



SHAPE THE FUTURE OF MODERN MARKETING

The Future of AI: A Myriad of Opportunities

Deep Thomas

Group Chief Data and Analytics Officer





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The Rise of AI





Smart Masks translating 8 Languages



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Have we ever thought of?



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Create **Freestyle Rap on the go** !



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The screenshot shows a recipe page for 'Pulled Pork Tacos'. At the top, it lists 'Cooking Time: 18 min', 'Level: Super Easy', and 'Satisfact score: 100%'. Below this is a large image of the dish. The recipe title 'Pulled Pork Tacos' is centered over the image. Underneath, it specifies 'Recipe Type: Breakfast', 'Servings: 6', and 'Calories Per Serving: 230'. A section titled 'This dish was generated to help balance your blood results.' lists four ingredients with their benefits: Avocado (Rich in Vitamin K), Eggs (Rich in Vitamin D), Pork (Rich in Albumin), and Garbanzo Beans (Rich in Albumin). The 'Ingredients' list includes: 1 Shredded BBQ Pork, 4 Tbsp Butter, 6 Large Eggs, 3 Roma Tomatoes, diced, 1/2 Small Red Onion, diced, 1/2 C Cilantro, chopped, 1/2 Avocado, 1/2 C Mexican Crema, Kosher Salt, to taste, Cracked Pepper, to taste, 1 cup Garbanzo beans, 6 Small Corn Tortillas, and 1/2 C Cotija Cheese. The 'Instructions' are: 1. Heat the Mustard Pork BBQ as according to packaging. Set aside. 2. While the pork is cooking, heat the butter in a large skillet over medium heat. Add the eggs, one at a time, and allow to cook for three minutes, then cover and continue to cook for an additional three minutes for sunnyside-up eggs, and an additional couple of minutes for hard yolks. Remove from heat. 3. While the eggs and pork are cooking, add tomatoes, red onion, and cilantro to a medium-sized bowl and mix until combined. Set aside. 4. Add the avocado and crema to a blender and pulse until smooth. Season with salt and pepper. 5. On a warm tortilla, assemble the tacos, starting with the pork, followed by an egg, a spoonful of pico de gallo, a drizzle of the avocado crema, and then finish with some crumbled cotija cheese and garbanzo beans. Serve immediately.

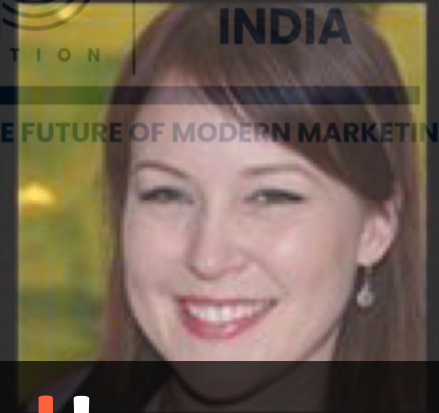
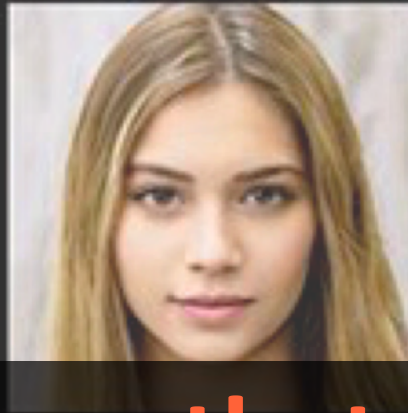
Prepare your **Culinary Delight** !

Source A: gender, age, hair length, glasses, pose



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Generate a face **that never existed!**



Source B:
everything
else

Result of combining A and B

Coach Non league Clubs



First AI News Anchor



First Car Commercial



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THE BEST VIEW
COMES AFTER THE
HARDEST CLIMB.

