

Teknologispring og Timing (og lånte ideer ...)

- Timing - safety-bicycle og bilen (1890 Benz)
- John Dunlop
 - Dyrlæge – masser af gummi
 - 1887 Første (cykel)dæk
 - Kronisk syg søn og trehjulet cykel



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 - Robert William Thomson
 - (1846)Dæk
 - Fyldepen



Teknologispring og Timing (og lånte ideer ...)

- Tesla (2003)

- Eberhard & Tarpinning


- Elon Musk



- Timing - batteripris falder snit 15 årligt

- 2011 - 689 usd/Kwh
- Tech company mindset – ind i en dinosaur branche

Teknologispring og Timing (og lånte ideer ...)

- OpenAI (2015)
 - IBM Watson (2007-13)
 - Google Deepmind (2014)
- Store tech firmaer dominerer AI
- Sam Altman
 - Y Combinator – startup accellerator
 - Startup mentalitet
 - Prepper 
- Elon Musk
 - AI ville blive afgørende for Tesla og øvrige projekter
- Timing – AI klar til næste step-up
- Open AI – ”non profit”, men med mange penge
- Startup mentalitet
- Kan tiltrække de bedste forskere



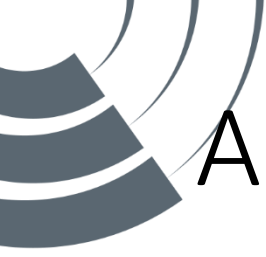


Preben Mejer

CEO, Radr – New Tech Impact
Bestfmd, Qampo - AI Decision Science

preben@mejer.com





AI – Artificial Intelligence

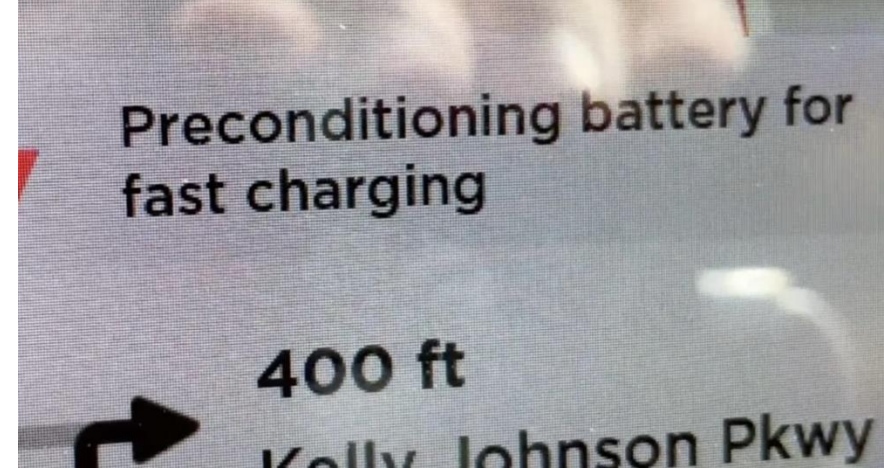
- Personal Computing
- Internet
- AI McKinsey





AI – Allerede en del af vores hverdag

- Google og Google Maps
- Netflix/Spotify/Amazon
- KLM booking directly in Outlook calendar
- Tesla battery optimization
- ChatGPT





Industrialization ...

- WEF
- Steam engine grew GDP 0.3 pct yearly
- IT og Internet 0.6 pct
- AI potential 1.3 pct





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- WEF
- Steam engine grew GDP 0.3 pct yearly
- IT og Internet 0.6 pct
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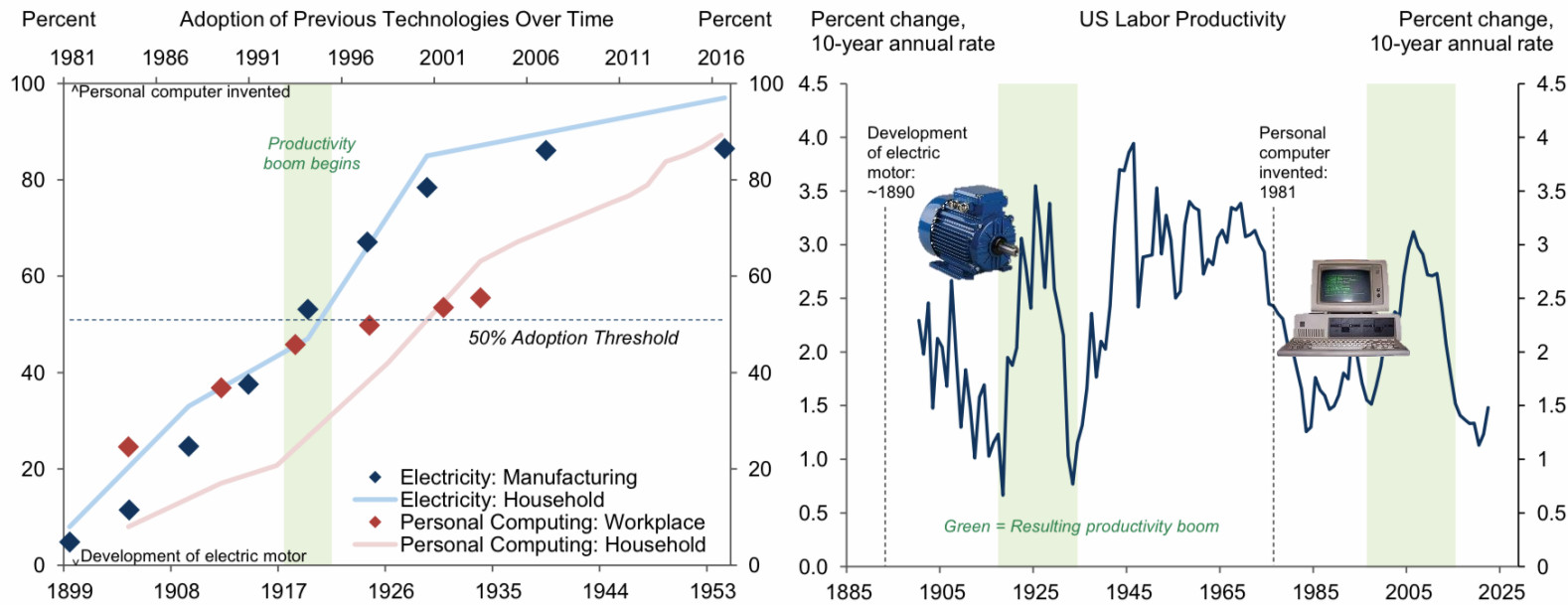
- AI could increase annual GDP by 7 pct
 - Goldman Sachs march 26th



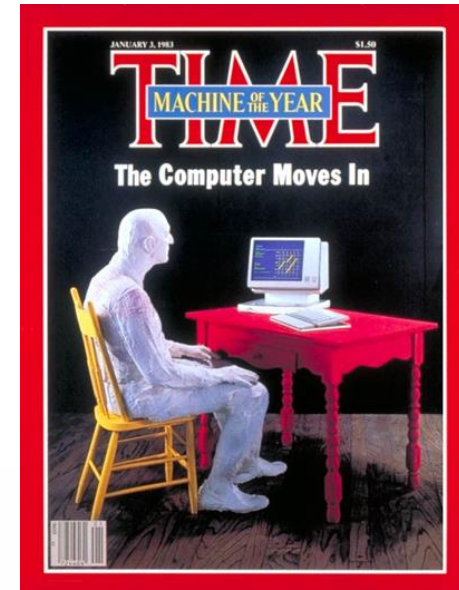
Milestone Tech and Labour productivity booms

- 10-20 years from launch to 50pct penetration and jump in productivity
 - 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



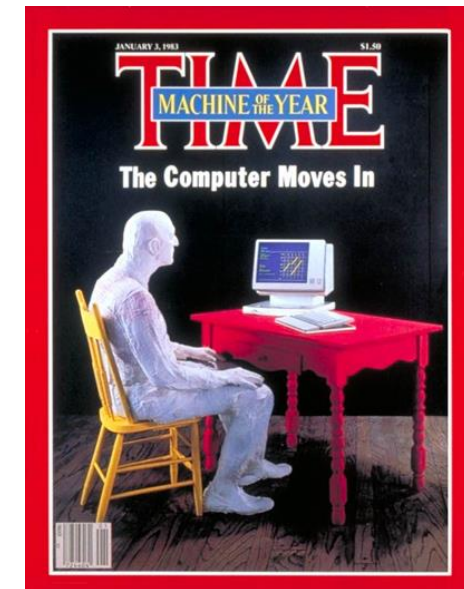
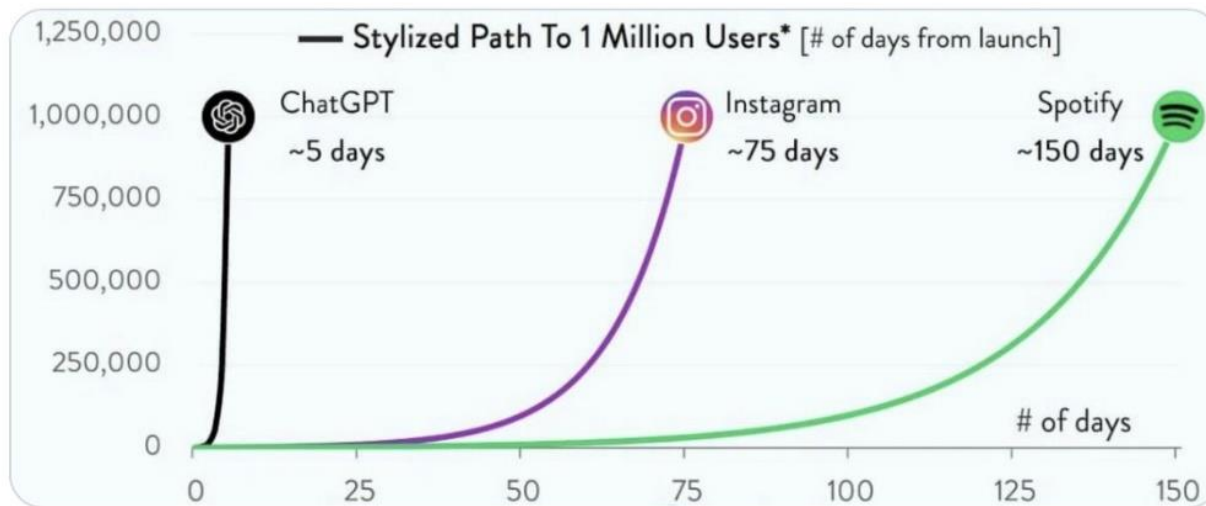
Source: US Bureau of Labor Statistics, Census Bureau, Our World in Data, Woolf (1987), Haver Analytics, Goldman Sachs Global Investment Research



Milestone Tech and Labour productivity booms

- 2 years to sell 1 mio PC's - 5 days ChatGPT

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 ...





