

THE **AI-SHOCK**

**A STRATEGIC
APPROACH
TOWARDS
ARTIFICIAL
INTELLIGENCE**

Jo Caudron - jo.caudron@scopernia.com

ABOUT ME

jo.caudron@scopernia.com

JO CAUDRON

- Transformation Strategist running consulting boutique **Scopernia**
- Digital Pioneer (created the first Digital Agency in 1994)
- Entrepreneur (+25 ventures)
- Author & Keynote speaker
- Happily married, 2 kids, 5 cats
- Music lover & (prog)metalhead

Why this
picture?





and this is fake



This is the picture...

© Filip Van Roe



and this is fake





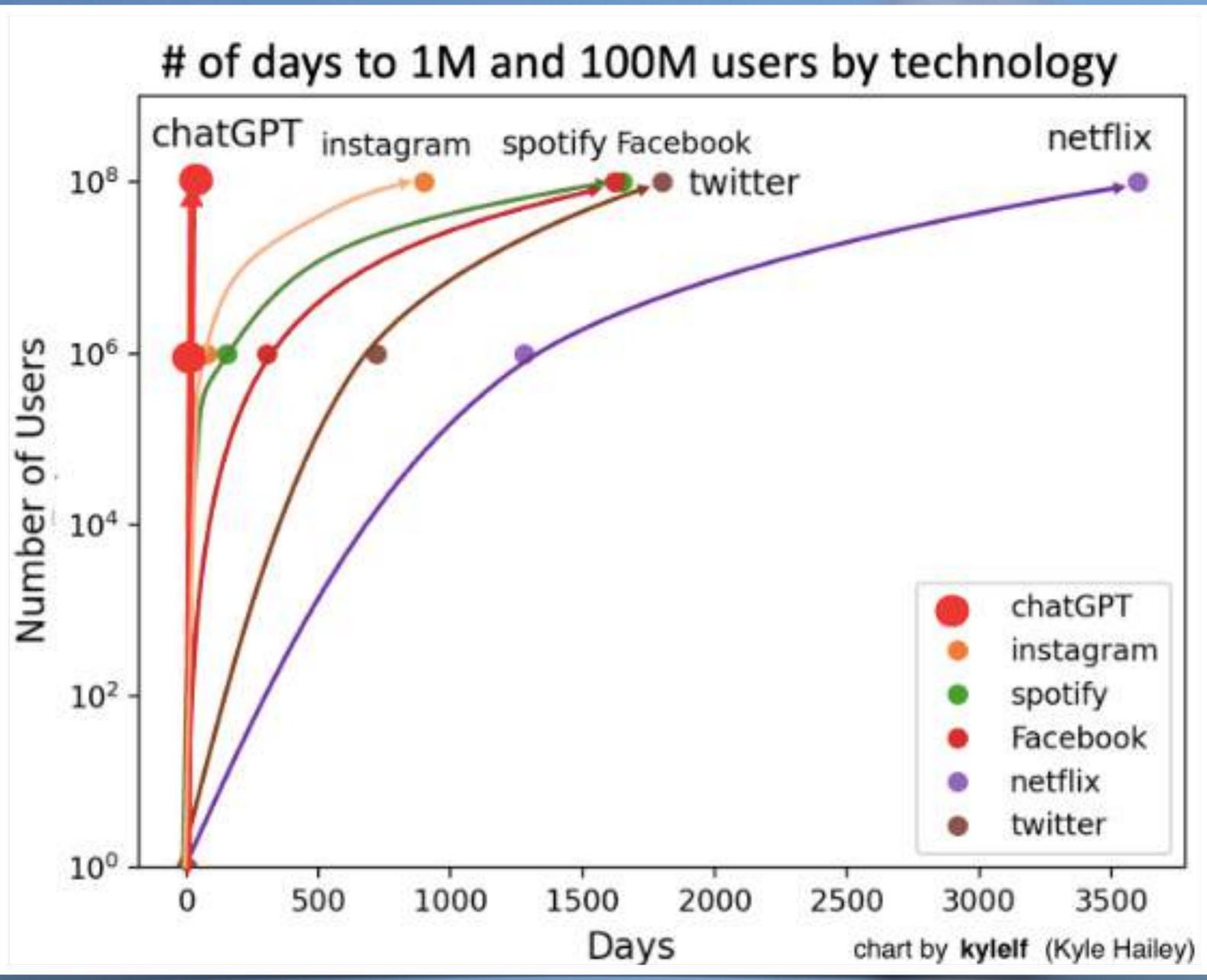
and this is
fake

and this is
fake



**WHY IS AI
SO HOT
TODAY?**



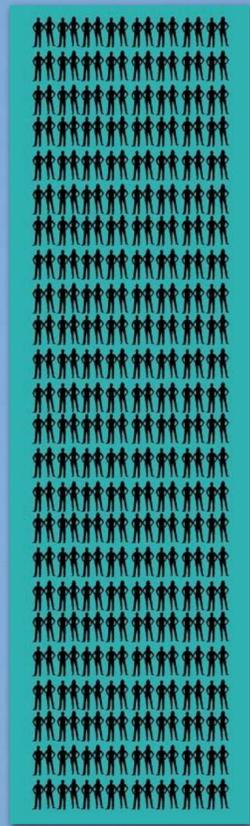


 **OpenAI**

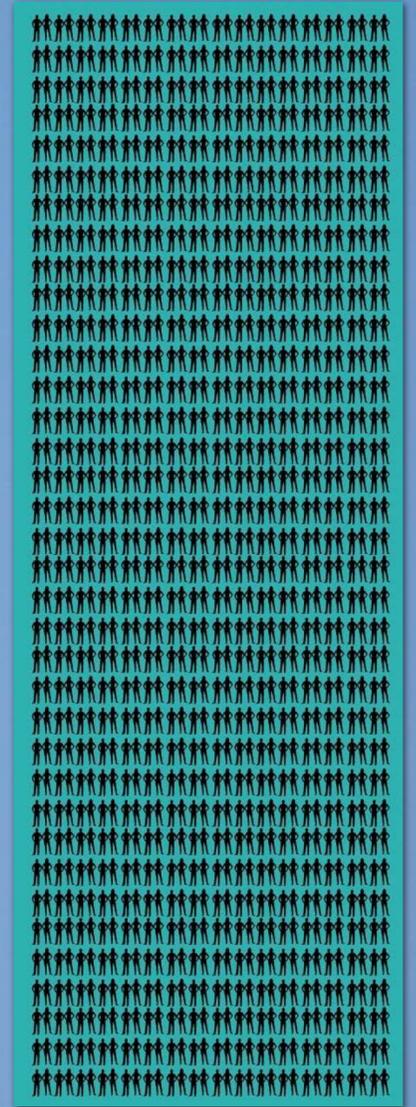
November 2022, launch of ChatGPT



1.000.000 users in 5 days



100.000.000 users in 2 months



200.000.000 users in 4 months

A SHORT HISTORY OF AI

1637



Descartes: 'one day a machine will be able to think'

19th century



Lovelace & Babbage pioneering computers

1950



Alan Turing comes up with the "Turing Test"

1966



ELIZA, the first Large Language Model that could talk to you.

1997



IBM's Deep Blue wins from Garry Kasparov

2011



IBM's Watson wins the TV-show Jeopardy!

A SHORT HISTORY OF AI

1997

2011



IBM's Deep Blue wins from Garry Kasparov



IBM's Watson wins the TV-show Jeopardy!



Credit card fraud detection



Voice recognition



Robotised manufacturing



Image recognition

THE ERA OF "INVISIBLE AI"