Art of Perfumery



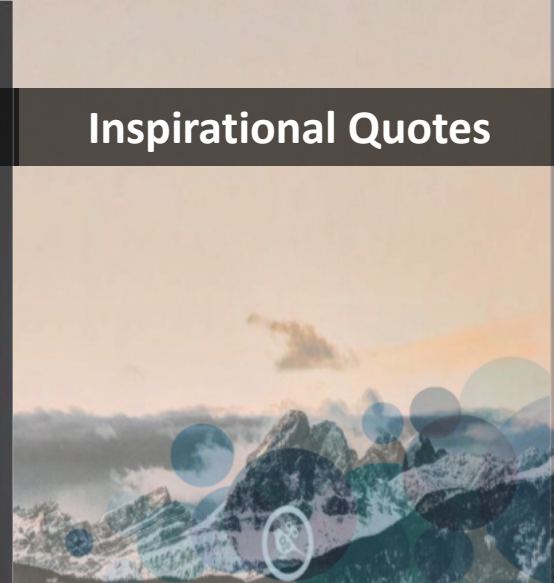
Choose your Costume



Write Harry Potter



Inspirational Quotes



AI is fueling Innovation all around!

Alan Turing, British mathematician and WWII code-breaker widely credited as being one of the first people to come up with the **idea of machines that think**

1950

The term **'Artificial Intelligence'** gained popular awareness

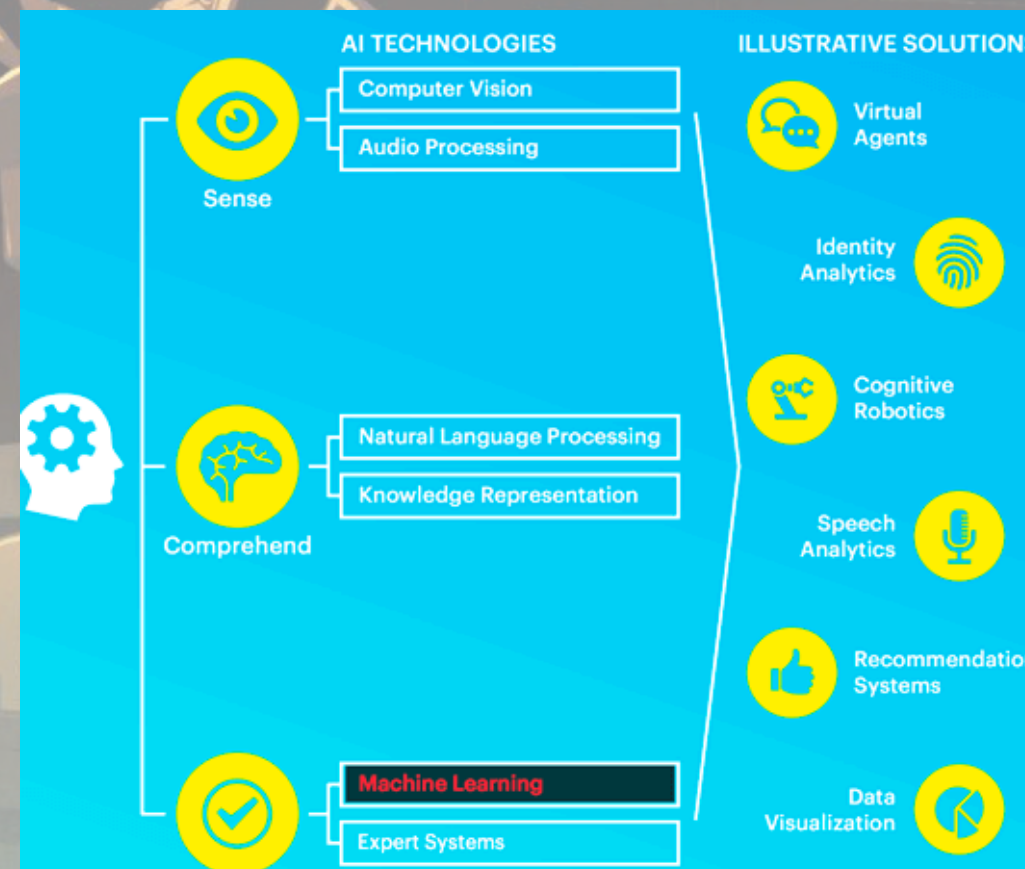
Mid 1950s

American cognitive scientist **Marvin Minsky** picked up the **AI torch** & co-founded the Massachusetts Institute of Technology's AI laboratory

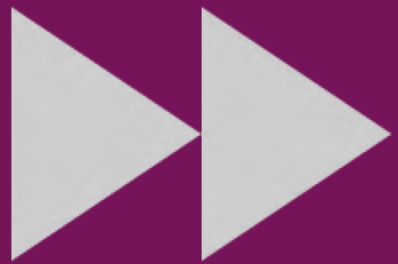
1959

Marvin Minsky advised **Stanley Kubrick** on "2001: A Space Odyssey," one of the world's **best representations of AI** in the form of HAL 9000

1968



Evolution of AI: Science Fiction to Reality!