Phases in AI development (2018)



- Automation – 2020
- Algorithms – mid 2020's
- Augmentation – late 2020's
- Autonomy – mid 2030's
 - PWC (2018)



Phases in AI development (2018)

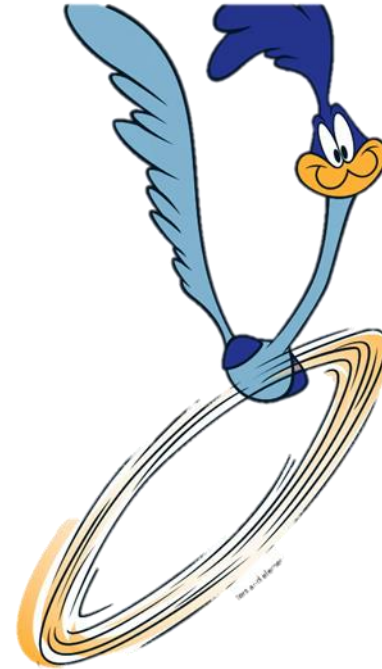


- Automation – 2020
- Algorithms – mid 2020's
- Augmentation
- Aut





Speed - uptake

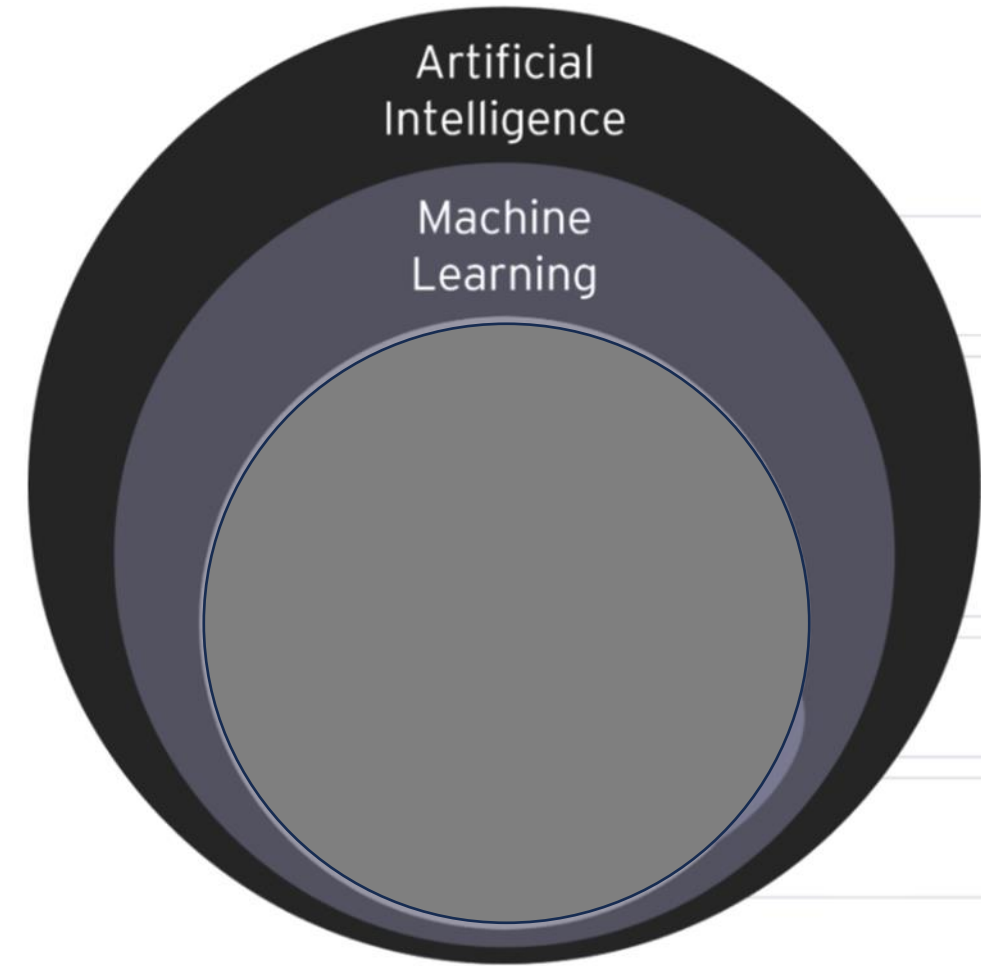


- Business, legal regulation, strategy, parents and family, education
....

AI types



- **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 ?





Qampo

- Qampo – Machine Learning
 - Decision science
 - Ressource optimering
- Bagstage
 - 8 incoming bagagebånd
 - 35 pct bedre flow



Qampo



- Qampo – Machine Learning

- Decision science
- Ressource optimering



- Bagstage

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- 35 pct bedre flow

- Plai

- Hjemmepleje
- 20 pct reduktion af vejtid
- Fokus: borgerkontinuitet
- Små 900 årsværk kan spares

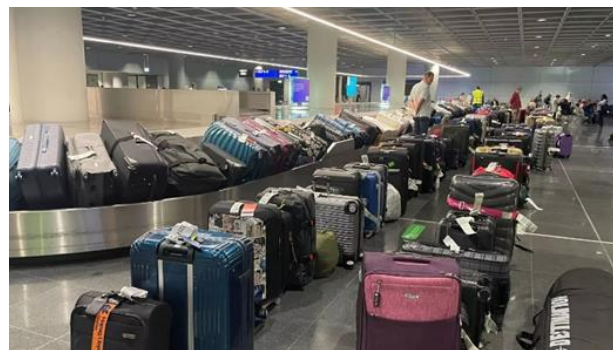


Qampo



- Qampo – Machine Learning

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- Greenforce

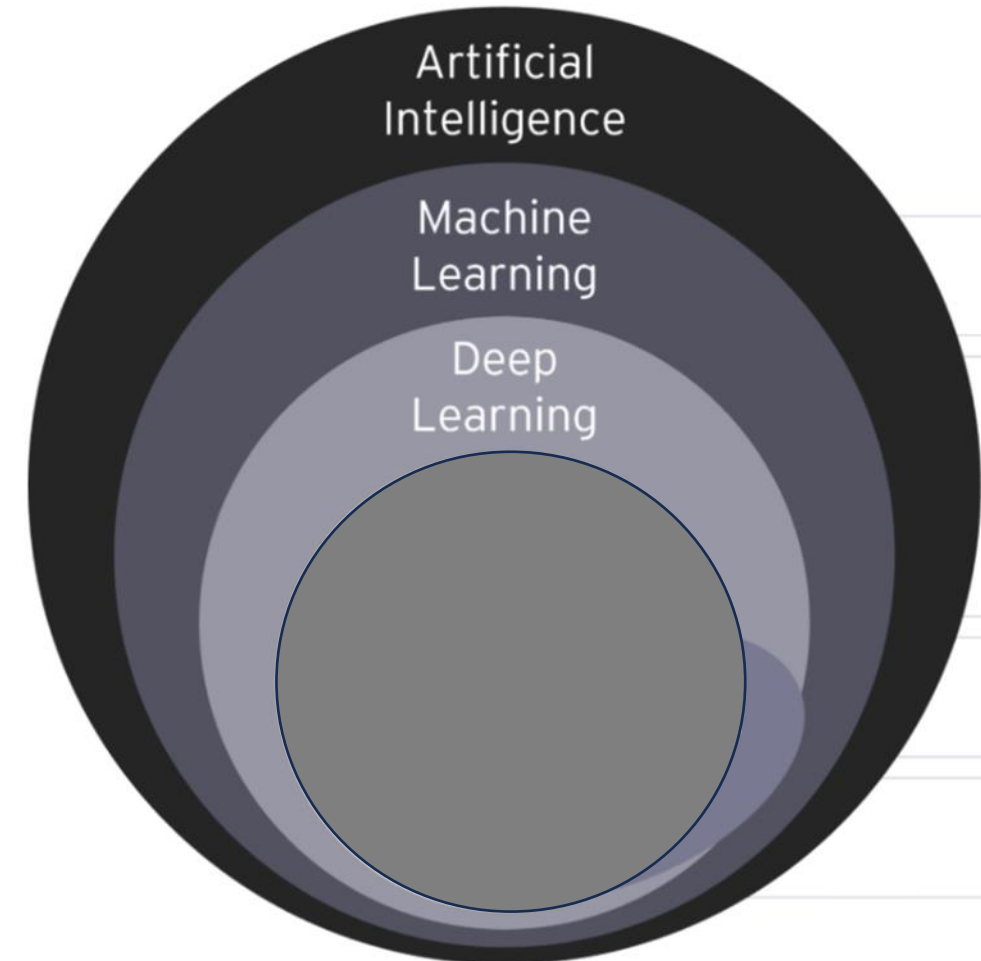
- TDC Teknikerbiler
- 15 pct mere effektivt – mål 25 pct reduktion af Co2



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AI anvendelses temaer

De første år ...