Face recognition



Autonomous cars



Voice recognition



Assist in healthcare



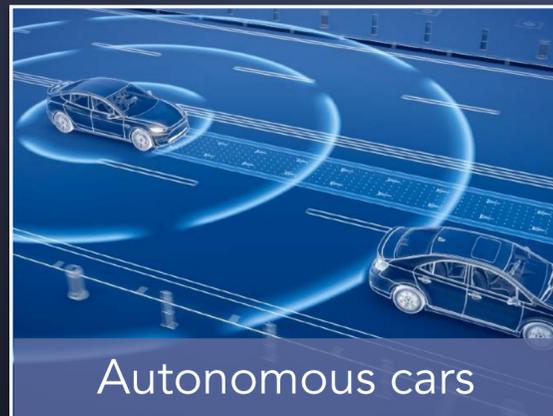
Manufacturing



Image recognition

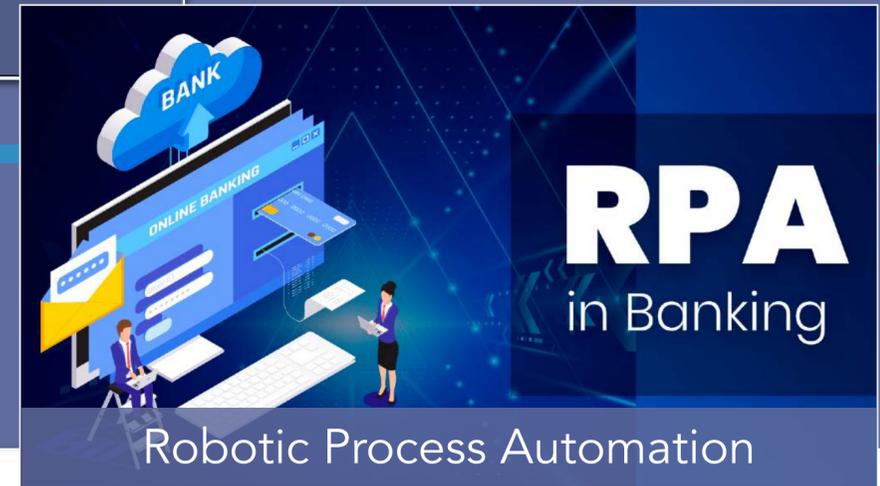


Facial recognition



Autonomous cars

THE ERA OF "NICHE AI"



Robotic Process Automation

Salesforce Marketing Cloud "EINSTEIN"

TOP SFMC EINSTEIN FEATURES

1. EINSTEIN ENGAGEMENT SCORING
2. EINSTEIN MESSAGING INSIGHTS
3. EINSTEIN SEND TIME OPTIMISATION
4. EINSTEIN COPY INSIGHTS

Assist in marketing

A SHORT HISTORY OF AI

NOVEMBER 30, 2022:
THE ERA OF "VISIBLE AI" OR AI FOR THE MASSES

OpenAI

Do you need 10 billion?
(23/1/23)

I've got something cool to show the world (30/11/22)

Mr. Microsoft

Mr. OpenAI



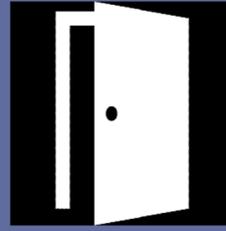
ChatGPT



Microsoft 365 Copilot

A SHORT HISTORY OF AI

NOVEMBER 30, 2022:
THE ERA OF “VISIBLE AI” OR AI FOR THE MASSES



Accessible to all



Easy to use: 'just talk to me'



*“Sorry Allen,
I just past
your test”*



WHAT IS AI ACTUALLY?



LET'S LIMIT THIS TO GENERATIVE AI, THE TECH BEHIND CHATGPT

(we asked it gently to ChatGPT)



"Generative AI is one type of artificial intelligence

that can create new data, such as texts, images, videos, music, software code, ...

by learning from large datasets and identifying patterns, which it can then use to generate new examples that resemble the original data."