Fast Forward ~60 Years

AI today ?



Artificial Life forms
surpassing Human
Intelligence

Almost any Data
Processing ,
Classification, Analysis



Self-Driving Cars



Content Recommendation



Image & Video Processing



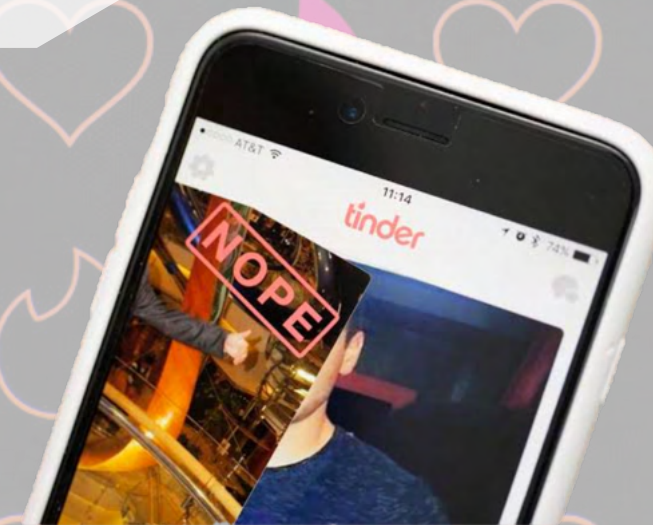
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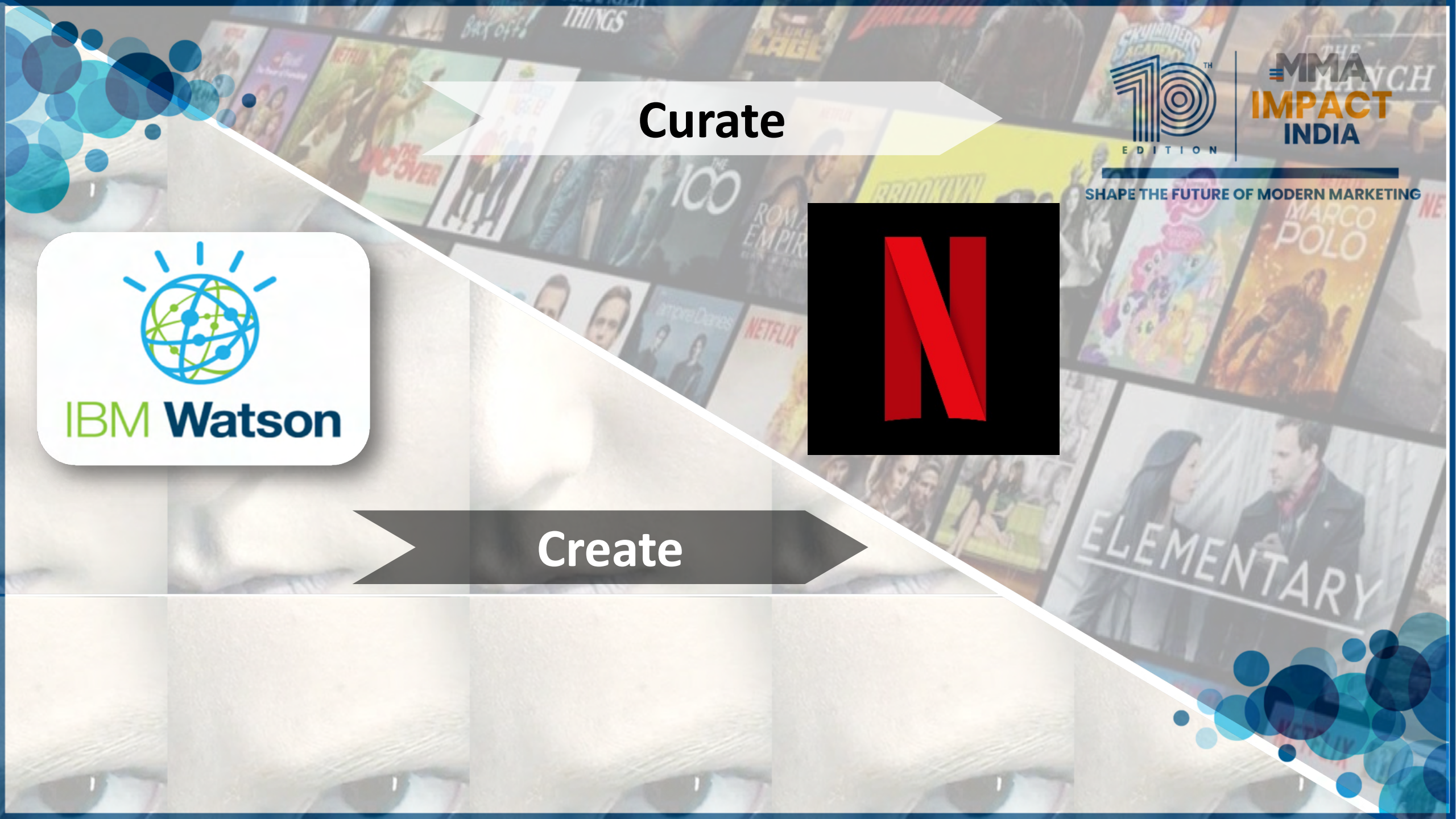
AI is changing **our everyday life!**