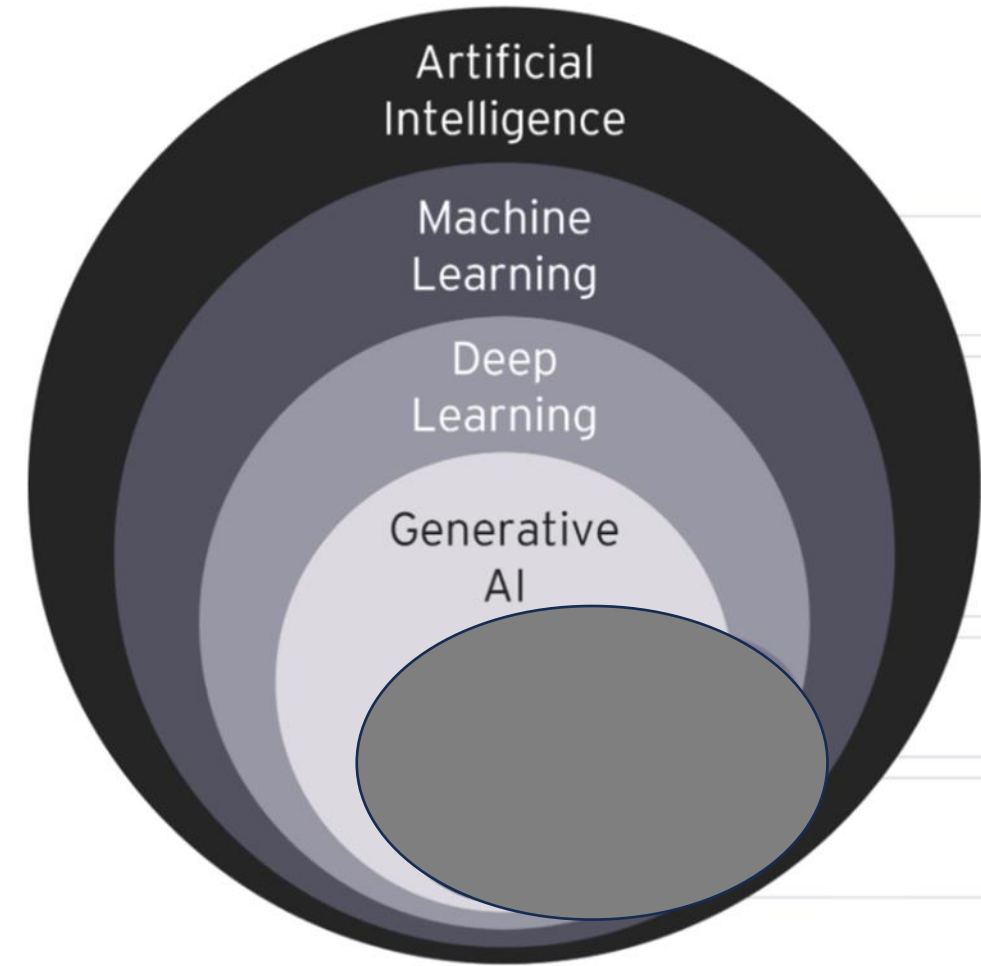
- Automation
 - Qampo
- Kuratering
 - Google, Research
- Beslutningsstøtte, det grove arbejde
 - DDB / Visiopharm
- Orkestrering
 - Byggesager / Disaster management



AI typer

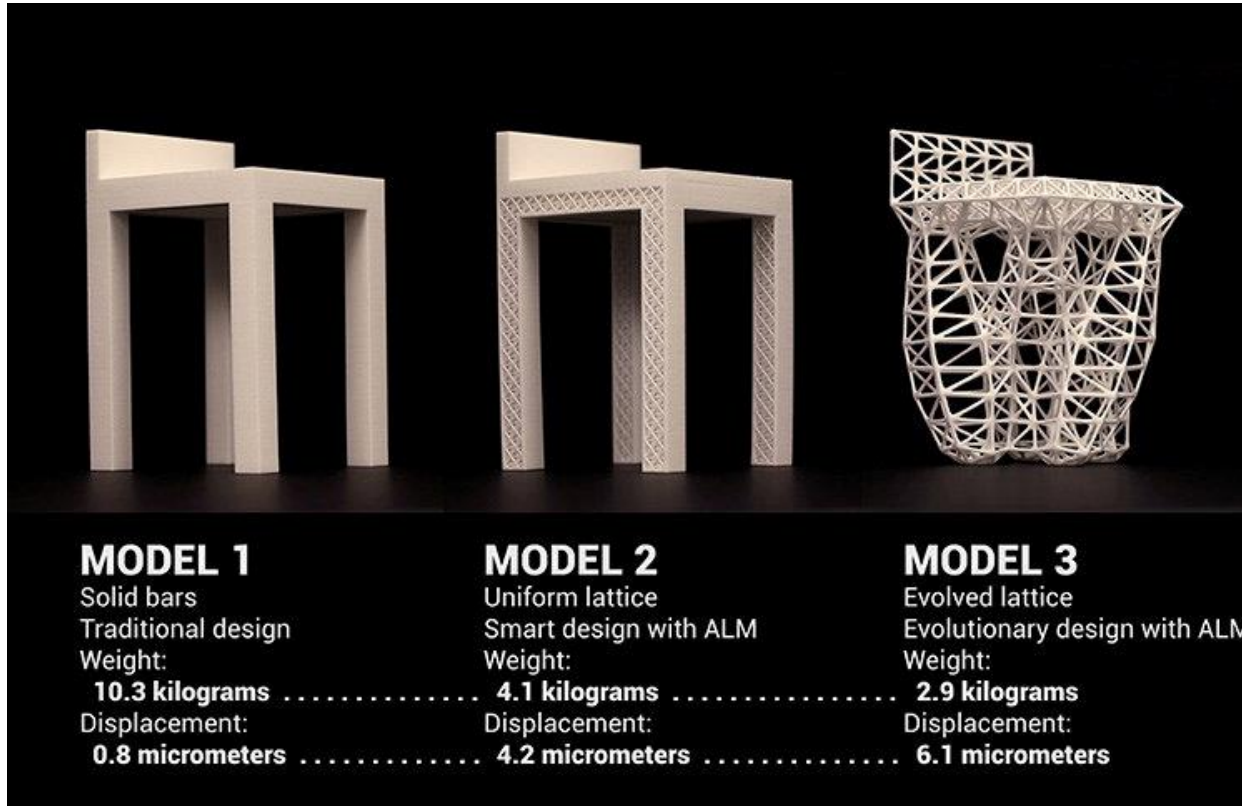


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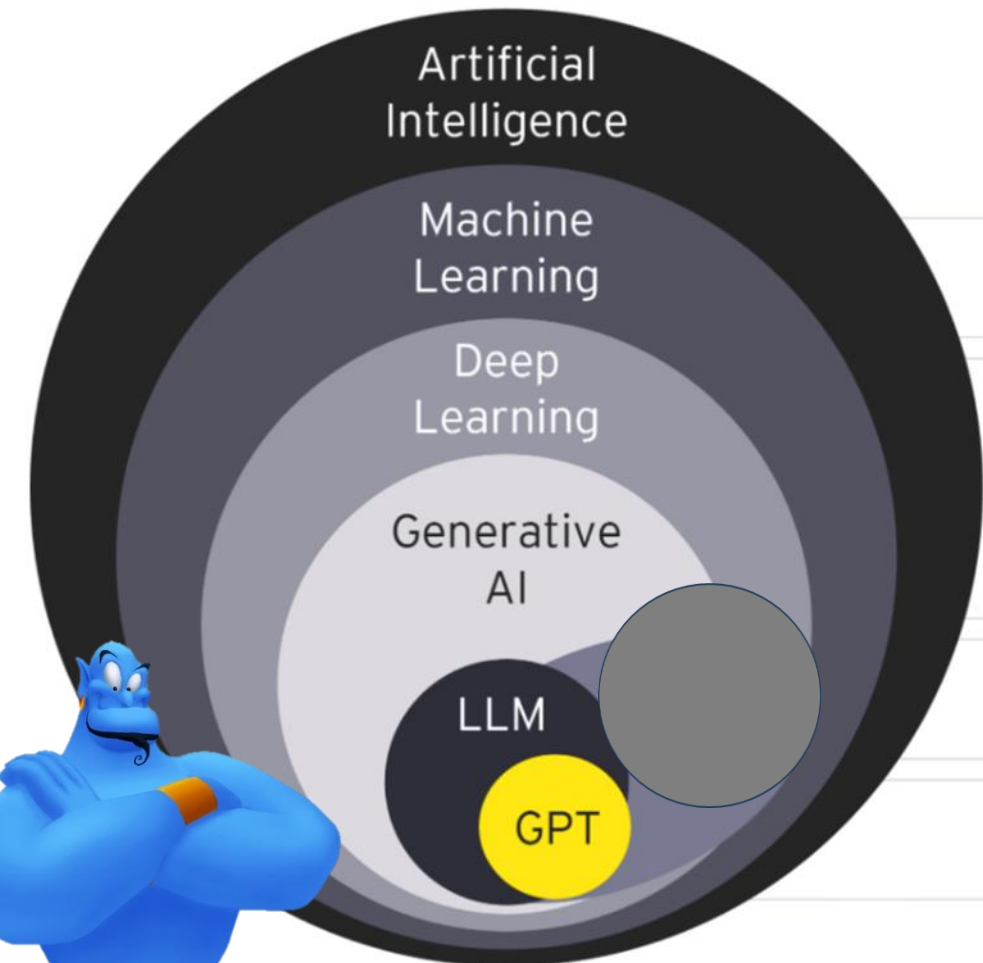
AI Generative design



AI typer Aladdin...