Text &
Writing



Image &
Design



Audio &
Music

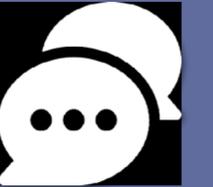


Video

Software
Code



Conver-
sations

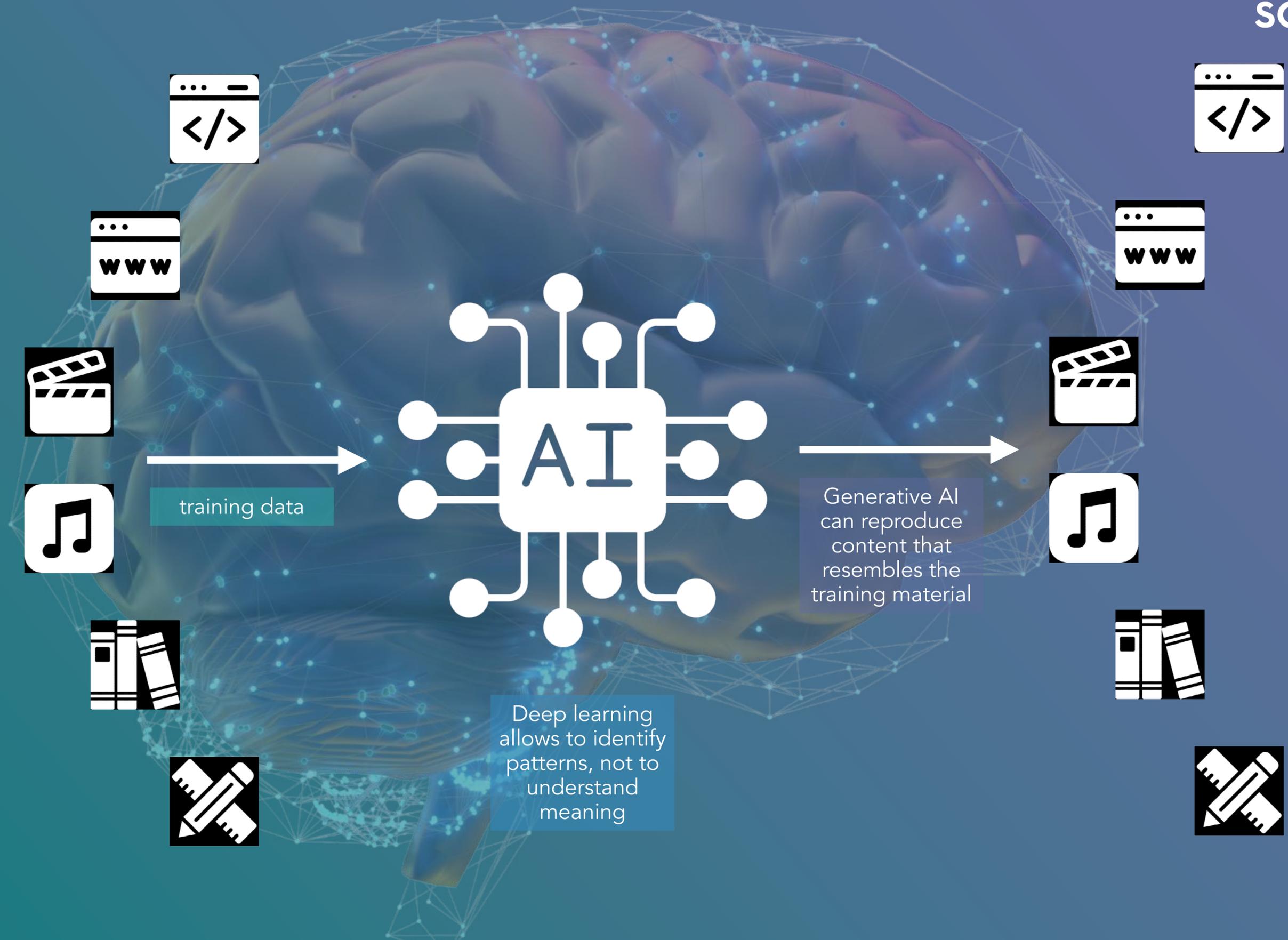


(Product)
Design



...

