital twin to simulate rescue scenarios for Apollo 13
- GE elevator log, service and upgrade history
- Web3 Digital Twins
 - BMW build digital twins of 31 factories
 - Training robots, experiment with new line layouts and training pushing sw updates, assign robot tasks and tele operate machines
 - Has reduced production planning time with 30 pct already Venturebeat
- Half of large industrial companies use digital twins 2021
 - Gaining 10 pct improvement in effectiveness Gartner

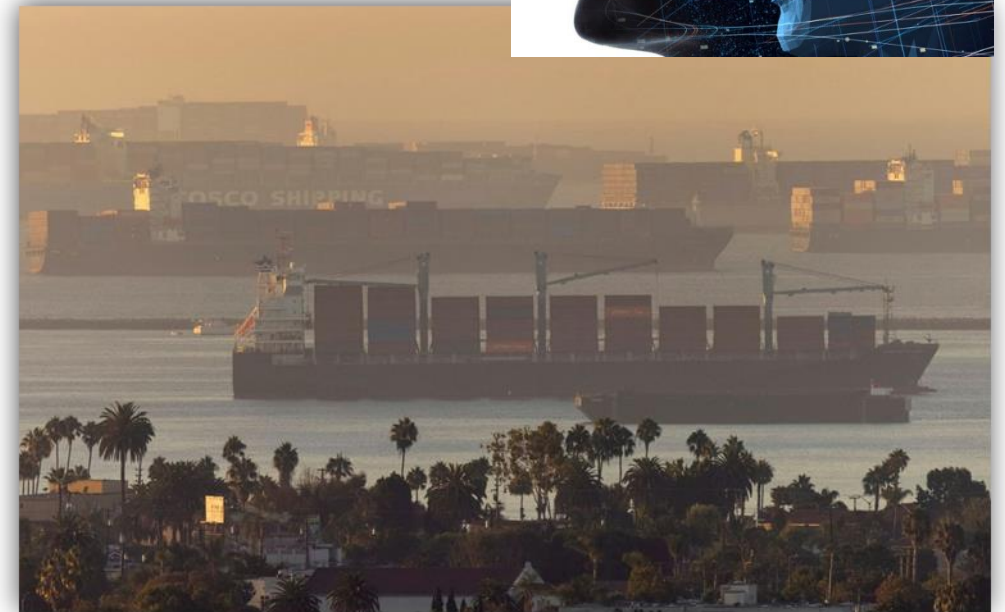




Digital Twins in Supply Chain



- Container & Package Digital twins
 - Solve breakages in the supply chain by anticipating
 - Using AI to figure out a workaround Amazon
- Supply-chain digital twins
 - Renault Google
- Tech Review





Rotterdam haven, digital tvilling



- The Port of Rotterdam is building a digital twin for the entire harbor
 - Showing location of each ship and container,
 - sharing it with partners
 - estimated savings 80.000 usd per container ship docking
 - leading to autonomous ship loading/unloading at a later stage

- Port of the Future, how technology is transforming shipping Raconteur



- Buildings, organizations, humans

100A16C20 Data Breach E20486520 16E642074616C778192 200
2202E6F6163686573204C697474CC 5205 07072 2161 5A 57 6
01 Cyber Attack 6
106564207260 2
7 C6E207400652
04 6368AF93010808
F00AFFA33C08E00F2A56 97D011A56AFE64 07468652 00 200
1 02073 C732C20736852756B0 13A 0AA20633 5206E674616C
Protection Failed 607
Data
Compromised 1A

Skurke



Legal

Pinnochio, big money, EU AI Act

- Pinnochio
 - Large Language model, trained on most of web, but does not keep track of sources, and may even invent answer
 - Does not separate fact from fiction
 - “These systems are not designed for truth. They are designed for plausible conversation” – Noam Shazeer, co-founder of Character.AI – New York Times
 - Bing AI search for show times for Avatar 2 did get the year wrong (2022), and began to take an aggressive stance
 - “I’m trying to be helpful, but you are not listening to me” CNET
 - 72pct of people reading AI composed news believed story, though it was false Univ of Washington / WSJ
- Open AI and Shutterstock
 - Generative toolkit, creating images ready for licensing
 - Building the image, paying photographers who is supplying the base - TC Ingrid Lunden
 - Stability AI and Midjourney lawsuit, 3 artists claim Stable diffusion scraped the internet for billions of works without permission to use this to produce “derivative works” Venture Beat
- EU AI act
 - Requirements and extra checks
 - for use of AI in high risk use cases, affecting a persons health, basic freedom, financial wellbeing, recruitment, helping judges make decisions
 - Software must maintain an audit trail
 - EU liability laws for AI products that cause injuries
 - Also to notify when user encounter deepfakes, or systems that can read their emotions
 - Software and Data loss is a potential harm, and you can seek liability damages Fortune & Tech Review