Inflict



Detect





Curate



Create





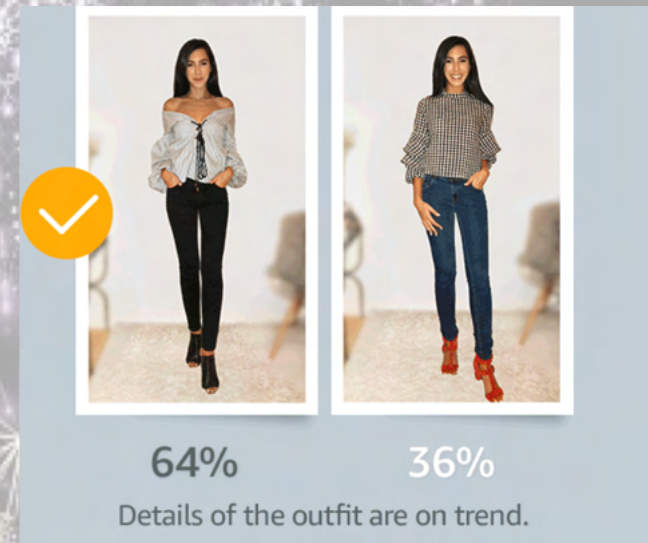
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Interact



Observe





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INDIA**

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Sensors enabled Customized sleep for comfort!



06:30



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Intelligent Things that **make you smile!**





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FACE RECOGNITION



FACE RECOGNITION

H&M

Interactive Surfaces for contextualized experience!

Hello, I'm a voice



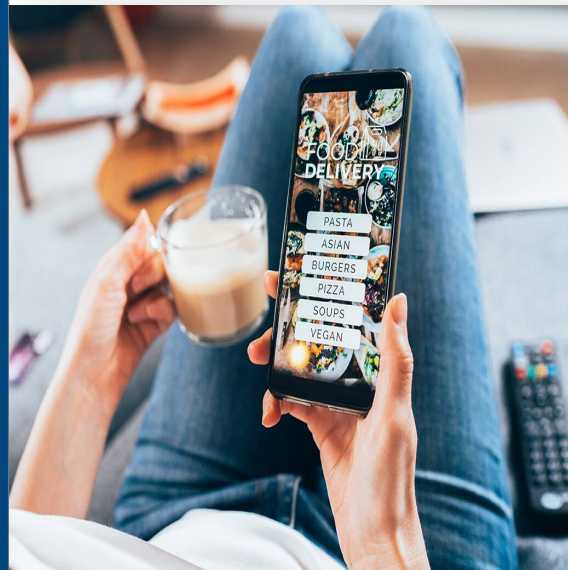


Indirect human interactive society

Completely Digital & Contactless

'Virtual Showroom'- expanding to newer areas

Personalization & Experience



Post COVID will spur new Technologies !