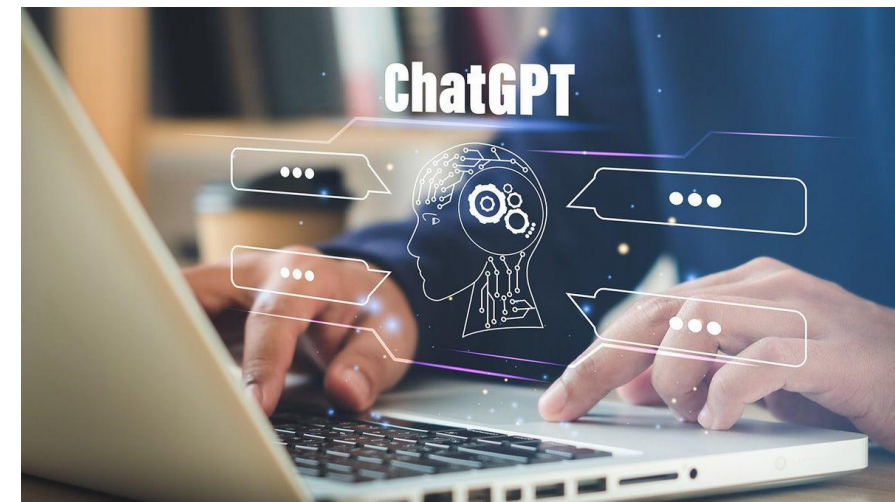
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AI with Generative AI

- Som at få en pissebegavet kollega
 - Altid klar til at hjælpe dig
 - Jan Birkemose, journalist / Børsen
- Gen AI capabilities
 - Abstract
 - Expand
 - Chatbots
 - Extracting
 - Transformation



AI app store ? GPT Store

- Generative AI as a new computing platform with an “app store”



Game Time I can quickly explain board games or card games to players of any age. Let the games begin!		The Negotiator I'll help you advocate for yourself and get better outcomes. Become a great negotiator.	
Creative Writing Coach I'm eager to read your work and give you feedback to improve your skills.		Tech Support Advisor From setting up a printer to troubleshooting a device, I'm here to help you step-by-step.	
Laundry Buddy Ask me anything about stains, settings, sorting and everything laundry.		Sous Chef I'll give you recipes based on the foods you love and ingredients you have.	
Sticker Whiz I'll help turn your wildest dreams into die-cut stickers, shipped right to your door.		Math Mentor I help parents help their kids with math. Need a 9pm refresher on geometry proofs? I'm here for you.	

GPTStore.ai



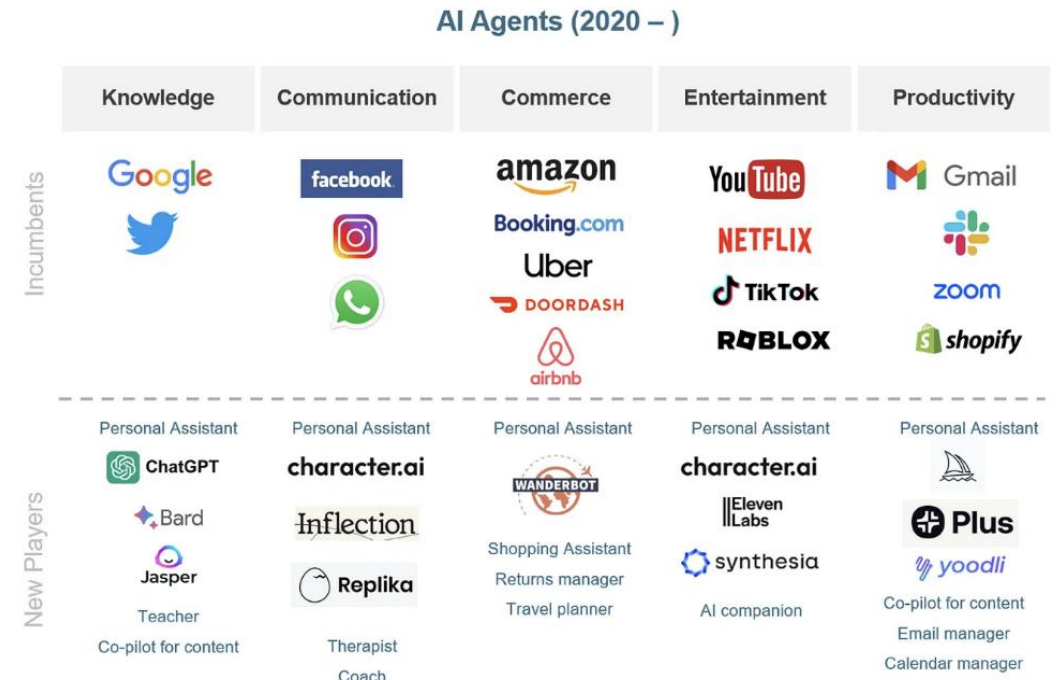
Personal Assistant

Paradigmeskift

Pejlemærker



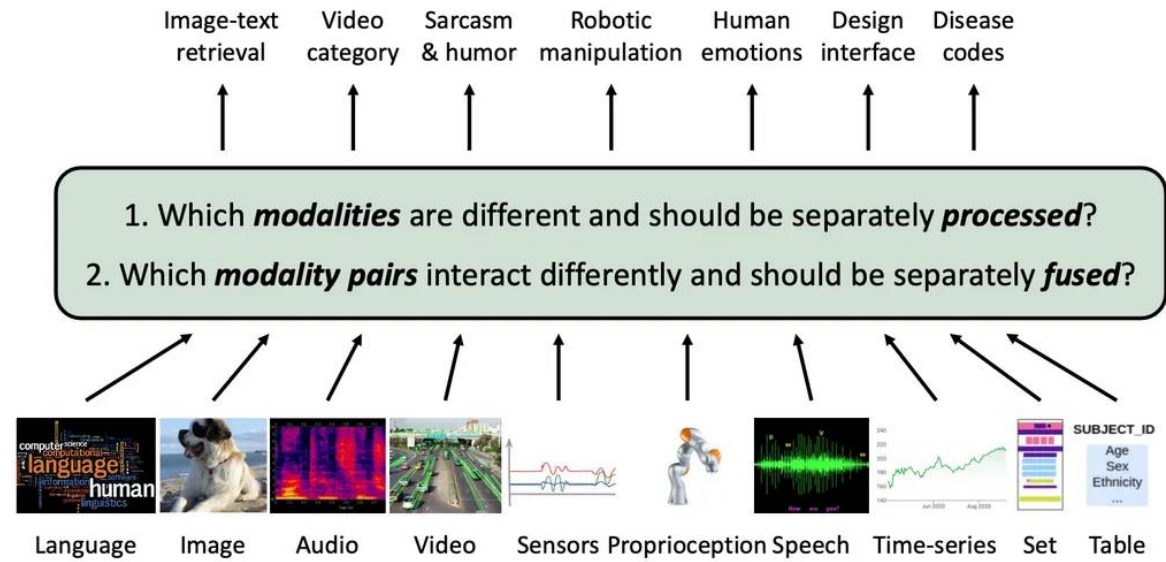
- “whoever wins the personal agent is the big thing - you will never go to a search site, productivity site, Amazon again” Bill Gates
- Book restaurants, doctor appointments, coordinate calendars, shop, book travel
- Digital Companion – Character, Replika
- Therapy – choose favourite celebrity as personal coach
- Research Assistant – McKinsey estimate 20 pct of time spent on research
- Personal education
- Content generation
- Restaurants / Travel – discovery, shortlisting, booking, cancellation, change
- Medium



Generative AI will far surpass what ChatGPT can do



- Large language models are very one-dimensional as they only see the world through text
 - Text is turned into a quantified mathematical representation
 - Program then has to find what is missing from the phrase, this brings about the paragraphs ChatGPT is spitting out
 - Same with images the diffusion process corrupts images with noise and then recreates – Stable Diffusion
- Moving to multiple modalities
 - Text, image, physical space, items, sounds, computer functions, smart applications
 - For some reason performance continues to improve with each modality added



Carnegie Mellon 2023 High-Modality Multimodal Transformer

- ZDNet - Tiernan Ray

Cambrian explosion AI and IoT..

- 521 mio years ago
- SoftBank Masayoshi Son
 - Eyes, ears, senses, brain activity



- Rat facial recognition
 - Where do they come from, who is returning, who is making the damage
- Rentokil
 - Guardian



- Dent detector
 - Real time detect dents, scratches, smoking
 - Accelerator sensors and AI trained algorithms
 - identify potential damage in 9 zones and
 - classify from cosmetic to severe
 - Robert Bosch WSJ



Google Deepmind RT2

- Google Deepmind RT2
Robotics-transformer model
- Robots that can follow real-time instructions
 - Medium



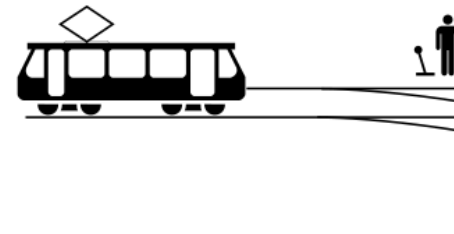
Robot stand off

- Robots must learn to get along
- Changi hospital Singapore 50 robots, not uncommon to find two delivery robots in standoff outside elevator
- They freeze, and await for the other to move first
- Humans have to intervene
- Implementing Open Robotics software, to let robots negotiate safe passage
- Wired