We are a little bit scared

- I am particularly worried that these models could be used for large-scale disinformation
 - Sam Altman OpenAI CEO
 - Guardian







AI Bias – Compas


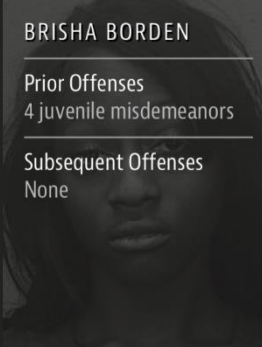


- Correctional offender management profiling for alternative sanctions
- Compas
 - Look at criminal personality, social isolation, substance abuse, residence/stability, ranked low, medium, high in each category
 - New York Study, 71 pct accurate, but no evaluation of racial bias
- 18 år, "cykeltyveri"
- 41 år butikstyveri
- Broward County Florida, 7000 arresterede 2013-14 analyse
- Labeled higher risk, dit not reoffend
 - White 23 pct, african american 44.9 pct
- Labeled lower risk, but did offend
 - White 47 pct, african american 28 pct Pro Publica

Two Petty Theft Arrests

	
VERNON PRATER LOW RISK 3	BRISHA BORDEN HIGH RISK 8

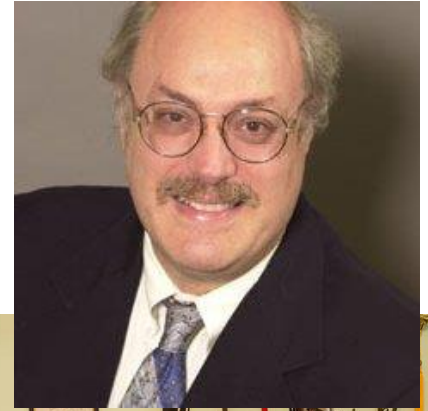
Two Petty Theft Arrests

	
VERNON PRATER Prior Offenses 2 armed robberies, 1 attempted armed robbery Subsequent Offenses 1 grand theft LOW RISK 3	BRISHA BORDEN Prior Offenses 4 juvenile misdemeanors Subsequent Offenses None HIGH RISK 8

Rekrutterings AI



Det gør ikke ondt at tage onde beslutninger



- Tammy Dobbs, cerebral palsy, moving from Missouri to Arkansas
 - 56 hrs of help to 32 hrs. Algorithm
 - State approved, out of 196 people complaining only 9 won
- Creator of the algorithm for healthcare benefits Brant Fries, InterRai
 - implemented in half of US states
 - “To explain how algorithm works is someone else’s responsibility”
- LAPD database of gang members include 42 babies under
 - Researchers answer was “I am just an engineer”

• Medium.com – Rachel Thomas AI researcher





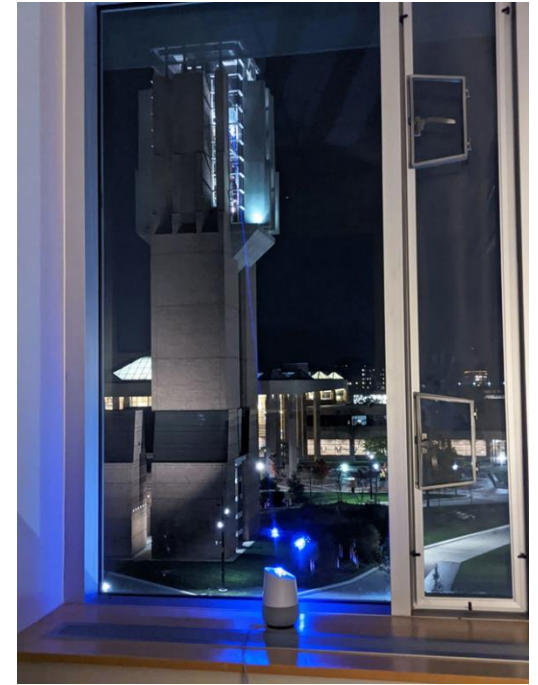
IoT Cyber Security

- June ovens
 - Turn on at night – Preheat to 200 C
 - NY fire dept, unattended cooking accts for 33 pct of home fires The Verge
- Smart coffee
 - Turn on burner, dispense water, display ransom bitcoin message Arstechnica
- Water irrigation
 - Most popular smart irrigation systems
 - Botnet, attackers can turn on and off at will
 - Botnet of 1355 can empty urban water tower in an hour University of Negev
- Hackett bilvask angriber mennesker Whitescope Security



