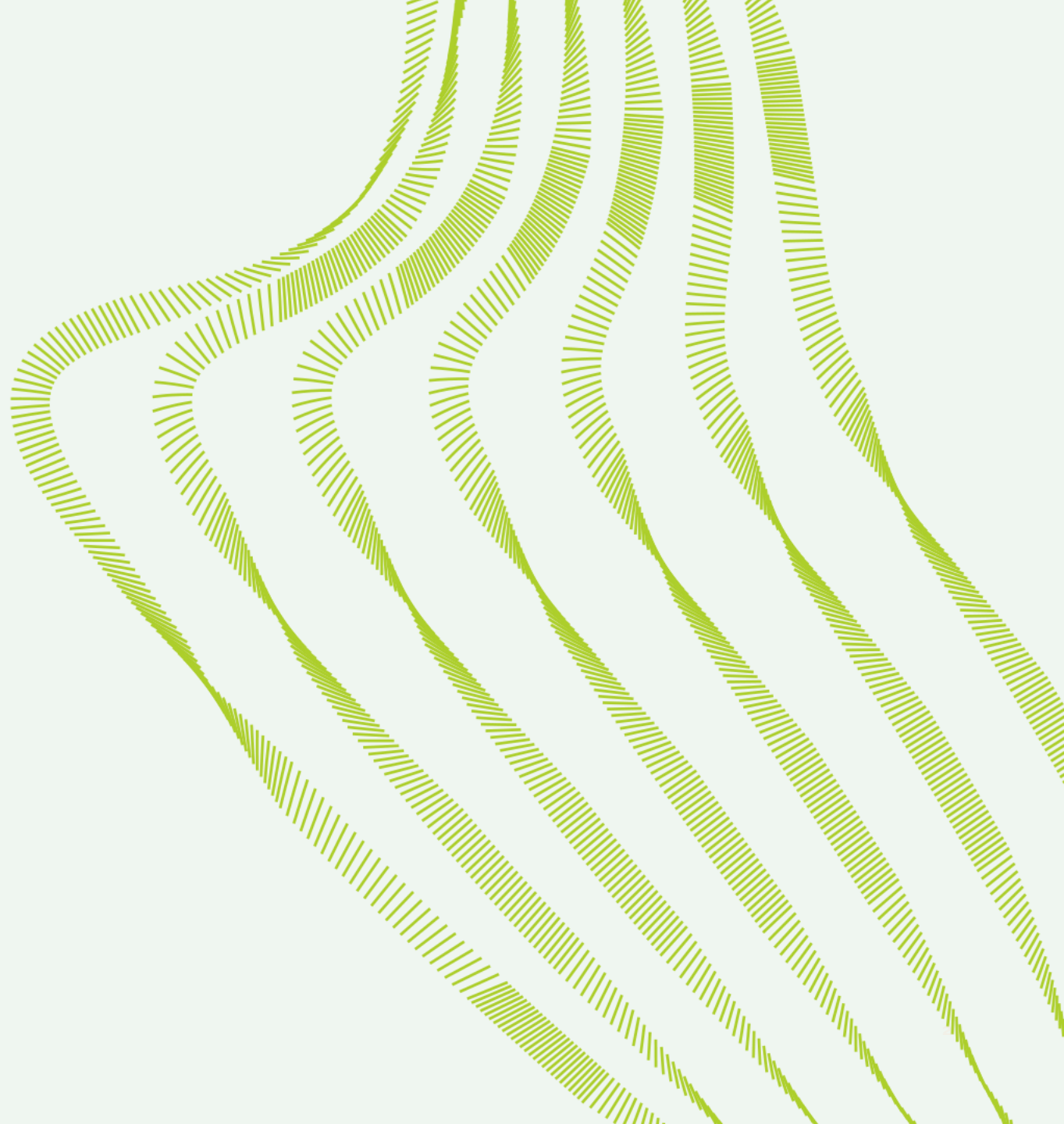


# Between Two Joels: 5 *Shocking* Things AI Can Do Better Than You





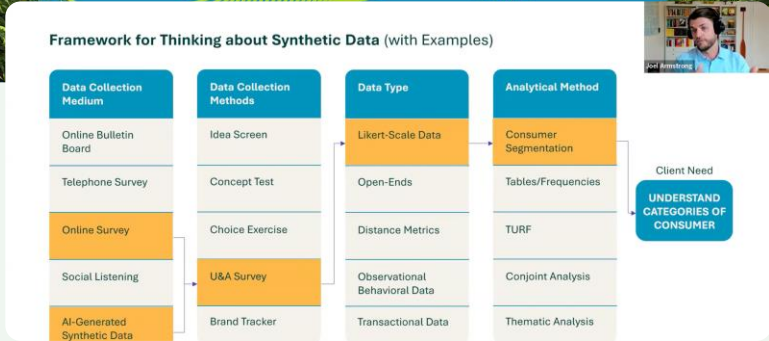
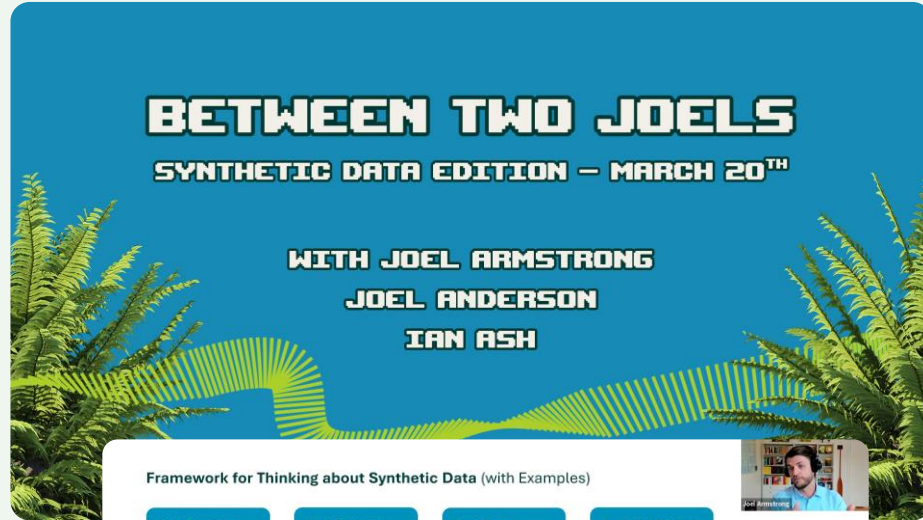
**Helping  
companies  
be decision-  
centric**



## A trusted global partner for leading brands



We've been at this for awhile



How to Write a Good Prompt