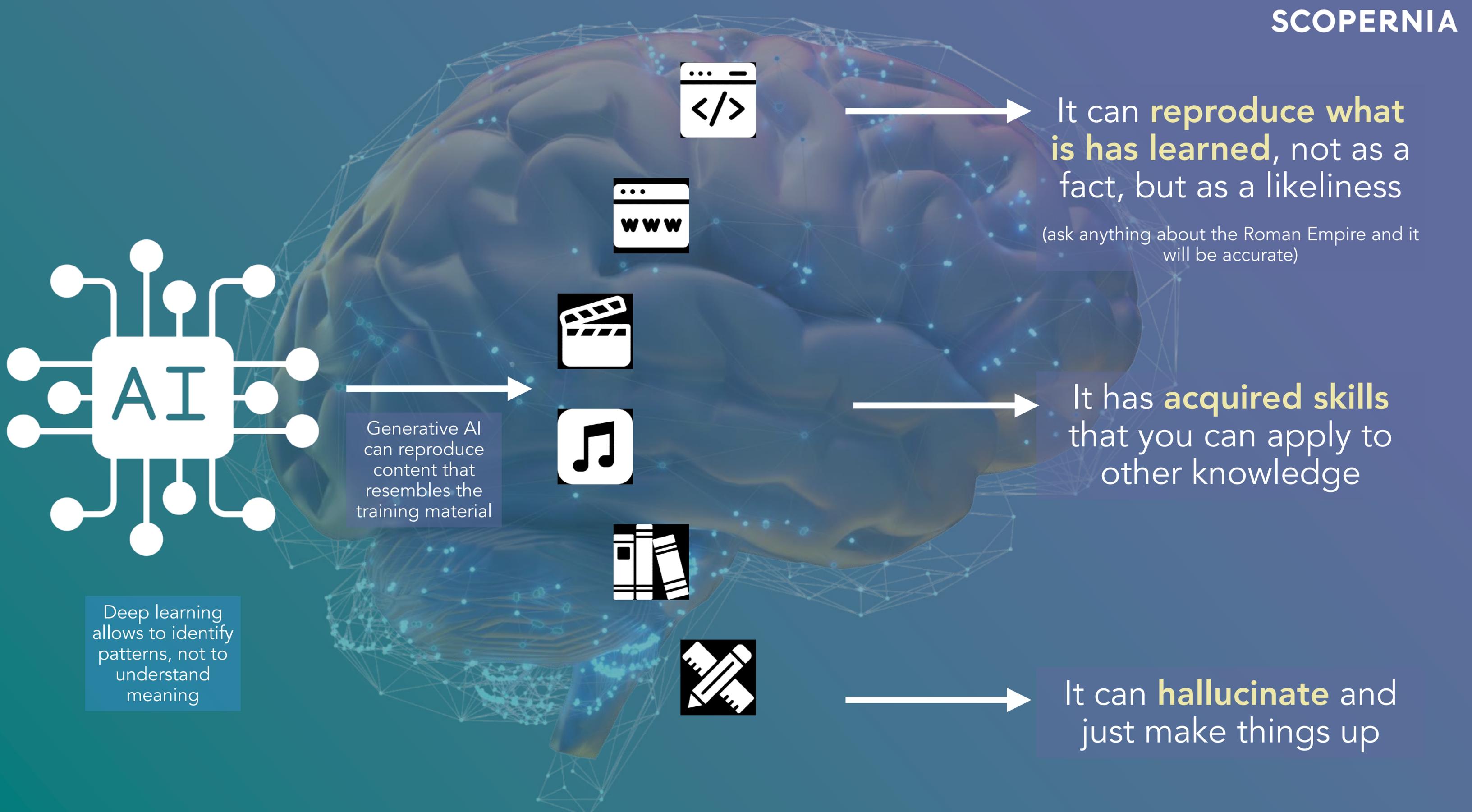




training data

Deep learning allows to identify patterns, not to understand meaning

Generative AI can reproduce content that resembles the training material