#Automatic
Meeting
Transcription



#Effective
Meeting
Scheduling

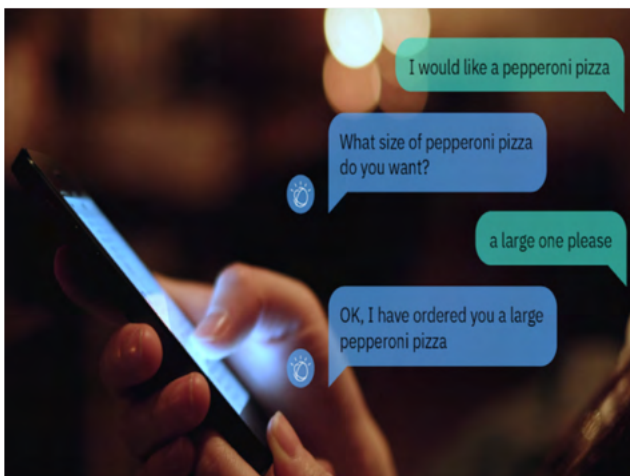


#Prompt
Employee
Support

AI will eliminate repetitive tasks!



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#Personalized Offerings



#24/7 Availability



#Experiential Interaction

AI is creating an Experience Economy!





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#Virtual Book Club Meet Up



#Transforming the Mobile Gaming Industry



#Streaming Experience to the Next Level

AI is creating a New Virtual World!





Sectors that **will witness faster AI adoption!**





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What NEXT in AI?



01

Hyper Personalization

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Tailored jeans with
smartphone scan



High accuracy market
predictions for Investors



Authentic customers
'experiences'

AI offers **Precision, Speed, and Scale!**

AI will create Digital Avatars and Assistants

02



Tapping into the right brain with AI

Creating choreography with AI that predicts future movements such as dancer's next gesture

03



Harnessing Autonomy - AI for AI

Pervasive computing and access to Pervasive Knowledge

04



Digital Immersion in Offline

Aggregates 'crowd noise' from at-home fans and stream inside the stadium

05



Digital Avatar for ALL; even the departed

AI powered animation to bring back old photos of our loved ones to life

AI with Empathy and Emotion Intelligence

06



Mood assessors start to acquire Empathy

Conversation with basic emotional intelligence & empathy by assessing moods from the speech

08



Rethinking Governance

Automatic traffic block via prediction of presence of automated BOT

07



Recognizing a gamut of Emotions

Enhanced well-being with mental support creating a peaceful, lovable and homely environment

09



Graduate from an Advisor to a Juror

A step closer to pre-crime- Determining defendant's probability to commit another crime & sentencing

10

Human Level Thinking with Singularity



Enabling AI to anticipate how
humans think & act
autonomously in real world



Quantum Computing: Game Changer

Enable understanding of how drugs behave and interact with the body at a much finer level

Robots revolutionizing Manufacturing

Autonomous mobile robots designed to safely operate alongside workers without any human guidance

AR guided surgery

Augmented Reality to turn a patient's CT scan into a 3-D visualization guiding a spinal surgeon through operations

3D Printing food

Extracts food and print just about any geometric shape that you can think of for your plates

AI will become **more powerful than ever** !

- AI deployment will add **\$15.7 trillion** to the global GDP by **2030** – Deloitte
- **50 Billion** IoT devices will be in use around the world by **2030** - Statista
- Marketers' use of AI soared **from 29% to 84%** between 2018 and 2021
- 5G connections for **half of total mobile connections** in Developed Asia in **2025**
- **AI, Machine Learning, Marketing & advertising technologies, Voice/chat/digital assistants and Mobile tech & apps** are the five technologies that will have the greatest impact on the future of marketing

AI and ML will create \$1.4- \$2.6 Trillion in value !



AI is ready . **Are we ?**



THANK YOU

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