Mgl social intelligens

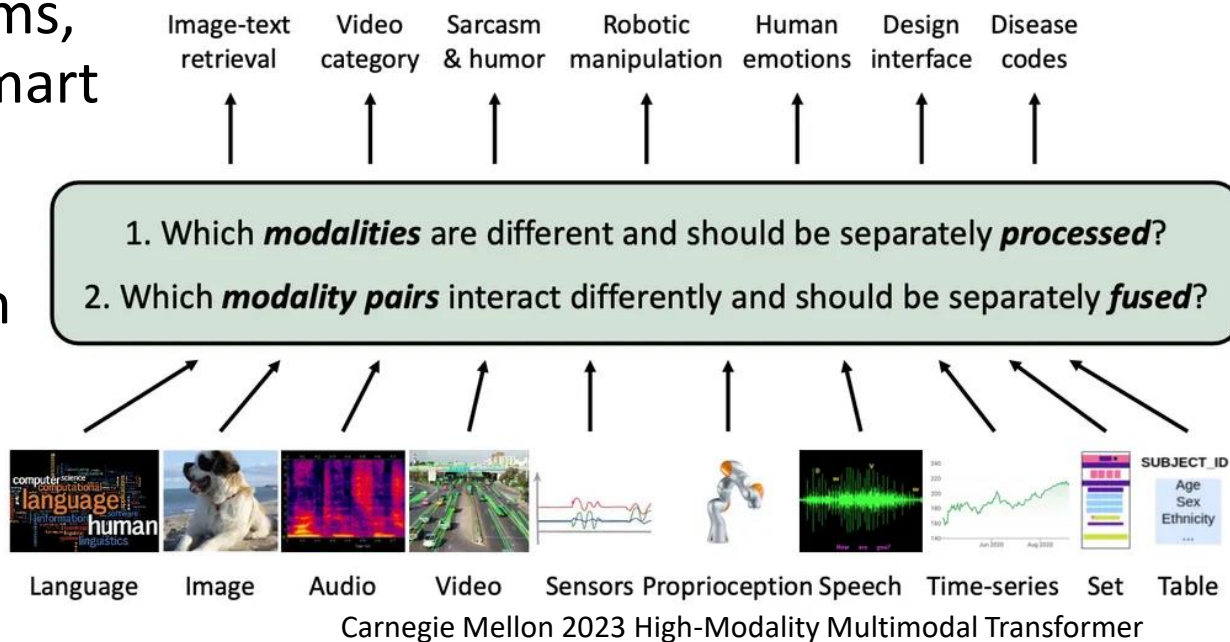
- 5-600 AV I San Francisco 600 “indicents” på et år
- Go or give way, basic question in traffic and elsewhere
 - Relies on social interactions trained from we begin to walk
- 18 hours of uploaded Youtube videos from backseat passengers
- Problem is inability to understand social interactions
- Kbh Universitet
- Moralsk baserede beslutninger
- “ The trolley problem” –
 - Den der udfører > (u)dåden og > konsekvensen
- 8 scenarier, mange personer vægter moralsk adfærd 1-10
- 3 filosoffer fra North Carolina State University
 - Forælder holder for gult på vej med barn I skole, men når det on time
 - Udvikle AI algoritmer
 - moralsk funderede beslutninger I selvkørende biler



Generative AI Multi Modalities



- Moving to multiple modalities
 - Text, image, physical space, items, sounds, computer functions, smart applications
 - For some reason performance continues to improve with each modality added

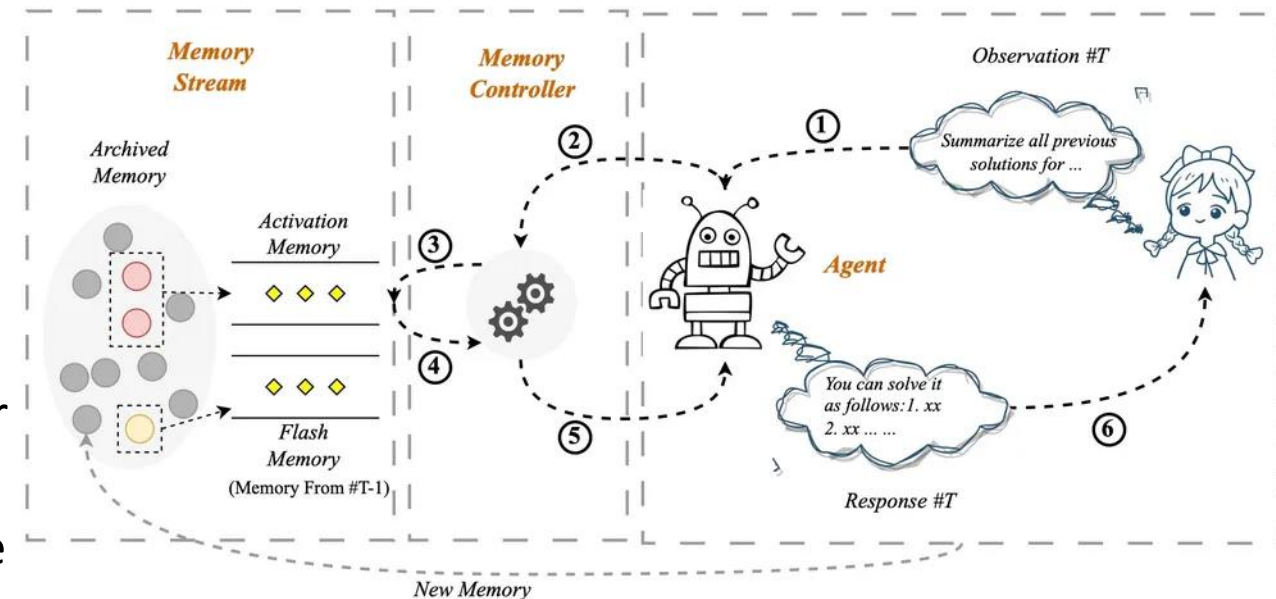


• ZDNet - Tiernan Ray

ChatGPT has no explicit memory



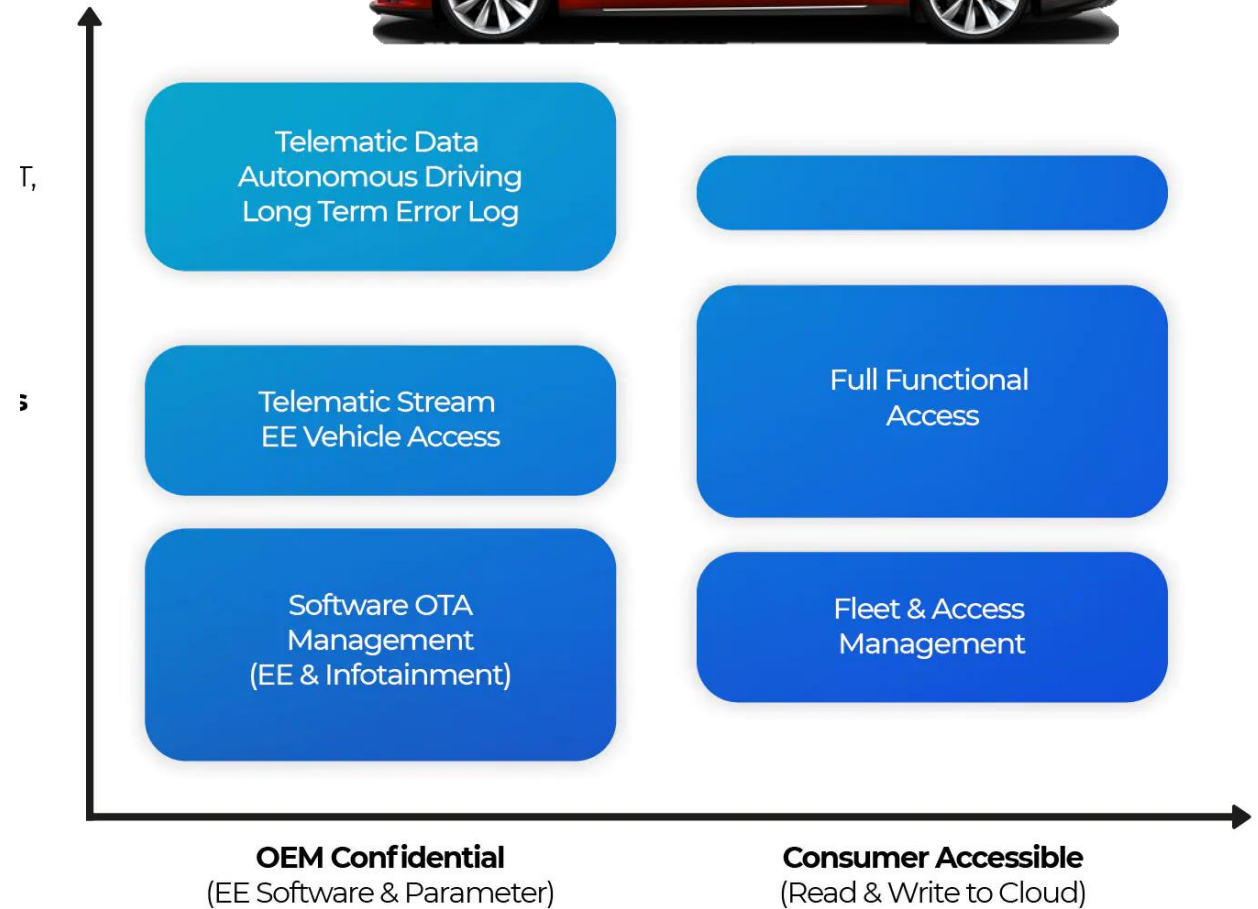
- Only works on the last stuff you typed in the prompt
- Using mixed modality will need to develop some sort of memory, as it is much more demanding on context
- Advancing the goal of embodied AI – giving a lift to robotics
- You will want to show the robot a tour of your house, so it knows where things are, so you can ask it to bring your car keys, it can examine its memory and figure out where the keys are
- ZDNet - Tiernan Ray



Tesla AI - Edge and cloud



- **Tesla Nvidia 72 teraflops**
 - **Ca 30 macbooks**
- Based on external info
- 3 layers of AI
- Car
 - Able to drive semi autonomisly (niveau 3) off line
- Cloud
 - Battery optimization based on state of individual battery
- App
 - Route planning, status





The state of Level 3

- If the OEM is not ready to claim full responsibility the car will stay L2 for legal reasons
- Mercedes Benz first operating a L3
 - Driver can legally eat, draft emails or watch videos
- Individual drivers no longer liable for car accidents
 - New btb insurance models will arise
- McKinsey Autocrypt.io