It can **reproduce what is has learned**, not as a fact, but as a likeliness

(ask anything about the Roman Empire and it will be accurate)

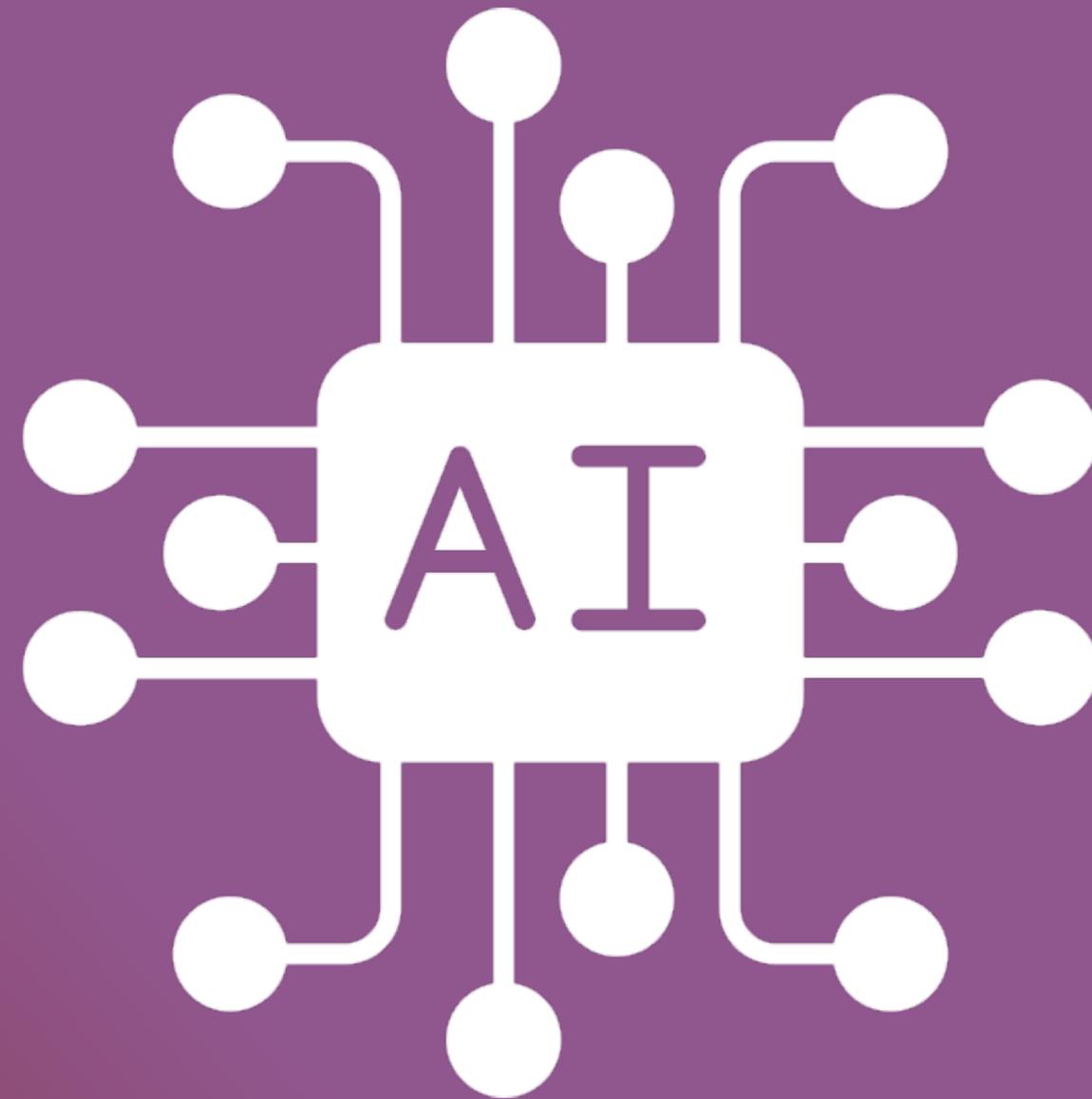
Generative AI can reproduce content that resembles the training material