Good prompt writing comes from constraining the number of possible continuations that would fit our prompt.

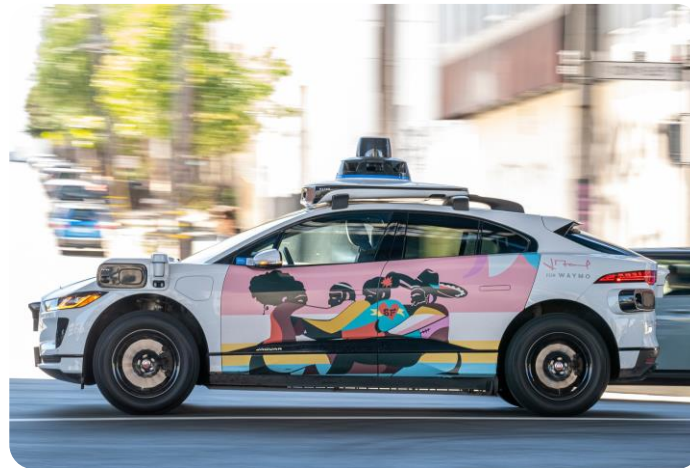
**For example:** "I like to eat \_\_\_\_."

**Alternately:** "Maybe it's a bit cliched, but when I've had a hard day, I love to just curl up on the couch with a big bowl of \_\_\_\_."