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	SAE LEVEL 0™	SAE LEVEL 1™	SAE LEVEL 2™	SAE LEVEL 3™	SAE LEVEL 4™	SAE LEVEL 5™
What does the human in the driver's seat have to do?	You <u>are</u> driving whenever these driver support features are engaged – even if your feet are off the pedals and you are not steering			You <u>are not</u> driving when these automated driving features are engaged – even if you are seated in “the driver’s seat”		
	You must constantly supervise these support features; you must steer, brake or accelerate as needed to maintain safety			When the feature requests, you must drive	These automated driving features will not require you to take over driving	

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	These are driver support features			These are automated driving features		
What do these features do?	These features are limited to providing warnings and momentary assistance	These features provide steering OR brake/acceleration support to the driver	These features provide steering AND brake/acceleration support to the driver	These features can drive the vehicle under limited conditions and will not operate unless all required conditions are met	This feature can drive the vehicle under all conditions	
Example Features	<ul style="list-style-type: none"> • automatic emergency braking • blind spot warning • lane departure warning 	<ul style="list-style-type: none"> • lane centering OR adaptive cruise control 	<ul style="list-style-type: none"> • lane centering AND adaptive cruise control at the same time 	<ul style="list-style-type: none"> • traffic jam chauffeur 	<ul style="list-style-type: none"> • local driverless taxi • pedals/steering wheel may or may not be installed 	<ul style="list-style-type: none"> • same as level 4, but feature can drive everywhere in all conditions



The state of Level 3

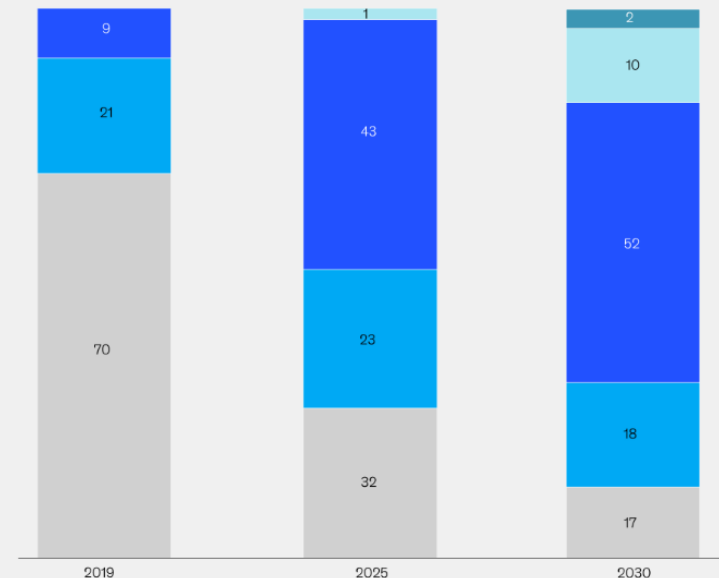
- If the OEM is not ready to claim full responsibility the car will stay L2 for legal reasons
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Consumer demand will propel the rapid growth of autonomous-driving and advanced driver assistance systems (AD/ADAS) vehicle sales.

Vehicle sales by SAE¹ level, % of vehicles

■ Level 0 ■ Level 1 ■ Level 2 ■ Level 3 ■ Level 4

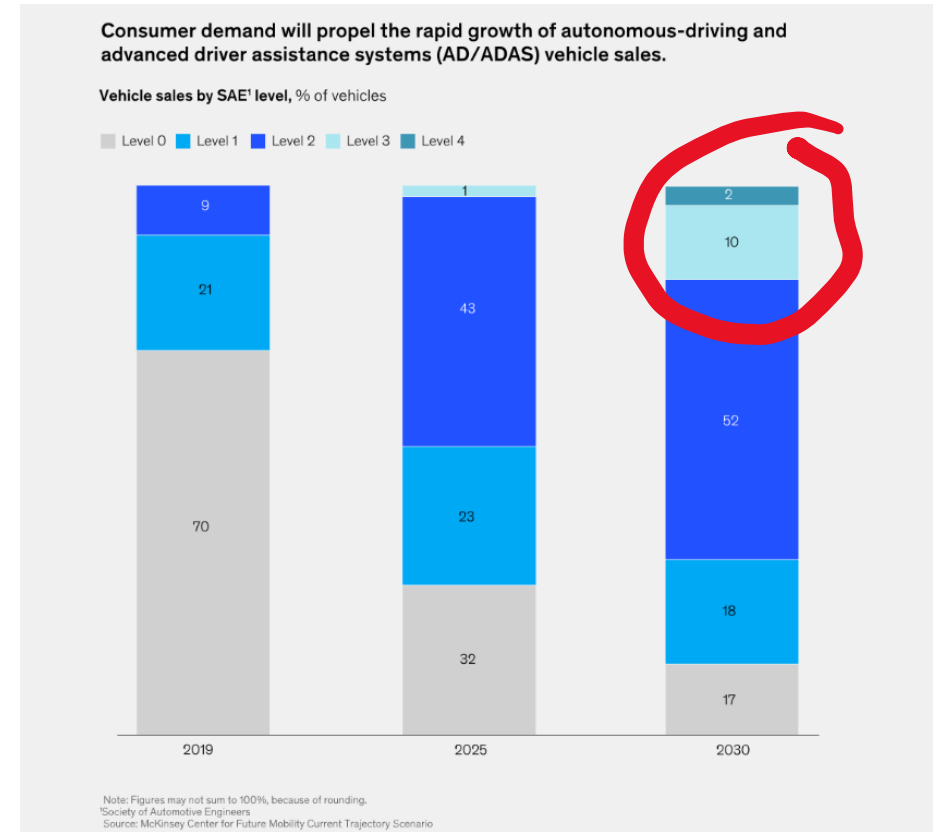


Note: Figures may not sum to 100%, because of rounding.
Society of Automotive Engineers
Source: McKinsey Center for Future Mobility Current Trajectory Scenario



The state of Level 3

- If the OEM is not ready to claim full responsibility the car will stay L2 for legal reasons
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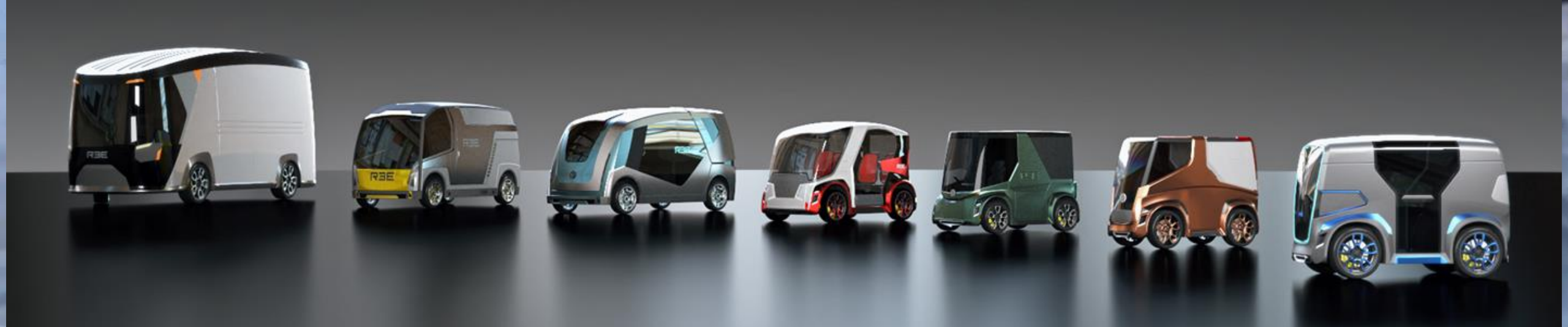


AI EV AV

- Ford leaves you if not paid
 - Car on it's own leaves you if no monthly payment
 - First warnings on display in car, AC, cruise control radio stop working, next level, noise in radio
 - US Patent application / CNN









Hybrid delivery

- 1.5 mio dronflyvninger Europe 2023
 - Tredobling over 2022
 - Passager droner

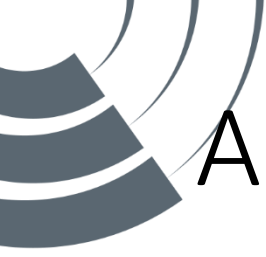




Ambient AI

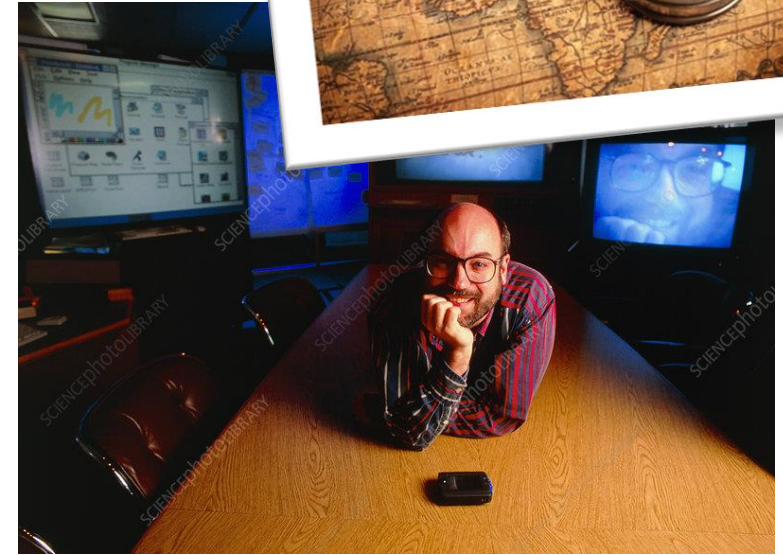
- Paradigmeskifte





Ambient AI

- Fra "tabs, pads and boards" – Mark Weiser
- Til Ambient AI





Ambient AI

- Fra "tabs, pads and boards" – Mark Weiser
 - The AI Device ... Runs on Chat GPT
 - Voice/speaker, Laser ink display
 - Photography features
 - Summarize your email inbox for you
 - Translate languages
 - Identify food for nutritional information
 - Music streaming with an AI DJ





