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WHAT'S HOT

Report: 5 key trends for AI's future

HEADLINE NEWS IN A FLASH

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- Autonomous Cargo Ship Completes 500 Mile Voyage, Avoiding Hundreds Of Collisions
- AI Predicts Infant Age And Gender Based On Temperament
- DeepMind's Astounding New 'Gato' AI Makes Me Fear Humans Will Never Achieve Agi
- AI's Next Trick: Unlimited Fusion Power
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INDUSTRY FOCUS

ARTIFICIAL INTELLIGENCE IN SOCIAL MEDIA ENRICHES MARKETING ROI

REPORT: 5 KEY TRENDS FOR AI'S FUTURE

Artificial intelligence (AI) is a foundational catalyst for digital business, according to a new report by Gartner. The last 10 years represent a breakthrough period in AI's development, spurred by the convergence of factors including the rise of big data, advancements in compute infrastructure, new machine learning techniques, the emergence of cloud computing and the vibrant open-source ecosystem.

In evaluating the trends that will shape the future of AI in the enterprise, there are five trends that Gartner sees as being the most significant. Technology leaders must harness these emerging AI trends to democratize and foster its responsible use, adapt composite techniques, leverage AI for real-time analytics at the edge and exploit its generative powers.

1. Democratized AI

Democratized AI will make AI accessible to a wide set of users. From uncovering unexpected opportunities by identifying trends hidden in large datasets, to augmenting and assisting workers in complementing their knowledge, democratized AI will touch every aspect of our lives.

2. Composite AI

Composite AI is the ability to deploy a variety of AI techniques aligned with the right use cases. It brings the power of AI to a broader set of use cases and users, and it is gaining popularity because it improves AI's versatility, efficiency and adaptability.

3. Edge AI

Edge AI will enable digital moments by harnessing AI for real-time analytics closer to data sources. Gartner predicts that by 2025, more than 50% of all data analysis by deep neural networks will occur at the edge, up from less than 10% in 2021.

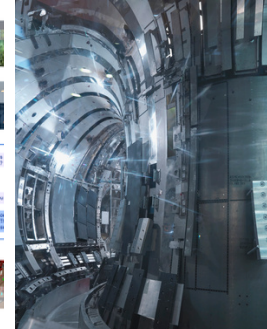
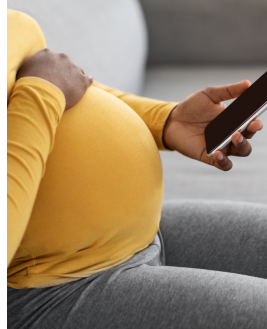
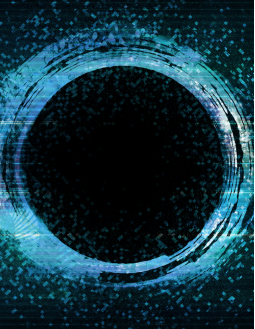
4. Responsible AI

Responsible AI is an umbrella term for making appropriate business and ethical choices when adopting AI. It requires considering business and societal value, risk, trust, transparency, fairness, bias mitigation, explainability, accountability, safety, privacy and regulatory compliance. Responsible AI is increasingly important amidst growing regulatory oversight, consumer expectations and emerging sustainability goals.

5. Generative AI

Generative AI is the use of AI to generate new artifacts and create groundbreaking products. To date, generative AI efforts have focused on creating media content such as photorealistic images of people and things, but it can also be used for code generation, creating synthetic tabular data and designing pharmaceuticals and materials with specific properties.//

Source: VentureBeat



HEADLINE NEWS IN A FLASH

ERUDERA LAUNCHES THE WORLD'S FIRST EDUCATION SEARCH PLATFORM BACKED BY AI

A new global university and study program search platform backed by artificial intelligence and machine learning, Erudera.com, will help students find their ideal university and study program more easily. Through Erudera, students will be able to browse over 23,000 university profiles and more than 64,000 study programs. Registered users will also receive personalized recommendations based on their profile, academic achievements, career prospects, and personal preferences, so they can do better research, compare available options, and come to a better decision on their own.