It has **acquired skills** that you can apply to other knowledge

Deep learning allows to identify patterns, not to understand meaning

It can **hallucinate** and just make things up

**WHAT IS AI
ALREADY
GOOD AT?**



**A GREAT
MANY THINGS,
AND JUST
WAIT FOR THE
NEAR FUTURE.**

**General GenAI
applications, suitable
for all (knowledge)
workers**

**Industry Specific GenAI
applications, tailored
for specific use cases**

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Everything language oriented...

- write
- rewrite
- correct
- summarise
- enhance
- explain
- make shorter/longer
- translate
- ...

Perfect for all the not-so-creative-writing we do all the time...

 <p>AI Article Writer 5.0 Factual, up-to-date instant articles (up to 2500 words) based on your competitors' articles or your existing content (option to feed 5 articles at a time). ★ New</p>	 <p>AI Article Writer 4.0 Premium quality, up to 3000-word SEO-friendly blog articles in 3 steps. Choose keywords, tone, CTAs, POV, with this upgrade. ★ New</p>	 <p>Instant Article Writer Instantly generate 1500-word articles with one click. This is an automated process, so your title must be very precise.</p>	 <p>AI Blog Titles Catchy blog titles that will help you get more traffic and engagement.</p>	 <p>Botsonic - Train ChatGPT on your data Build a no-code custom AI chatbot in minutes. Now train ChatGPT on your data. ★ New</p>	 <p>Chatsonic (Like ChatGPT) A chatbot like ChatGPT but with real-time data, images & voice search. ★ New</p>	 <p>Personal Bios V2 Perfect bio copy that shows your expertise and drives more clients to you.</p>	 <p>Text Extender Extend short sentences into more descriptive and interesting ones.</p>
 <p>Paragraph Writer V2 Write short, punchy paragraphs that turn your readers into customers.</p>	 <p>AI Article Ideas V2 Article/blog ideas that you can use to generate more traffic, leads, and sales for your business.</p>	 <p>AI Article Outlines V2 Detailed article outlines that help you write better content on a consistent basis.</p>	 <p>AI Article Writer 3.0 Create up to 1500-word articles in just four steps with a guided process. You can choose title, intro, and outline, and customize... them as needed.</p>	 <p>Company Bios V2 Short and sweet company bio that will help you connect with your target audience.</p>	 <p>Content Rephrase Rephrase your content in a different voice and style to appeal to different readers. ★ Popular</p>	 <p>Quora Answers Answers to Quora questions that will position you as an authority. ★ Popular</p>	 <p>Content Shorten Short your content in a different voice and style to appeal to different readers.</p>
 <p>Sonic Editor With minimum input requirements, write the best quality long-form content of any length. ★ Popular</p>	 <p>Article Rewriter Copy an article, paste it in to the program, and with just one click you'll have an entirely different article to read. ★ English Only</p>	 <p>AI Article Ideas Article/blog ideas that you can use to generate more traffic, leads, and sales for your business. ★ Popular</p>	 <p>AI Article Intros Enticing article/blog introductions that capture the attention of the audience. ★ Popular</p>	 <p>Stories Engaging and persuasive stories that will capture your reader's attention and interest.</p>	 <p>Bullet Point Answers Precise and informative bullet points that provide quick and valuable answers to your customers' questions.</p>	 <p>Passive to Active Voice Easy and quick solution to converting your passive voice sentences into active voice sentences.</p>	 <p>Definition A definition for a word, phrase, or acronym that's used often by your target buyers.</p>
 <p>AI Article Outlines Detailed article outlines that help you write better content on a consistent basis. ★ Popular</p>	 <p>Conclusion Writer Powerful conclusion copy that will make a reader take action.</p>			 <p>Answers Instant, quality answers to any questions or concerns that your audience might have.</p>	 <p>Pros and Cons List of the main benefits versus the most common problems and concerns.</p>	 <p>Questions A tool to create engaging questions and polls that increase audience participation and engagement.</p>	 <p>Emails V2 Professional-looking emails that help you engage leads and customers.</p>

Everything language oriented...