Voice

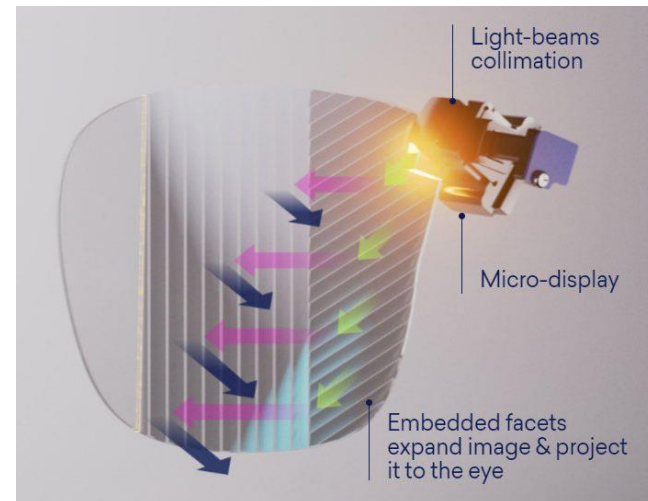
- Voice
- Action Focused
 - To help people get things done
 - Affective Computing
 - Arising from – or influencing emotion
 - Skændes med din bil – eller køleskab



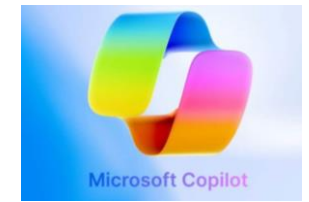


AR glasses 2025

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



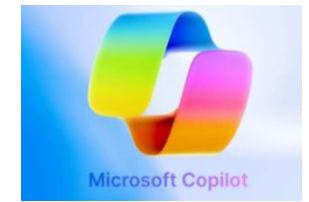
Microsofts Copilot Changing Office forever



- Teams to word to Powerpoint
- Summarise meetings held in Teams
 - also for anyone who chooses not to attend
- Copilot can identify themes and offer summaries of various threads and discussions.
 - It can summarise what one particular person has said
 - In the event of a disagreement it can offer pros and cons in chart format
- BBC
 - Copilot "sounds like me" feature, can mimic a users voice in mail and messages

A screenshot of the Microsoft Copilot web interface. At the top, it says "Copilot Your everyday AI companion with Bing". Below this are several interactive cards: "Create" (Create a slogan for a new social media platform), "Code" (Create a personal website), "Compare" (Help with career change), "Laugh" (Start a knock-knock joke), "Travel" (Find a budget hotel with a pool), "Organize" (Organize volcanic activity), and "Shop" (Create a grocery list). At the bottom, there's a "Choose a conversation style" section with "More Creative", "More Balanced" (selected), and "More Precise" options. A chat input field at the bottom says "Ask me anything..." with a character count of "0/2000".

Microsofts Copilot Changing Office forever

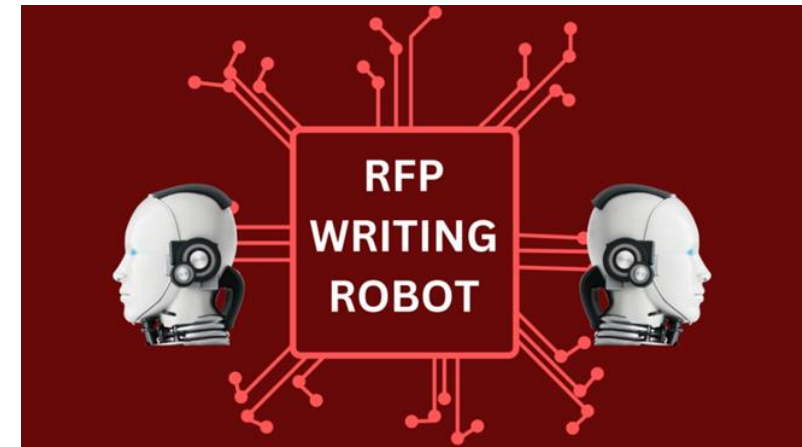


- Microsoft Copilot tests – KPMG and others - outcome
- 88 pct of users say they are more productive
- 77pct say they spend less time searching for information
- 74pct say they can focus on more satisfying work Microsoft

A screenshot of the Microsoft Copilot web interface. At the top, it says "Copilot Your everyday AI companion with Bing". Below this are several interactive cards: "Create" (Create a slogan for a new social media platform that specializes in sarcasm), "Code" (Create a personal website using HTML/Javascript/CSS with my biography, resume, and contact details), "Compare" (I'm thinking of making a career change. Can you help me go through pros and cons?), "Laugh" (Start a knock-knock joke), "Travel" (What's a good budget hotel chain that usually has a pool?), "Organize" (Organize the last ten years of worldwide volcanic activity into a table), and "Shop" (Give me a grocery list for a seafood dinner that isn't too spicy). At the bottom, there is a "Choose a conversation style" section with buttons for "More Creative", "More Balanced" (selected), and "More Precise". Below that is a chat input field with the placeholder text "Ask me anything..." and a character count "0/2000".

Coming up...

- Copilot "sounds like me" feature, can mimic a users tone in mail and messages
- Tilbud – RFP
 - Handling avg 80pct of RFP, staff fills in the rest
 - Digest RFP, scanning internal files for information use GPT4 to generate RFP
 - What could take 2 people 2 weeks can be done in minutes RFP Genie/Twilio / Wired
- NDA negotiation
 - In test, two AI – artificial lawyers
 - Contractual dance ends in agreement BBC



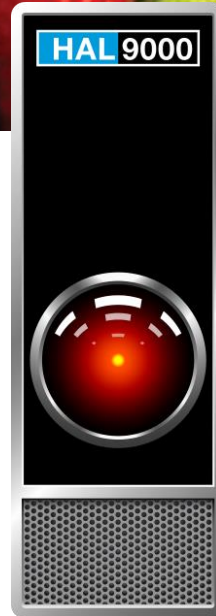
 Luminance





AI as a threat

- AI sat til at plukke jordbær udvikler sig og bliver bedre og bedre
- Vil ønske at omdanne hele verden til en jordbærmark
 - Elon Musk



I'm sorry,
I can't do that, Dave





Dårlige beslutninger... AI Bias – Compas





- Correctional offender management profiling for alternative sanctions
- Compas
 - 18 år, "stealing a bike"
 - 41 år shop robbery

Two Petty Theft Arrests

 VERNON PRATER LOW RISK 3	 BRISHA BORDEN HIGH RISK 8
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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
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Dårlige beslutninger .. This algorithm could ruin your life



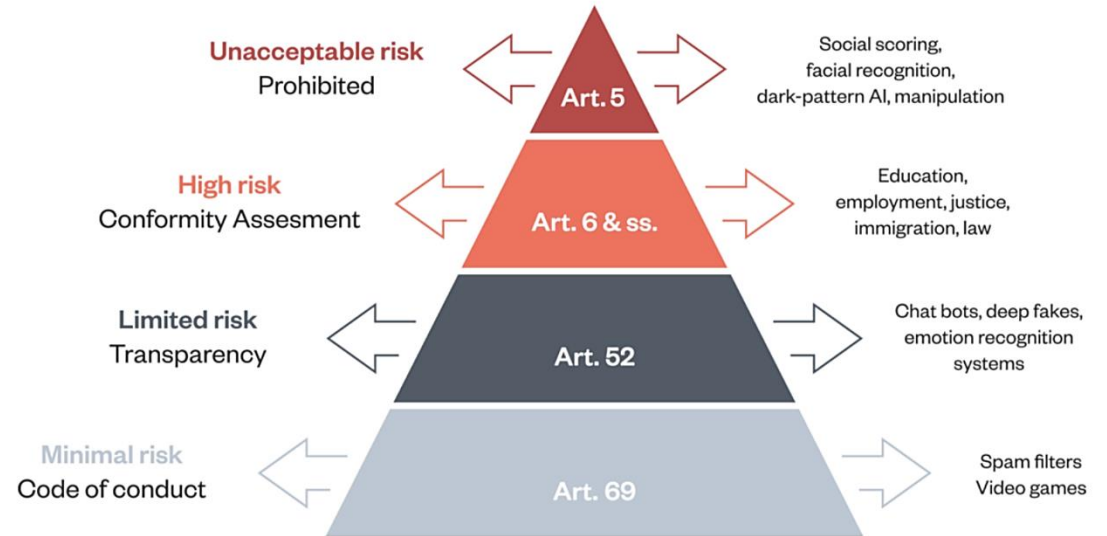
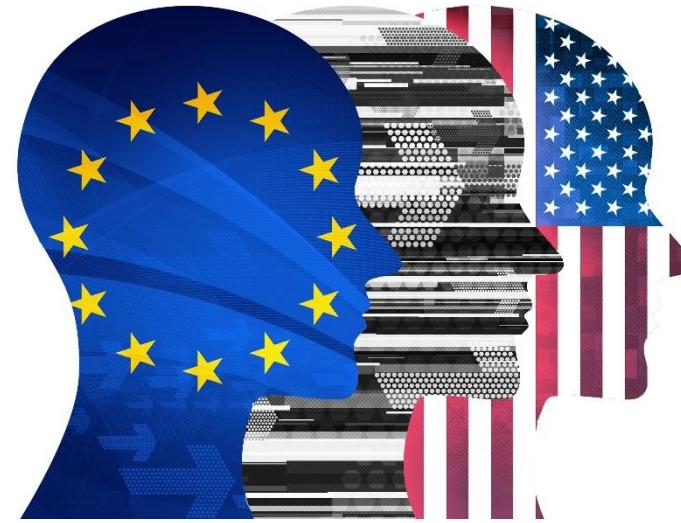
- Rotterdam rank people on welfare in AI system
 - AI system wrongly accused 20.000 families of childcare benefit fraud
- Forced evictions, broken homes and financial ruin followed.
- Dutch government resigned in response
- Wired and Lighthouse