## Our AI experts

## Amazing AI you may already know about

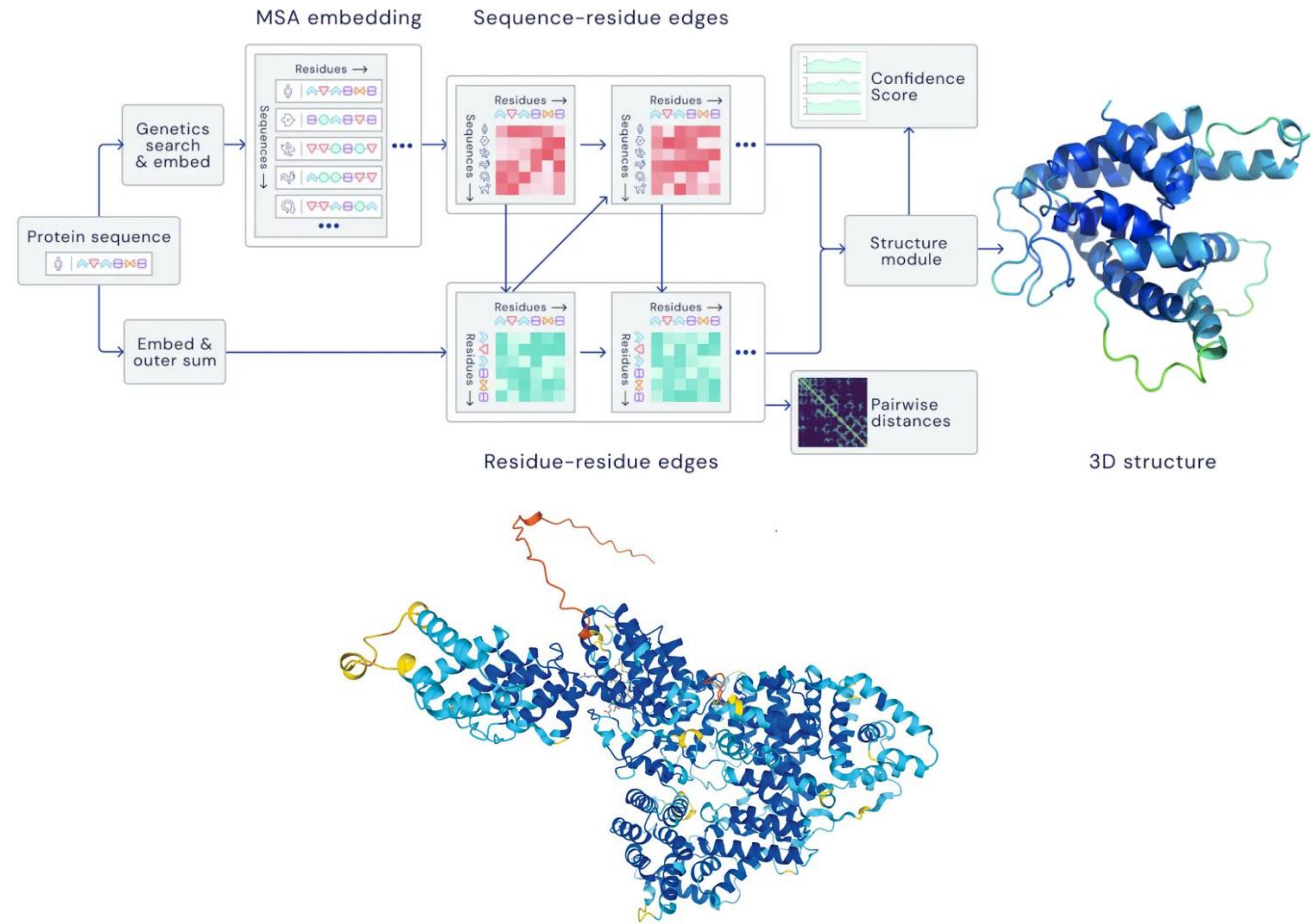
1. Self-driving cars
2. Robots
3. Large language models
4. Image creation
5. Gen AI video