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Perfect for all the not-so-creative-writing we do all the time...

The screenshot displays a grid of AI writing tools on the SCOPERNIA website. A large white box is overlaid on the grid, highlighting the 'Article Rewriter' tool. The tools shown include:

- AI Article Writer 5.0**: Factual, up-to-date instant articles (up to 2500 words) based on your competitors' articles or your existing content (option to feed your own content to 5 articles at a time). ★ New
- AI Article Writer 4.0**: Premium quality, up to 3000-word SEO-friendly blog articles in 3 steps. Choose keywords, tone, CTAs, POV, with an AI upgrade.
- Instant Article Writer**: Instantly generate 1500-word articles with one click. This is an automated process, so your title must be relevant.
- AI Blog Titles**: Catchy blog titles that will help you get more traffic and engagement.
- Paragraph Writer V2**: Write short, punchy paragraphs that turn your readers into customers.
- AI Article Ideas**: Article/blog ideas you can use to generate traffic, leads, and grow your business.
- Sonic Editor**: With minimum input requirements, write the best quality long-form content of any length. ★ Popular
- Article Rewriter**: Copy an article, paste it into the program, and with just one click you'll have an entirely different article to read. ★ English Only
- AI Article Outlines**: Detailed article outlines that help you write better content on a consistent basis. ★ Popular
- Conclusion Writer**: Powerful conclusions that will make a reader take action.

The highlighted 'Article Rewriter' tool features a green icon of a document with a robot head, the title 'Article Rewriter', the description 'Copy an article, paste it into the program, and with just one click you'll have an entirely different article to read.', and an orange button with a star icon and the text 'English Only'.



Everything language oriented...

- write
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Perfect for all the not-so-creative-writing we do all the time...

The screenshot displays the Jasper AI interface. At the top, the user's name 'Jo Caudron' is visible, along with navigation options like 'Upgrade', 'Export', 'AI Chat', and 'Library'. The main workspace shows an 'Untitled' document with a 'Start with a prompt' button. A prompt is entered: 'What are you writing today? Farming might be impacted by this. You give solutions to farmers in order to adapt to the new situation and you link this to policy options for both the European Union and for local administrations.' Below the prompt, a 'Great prompt' message states: 'Jenni will reference this when generating text'. A checkbox option 'Outline Builder: automatically create document headings' is checked. The generated text is displayed on the right, featuring a detailed outline with sections: 'The Future of Farming in Europe: A Holistic Approach to Agriculture, Economy, Climate Change, and Legislation', 'The Future of Farming in Europe: An Overview', 'Agriculture and Economy: Adapting to Modern Challenges', 'Climate Change and Biodiversity: Sustainable Farming Practices', and 'Balancing Open Space with Public Land Use'. The bottom of the interface shows an 'AI limit' of 0/200 and an 'Upgrade' button.

Everything language oriented...

- write
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- ...

Perfect for all the not-so-creative writing we do all the time...

What will Spain look like when it runs out of water? Barcelona is giving us a glimpse
María Ramírez



Angry farmers, worried tourism workers and unprepared politicians - Catalonia is on the frontline of a drought-stricken future

Walking through Barcelona these days, you can't miss the signs and billboards picturing a red plant bucket and the message "Water doesn't fall from the sky" (l'agua no cau del cel in Catalan). The ads are part of a campaign to get people to save water. Since the beginning of February, Barcelona and 200 other towns in Catalonia have been in an official drought emergency. That means more than 6 million people in the region live with restrictions. Daily water usage per inhabitant is limited. Parks are unsaturated, fountains are dry and showers at swimming pools and beaches are closed. Farmers can't irrigate most of their crops and must halve their water usage for livestock on the farm.

It's not just Catalonia. The European Drought Observatory's map of current droughts in Europe shows the entire Spanish Mediterranean coast in bad shape, with red areas indicating an alert similar to those in north Africa and Sicily. Catalonia may be going through the worst drought on record for the area, but the southern region of Andalucía has faced continuous drought since 2018. Last year, Spain's droughts ranked among the 10 most costly climate disasters in the world, according to a report by Christian Aid.

Europe is warning at twice the rate of other continents. In Spain, this is not an abstract threat: climate disruption has already changed people's lives. Soaring temperatures force people to limit time spent outdoors to avoid heatstroke, an already fatal threat for workers in city streets and farms. Hotels are filling swimming pools with seawater and wondering what the next season will bring. Farmers are throwing out entire fruit crops as they can use precious water to at least save their trees. Olive oil production is crippled by severe heatwaves. Already growers fear early flowering caused by the warmer January on record as it could ruin production again.