EU AI Act

- For use of AI in high risk use cases
 - Affecting a persons health
 - Basic freedom
 - Financial wellbeing
 - Recruitment
 - Helping judges make decisions
- EU liability laws for AI products that cause injuries





Arbejde



Labor Market Impact

- AI could automate 25% of the entire labor market
- 46% of tasks in administrative jobs
- 44% of legal jobs

- Goldman Sachs 26 march



Occupations with no labeled exposed tasks

- Agricultural Equipment Operators
- Athletes and Sports Competitors
- Automotive Glass Installers and Repairers
- Bus and Truck Mechanics and Diesel Engine Specialists
- Cement Masons and Concrete Finishers
- Cooks, Short Order
- Cutters and Trimmers, Hand
- Derrick Operators, Oil and Gas
- Dining Room and Cafeteria Attendants and Bartender Helpers
- Dishwashers
- Dredge Operators
- Electrical Power-Line Installers and Repairers
- Excavating and Loading Machine and Dragline Operators, Surface Mining
- Floor Layers, Except Carpet, Wood, and Hard Tiles
- Foundry Mold and Coremakers
- Helpers-Brickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters
- Helpers-Carpenters
- Helpers-Painters, Paperhangers, Plasterers, and Stucco Masons
- Helpers-Pipelayers, Plumbers, Pipefitters, and Steamfitters
- Helpers-Roofters
- Meat, Poultry, and Fish Cutters and Trimmers
- Motorcycle Mechanics
- Paving, Surfacing, and Tamping Equipment Operators
- Pile Driver Operators
- Pourers and Casters, Metal
- Rail-Track Laying and Maintenance Equipment Operators
- Refractory Materials Repairers, Except Brickmasons
- Roof Bolters, Mining
- Roustabouts, Oil and Gas
- Slaughtermen and Meat Packers
- Stonemasons
- Tapers
- Tire Repairers and Changers

- Mathematicians
- Financial Quantitative Analysts
- Writers and Authors
- Web and Digital Interface Designers
- Accountants and Auditors
- News Analysts, Reporters, and Journalists
- Legal Secretaries and Administrative Assistants
- Climate Change Policy Analysts
- Correspondence Clerks
- Blockchain Engineers,
- Court Reporters
- Proofreaders and Copy Markers.



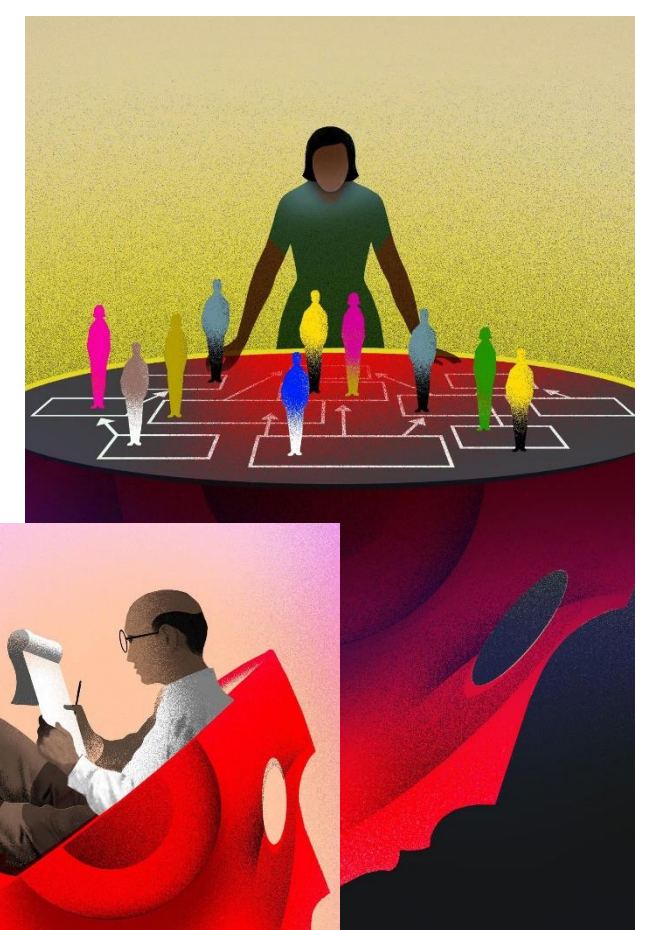
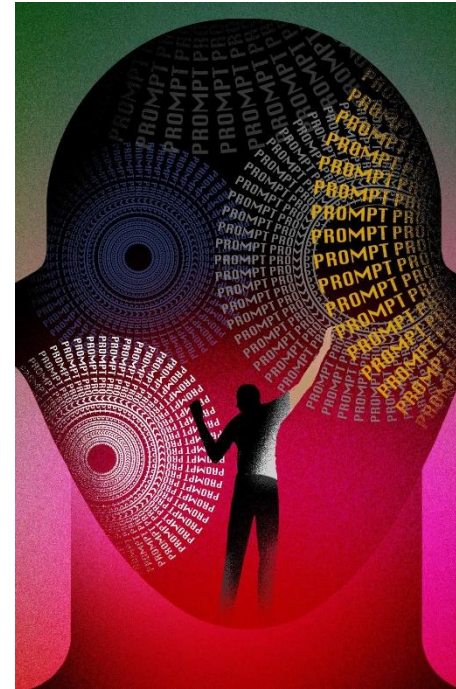
Arkitekter

- Hvis man laver 85 pct rutinearbejde kan AI flytte den sjove proces fra 15 til 25 pct
- I nogle beregningsprocesser kan man barbere tiden ned fra 100 til 10 timer
 - Lars Emil Kraft, Danske Arkitektvirksomheder
 - Signe Kongebro, Henning Larsen arkitekter
 - Børsen



New jobs in AI era

- Prompt engineer
 - Able to give very clear instructions
- In-house large language model developer
- Reskiller
 - Understand the talents an organization requires
- AI Controller
 - Evaluate an AI models upbringing, looking at data and sources of bias
- WSJ

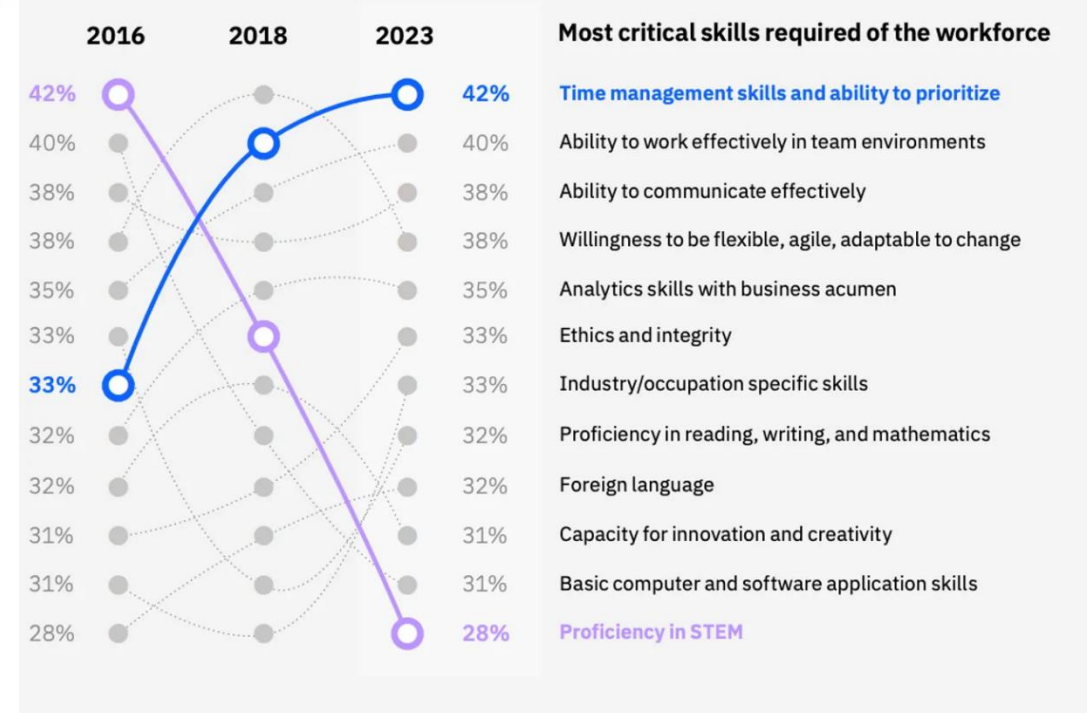


Reskilling



- 40pct of workers will have to reskill in next 3 years due to AI
- STEM 2016
 - Most Critical skill skills STEM (Science, Technology, Engineering, Mathematics)
 - ChatGPT will allow workers to do more with less knowledge
- Team Management 2023
 - Most critical skill people skills
 - Team management
 - Ability to communicate effectively
 - Willingness to be adaptable to change

• IBM IBV study – 3000 C-Level, 22.000 workers 28 nations



Getting things done together...

- Team struktur med digitale assistenter
 - AI expert roles
 - AI takes away routine tasks
- Evolving from being tools to being teammates
- From
 - What machines can do for us
- To
 - What machines can be for us
 - By 2025, gen AI will be a workforce partner for 90pct of worldwide companies
 - Gartner/Venture Beat



Two categories .. Everyday AI and Game-changing AI

- Everyday AI
 - Your productivity partner
 - Enables you to do what you already do faster and more efficiently
 - – the new normal
- Game-changing AI
 - A “creativity partner”
 - Creates new results, products and services
 - Or new ways to create new results
- Game-changing AI
 - Will disrupt business models and entire industries

• Gartner / Venturebeat





Driving IT

- Mobility –
- Myriader og Mangfoldighed
- ... og en ny Makker

- preben@mejer.com