Source: portsmouth

AUTONOMOUS CARGO SHIP COMPLETES 500 MILE VOYAGE, AVOIDING HUNDREDS OF COLLISIONS

The "world's first" autonomous commercial cargo ship has successfully completed a near-500 mile voyage in the congested waters of Tokyo Bay, traveling without human intervention for 99% of the trip. The 750 gross-ton vessel was powered by Orca AI, whose software helped the ship avoid hundreds of collisions autonomously. When we covered Orca AI last September, it had just announced a partnership with Nippon Yusen Kabushiki Kaisha (NYK Line) to test its safety system for autonomous ships. Orca AI's Automatic Ship Target Recognition System had been installed on an NYK ship as a research trial to support the advancement of autonomous sea travel. Together, those two companies along with the Designing the Future of Full Autonomous Ships (DFFAS), have now successfully completed a 40 hour, 500 mile voyage with nearly zero human intervention.

Source: electrek

AI PREDICTS INFANT AGE AND GENDER BASED ON TEMPERAMENT

Before the 48-week mark of life, it is easier for an AI algorithm to determine the exact age of a baby, but not its gender based on temperament data. After 48 weeks, gender classification improved for all algorithms, suggesting gender differences in infancy become more accentuated at this point in life. A new study in PLOS ONE used machine learning to analyze temperament data on 4,438 babies in an attempt to classify the infants by gender and age. The results indicate it is far easier for computer algorithms to determine the age of a baby than it is for them to decipher a baby's gender based off temperament data during the infant's first 48 weeks of life.

Source: Washington State University

DEEPMIND'S ASTOUNDING NEW 'GATO' AI MAKES ME FEAR HUMANS WILL NEVER ACHIEVE AGI

DeepMind today unveiled a new multi-modal AI system capable of performing more than 600 different tasks. Dubbed Gato, it's arguably the most impressive all-in-one machine learning kit the world's seen yet. According to a DeepMind blog post: *The agent, which we refer to as Gato, works as a multi-modal, multi-task, multi-embodiment generalist policy. The same network with the same weights can play Atari, caption images, chat, stack blocks with a real robot arm and much more, deciding based on its context whether to output text, joint torques, button presses, or other tokens.* And while it remains to be seen exactly how well it'll do once researchers and users outside the DeepMind labs get their hands on it, Gato appears to be everything GPT-3 wishes it could be and more.

Source: thenextweb

AI'S NEXT TRICK: UNLIMITED FUSION POWER

AI could help bring practical fusion energy to fruition. MIT scientists have completed one of the most demanding calculations in fusion science using a machine learning technique. MIT scientists have completed one of the most demanding calculations in fusion science using a machine learning technique. According to a recently published paper, the method reduced the CPU time required to make the calculations while maintaining the accuracy of the solution. It's part of a growing effort to use AI to help solve the math and engineering problems of mastering fusion power. AI software that IBM's DeepMind is developing may learn to control the magnetic fields containing the plasma inside the tokamak fusion reactor.

Source: lifewire

AI-ENHANCED SUPER WORKERS COULD BE A REALITY WITH THIS AR HEADBAND THAT CAN BE FASTENED TO INDUSTRIAL HELMETS

Enter X-Craft – the first augmented reality device to achieve an explosion-proof protection rating. Designed by Rokid, the X-Craft is created in order to bring a technological transformation in the industry and produce a generation of "super workers." Basically, this is an industrial explosion-proof AR headband that can fit around safety helmets and hard hats to armor frontline workers with technology that can facilitate in inspections, remote collaborations, trainings, and day-to-day operations. The headband in addition to AI and AR integration is also embedded with a 5G module to ensure brisk processing and real-time information storage and transmission. The headband is further equipped with a 40° field of view (FoV) display – right in front of the eye – and has a movable camera positioned just above.

Source: yankodesign

ARTIFICIAL INTELLIGENCE IN SOCIAL MEDIA ENRICHES MARKETING ROI



Cos Leveraging Machine Learning Models in Social Media Platforms: What Motivates Social Media Marketers?