# 1

# Alpha Fold – Decoding Life’s Building Blocks

- Can accurately predict the 3D structure of proteins
- Before AlphaFold, we had mapped about one-tenth of 1% of the 200 million proteins in nature
  - We now have a very good idea about almost all of them
- Already being used to develop vaccines, cures for cancer, and custom enzymes





# 2

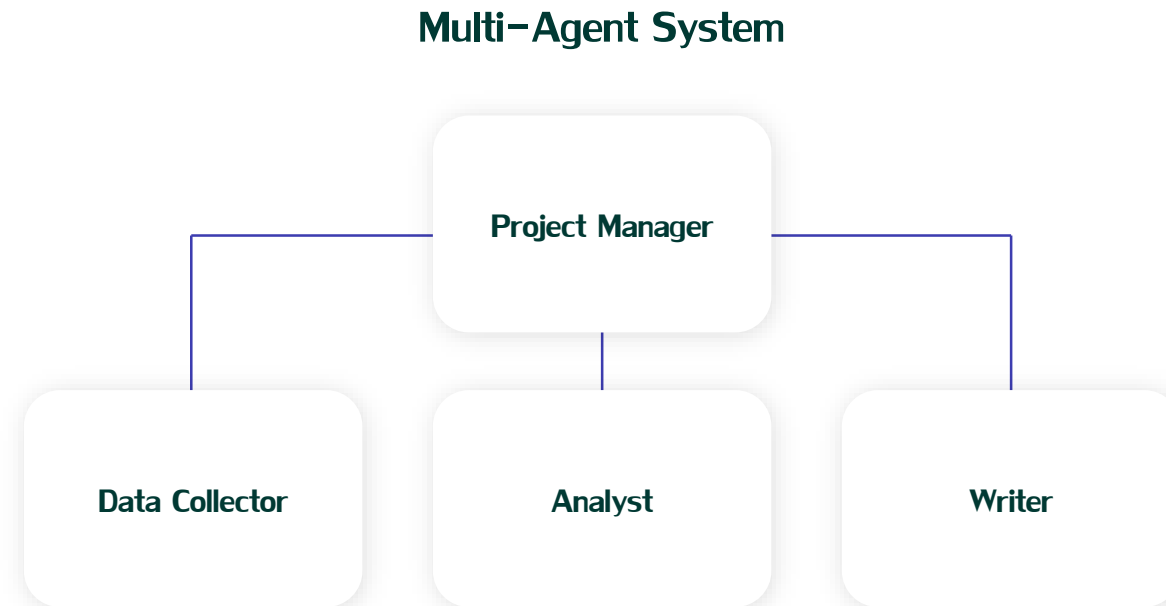
# Multi-Agent Systems

A multi-agent system is like a team of people:

- Each agent has a specialty
- Work together to solve a problem
- One agent coordinates the efforts

Example:

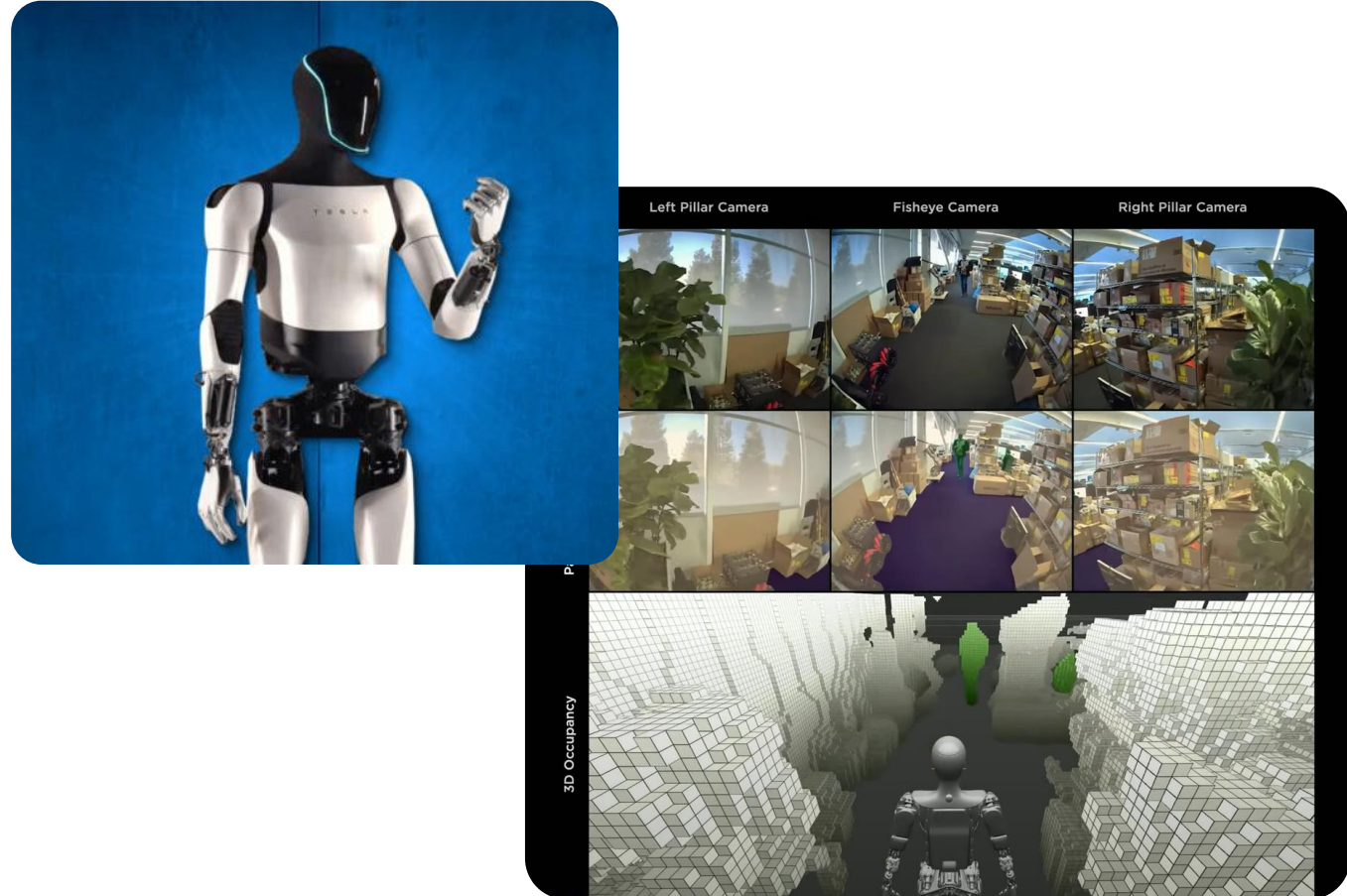
- AI system looks at data daily for irregularities