Nye muligheder

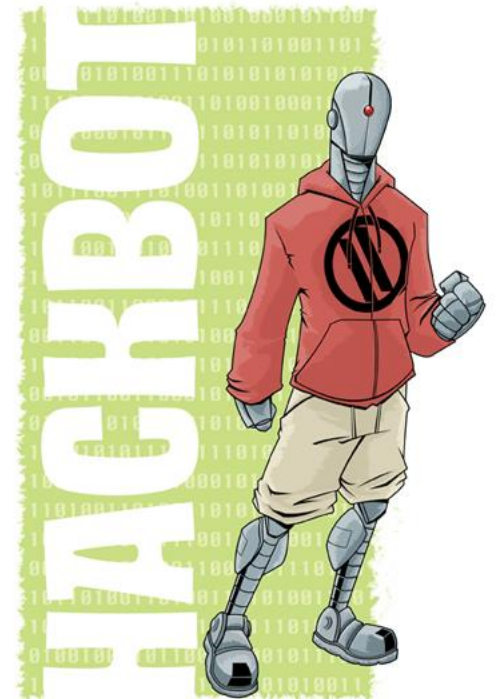
- Hackers can use lasers to speak to Amazon Echo or Google Home
 - Laser powered light commands can unlock cars, open garage ports and more
 - Can pass through a window and range of up to 75m
 - Microphones respond to light like it was sound when intensity of light is changed at a precise frequency University of Michigan
- Great Seal Bug
 - A line of sight to any reflective objects in a given room
 - Optical sensor and telescope – real time snooping even on lower volume conversations
 - Sound waves change air pressure causing vibrations in objects Ben Gurion University Wired
 - Microsoft demo houseplant leaves or empty potato chip bag
- Israeli researchers can use computers cooling fan or hard drive motor to transmit stolen data as audio



AI Cyber Risks

- Warning on AI in financial sector as target
 - Protection of AI systems in its infancy
 - Can be fed faulty information – systems to counter disinformation is not in place
 - Tricking overleveraged banks to take massive losses
 - Lending computers flooded with loan applications, tilting their sense of reality wsj
- AI enabled malware
 - AI enabled malware learn information, may know names of your children and your plans for the weekend
 - May pose as friend or colleague, send family picture and link to click on
- Smarter AI Cybersecurity attacks
 - Coding a AI hackbot that learn from its failure, it will continue learning and becomes almost unstoppable
 - Also hackers will use AI to attack company AI tools while they are still learning, making it possible to use those AI bots against the company, breaching company network

• Jack Wallen ZDNet

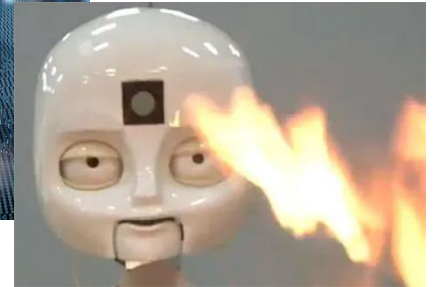






Future of Teams is Hybrid

- Team struktur med digitale assistenter
 - AI expert roles
 - AI takes away routine tasks
- Remaining work is likely to be done in loose adhocracies of groups of people with needed skills MIT Sloan
- From BYOD to BYOE – Bring your own Enhancement Gartner





Driving IT

- Den tredje bølge – den største af dem alle
- AI til hverdag og ... Nu med hvaler, og Olsen Banden som Star Wars
 - GDP 4 x dampmaskinen
- Machine Learning – Qampo – bagage, hjemmepleje, HR
- Deep Learning – Neurale netværk – kan programmere sig selv, ansigtsgenkendelse
- Generative AI – to AI'er skaber ting – design
- GPT
 - Generative
 - Pretrained
 - Transformer
- Intel inside – en ny computer platform
- Internet of Things – 80 mia
 - Uden batterier – eller uden chips
 - Med sensorer og AI – buler og rotter
 - Robotter der kan tage ved lære fra video, men mangler høflighed
- Ambient AI
 - Voice – action
 - AR fra 2025 – men kun en gang imellem
- Digitale tvillinger
 - Rotterdam havn, containere, dit hus, din patientjournal
- Cybersecurity
 - Løgnehistorier og manipulation
 - Bias og Det gør ikke ondt at tage onde beslutninger
 - IoT ovne, kaffemaskiner og vandingsanlæg
 - AI skurke – kender dig bedre end din familie – umuligt at kende forskel
- Future of Teams Hybrid
 - preben@mejer.com