The intersections of marketing with artificial intelligence (AI) technology have opened up fascinating opportunities for marketers of all stripes. Stridently, AI has been making incessant roads into social media marketing, and rightly so. As the number of social media users rises year after year, social media companies are always jostling for capturing revenues.

Companies of different hues, big and small, thus have shifted dollars on social media networks for marketing campaigns aimed at driving customer engagement.

Why do Marketers need to Embrace AI in Social Media with Open Hands?

Ranging from building an audience, understanding customers' changing preferences and emerging inclinations, and finding the right message for the right audience, marketers are using social media for very many objectives to drive customer engagement.

It seems logical then, that many machine learning models have been woven into the fabric of the world's leading social media platforms such as Facebook, LinkedIn, Instagram, and Twitter. Unsurprisingly, answers to how are AI transforming social media have been pursued vociferously by marketers across industries. The ubiquity is pushing them to ramp up their social media marketing strategies with AI tools. Developers of AI-powered tools have a gargantuan task cut ahead for meeting the needs of social media companies.



What do Social Media AI Companies have in Store for Digital Marketing Managers?

The role of artificial intelligence in social media marketing strategies has built up enormous steam over the years. Growing applications of machine learning, deep learning, cognitive computing, and natural language processing (NLP) technologies are expanding the flavors that AI in the social media market can impact.

Artificial Intelligence (AI) in Social Media Marketing Campaigns to Cement Brand Engagement

Interestingly, AI technology applications are broadening up facets in social media campaigns. Digital marketing managers have closely experienced the transformative potential of AI tools while they scramble to cut costs and time for content marketing. With content creation and management occupying frontstage in marketing products and services organically to the target audience, the future of AI and social media analytics will form a part of brand strategy. Platforms in artificial intelligence in the social media market are stridently gaining popularity in analyzing these social media analytics.

The impact of AI on social media platforms is undeniable. Facebook, YouTube, and Twitter are always on their toes to offer business customers the benefits of cutting-edge AI tools. Companies thus can harness the potential of social media marketing by measuring brands, offering recommendations on social media posts, and ways to increase the effectiveness of the campaigns all with a fraction of the costs they would have spent otherwise in traditional channels.

Customized, Clever, and Creative Messages for Building Brand Equity

Influencer marketing has opened a new vista in artificial intelligence (AI) in the social media market. The use of artificial intelligence in social media for crafting and promoting clever and creative content is attracting customers—especially those who wish to create sustainable brand equity with influencer marketing.

AI-powered chatbots have added a new spoke in the wheel of personalized marketing—reaching out to the target audience with the most powerful messages that can persuade them to be a part of brand-building activities. An array of tools by Facebook and Instagram have taken social marketing media campaigns to next level tellingly.

Digital Word-of-mouth Marketing Opens Up New Vistas

Digital word-of-mouth marketing is another emerging arena in influencer marketing that will shape the future course of future of AI and social media analytics. It certainly is attracting the attention of social media companies for its gamechanger potential in influencing the buyer's journey. The channel is gaining increasing ROI value, thus expanding the avenue for artificial intelligence (AI) in the social media market.

AI Tech From Backstage to Frontstage: Caveats

That AI is gaining currency in enriching marketers' knowledge about customers' needs—latent or expressed—they can throw caution to the wind only at their peril. Done hurriedly or implemented shoddily, AI-powered social media marketing campaigns can wreak havoc on the brand's value, and even draw censure by the customers. In another vein, algorithmic biases of AI are not without challenges, which may lead to unexpected customer stereotypes. Nevertheless, AI will continue to make strides in social media marketing—it is only imperative that AI-powered marketing technologies should keep on improving.//

Source: [datasciencecentral](https://datasciencecentral.com/)



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MyFinB helps people understand and communicate what is most important in their data. By transforming data into insightful, human-like language, the company's natural language technology enables people to be data-driven and make better decisions, focus talent on higher-value opportunities, and create differentiated products.

The Centre for AI Innovation (CEAI) forms part of MyFinB Venture's portfolio of innovative, disruptive projects to guide and support the digital transformation initiatives by organisations and business innovators.



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