# 3

## Humanoid Robots – Perceive, Process, Perform

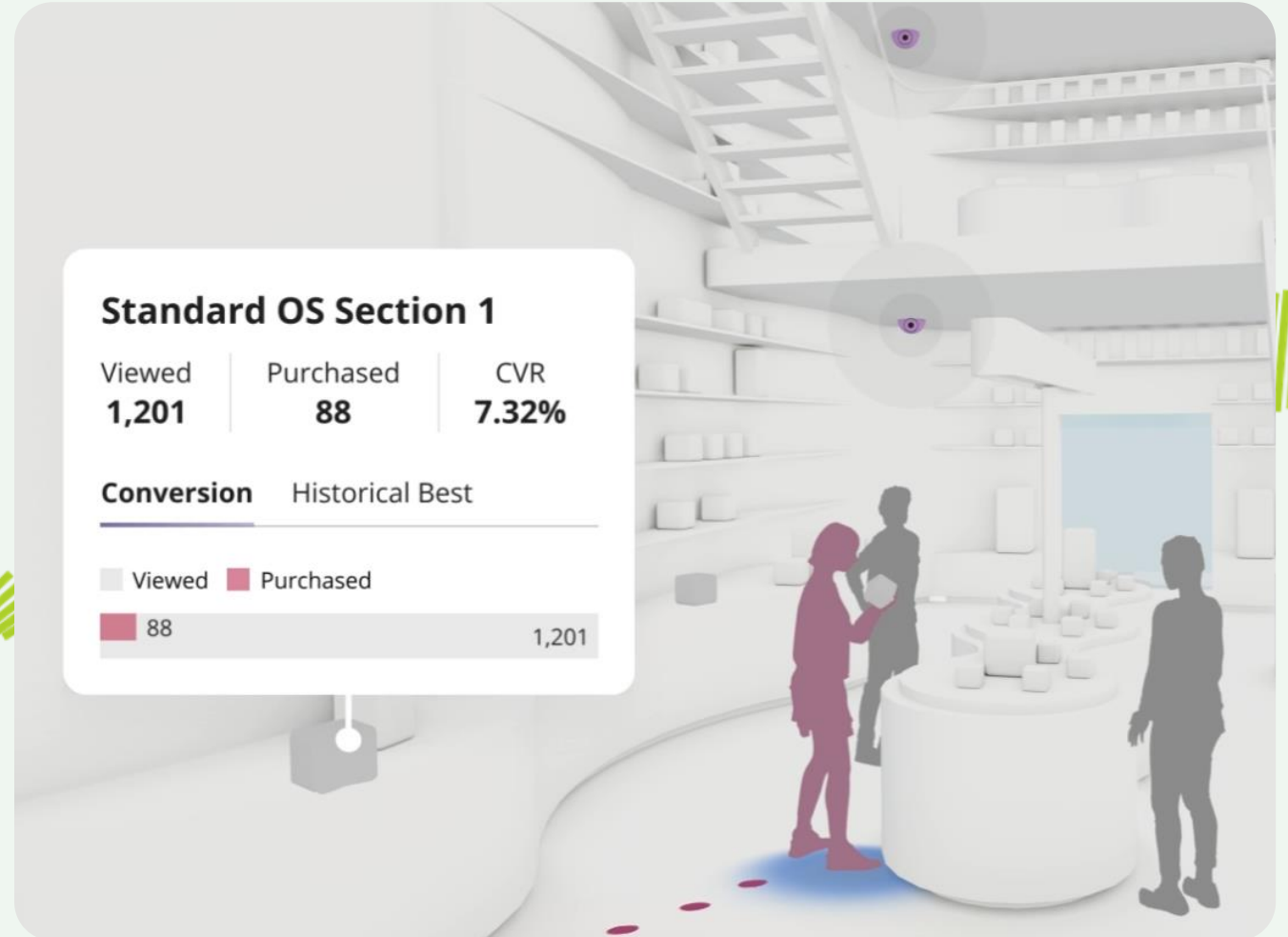
- Many companies are working on humanoid robots that can see and understand their environments
- Initially, will replace humans for jobs that are dull, dirty, and dangerous
- In ten years, you may be able to get a robot to do your mundane tasks for ~\$20,000



# 4

## Onsights – Seeing is Knowing

- AI Vision allows us to understand and measure the real world
- **Onsights, a computer vision company:**
  - Uses AI to identify shoppers as they enter a mall
  - Tracks shopper behavior throughout their shopping journey
  - Can track hundreds of shoppers at once
- **Can help to understand:**
  - How to best organize retail locations
  - Impacts of in-store marketing
  - How to optimize a store within a store to maximize cross-shopping



# 5

## AI Twins – Turning Data into Digital Doppelgängers





**And a little  
(self-serving)  
bonus...**





# Q & A



# Win a trip to Chicago to attend Buzz



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October 3<sup>rd</sup> in Chicago

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PowerPoint

Lanyards

Sales Pitches

# Want to keep chatting?



Our AI experts will be at our booth #412