Uncertainty about crop production, prices and water supplies explains part of the unease of those farmers blocking roads and protesting in the streets of Spanish cities, after the recent example of their counterparts in France, Belgium and Germany. Beyond the current water shortages, they complain about a range of problems, from excessive paperwork to unfair competition from countries outside the EU with lower environmental and health standards to tough requirements for funding. Paradoxically, protests are also about measures intended to reduce the impact of agriculture on the environment, and break a vicious cycle that ultimately worsens conditions for farmers too.

It's easy to see how these tensions could be exploited by populist parties, particularly on the far right. Mainstream politicians are accused of focusing too often on partisan politicking and power struggles related to their own survival.

As Catalonia was declaring the drought emergency, it was mulling, for example, to watch how the Spanish government and most politicians were involved in protracted parliamentary discussions on an amnesty law for those who organised an unofficial independence referendum in Catalonia in 2017. It's easy to understand why ordinary citizens could feel there are more pressing issues.

It's not accurate to caricature all farmers as victims or far-right stooges and to suggest they have no agency. Their concern is real - and it presents an opportunity that unscrupulous leaders can exploit.

Issues such as the climate crisis and tensions between big cities and depopulating Spanish regions are becoming more politicised. Sandra León, a professor of political science and director of the Carlos III Joan March Institute, tells me that monitoring public attitudes over time, her research team has noticed a growing backlash against climate policies, particularly among men. At the same time, León says, the climate crisis and urban-rural tensions are issues that are not yet "completely crystallised" in Spain. If people have not yet formed very firm opinions on them, that surely leaves room for both partisan exploitation and fostering understanding.

The far-right party Vox and other populists could certainly capture these debates, León argues, but there are also grounds for hope that "spaces for understanding" can emerge as these issues are still not as polarised as others. This will require a lot of effort, though. First from mainstream politicians, including those in the opposition who are tempted to play the climate denialism card.

Adaptation to the climate crisis is already happening in Spain, as there is no other choice. But much of it is improvised and tends to take place only when the worst has already happened.

Political leaders need to make sure that those most vulnerable to climate uncertainty, and who may have grievances about measures supposedly passed to help them, are prioritised. In many parts of Spain, water may not fall from the sky. But we can be sure that solutions won't fall from the sky either, no matter how many demagogic politicians say so.

María Ramírez is a journalist and deputy managing editor of eilKlaxon, a news outlet in Spain.

You've chosen to read 14 articles in the last year Article count 00

Well, 2023 didn't exactly go to plan, did it? Here in the UK, the prime minister, Rishi Sunak, had promised as a government of stability and competence - and forgetting professionalism, integrity and accountability - after the reelection of Boris Johnson and Liz Truss. Remember Liz! These days she seems like a long forgotten comedy act. Instead, Sunak took us even further through the looking glass into the Conservative psychodrama.

Elsewhere, the picture has been no better. In the US, Donald Trump is now many people's favourite to become president again. In Ukraine, the war has dragged on with no end in sight. The danger of the rest of the world getting better fatigue and losing interest all too apparent. Then there is the war in the Middle East and not forgetting the climate crisis.

But a new year brings new hope. There are elections in many countries, including the UK and the US. We have to believe in change. That something better is possible. The Guardian will continue to cover events from all over the world and our reporting now feels especially important. But running a news gathering organisation doesn't come cheap.

So this year, I am asking you - if you can afford it - to give money. Well, not to me personally - though you can if you like - but to the Guardian. Choose to support open, independent journalism on a monthly basis. Thank you. With your help, we can make our journalism free to everyone. You won't ever find any of our news reports or comment pieces tucked away behind a paywall. We couldn't do this without you. Unlike our politicians, when we say we are in this together we mean it.

Happy new year!

John Crace
Guardian columnist









What will Spain look like when it runs out of water? Barcelona is giving us a glimpse *María Ramírez*



Angry farmers, worried tourism workers and unprepared politicians - Catalonia is on the frontline of a drought-stricken future



Article Summary

Spain, particularly Catalonia and the southern region of Andalucía, is currently experiencing severe droughts. The European Drought Observatory has classified the Spanish Mediterranean coast as being in a state of alert. Rising temperatures are causing a range of issues including heatstroke, reduced crop production, and limited water supplies. Farmers are protesting against the impact of agriculture on the environment and unfair competition. These tensions can be exploited by populist parties, and there is a growing backlash against climate policies. Adaptation to the climate crisis is happening, but it is often improvised and reactionary.

- Questions you may be interested in:
- What regions in Spain are currently experiencing severe droughts?
 - How are rising temperatures affecting Spain and its agriculture?
 - What are the concerns of farmers in Spain and how are they protesting against them?

Retry

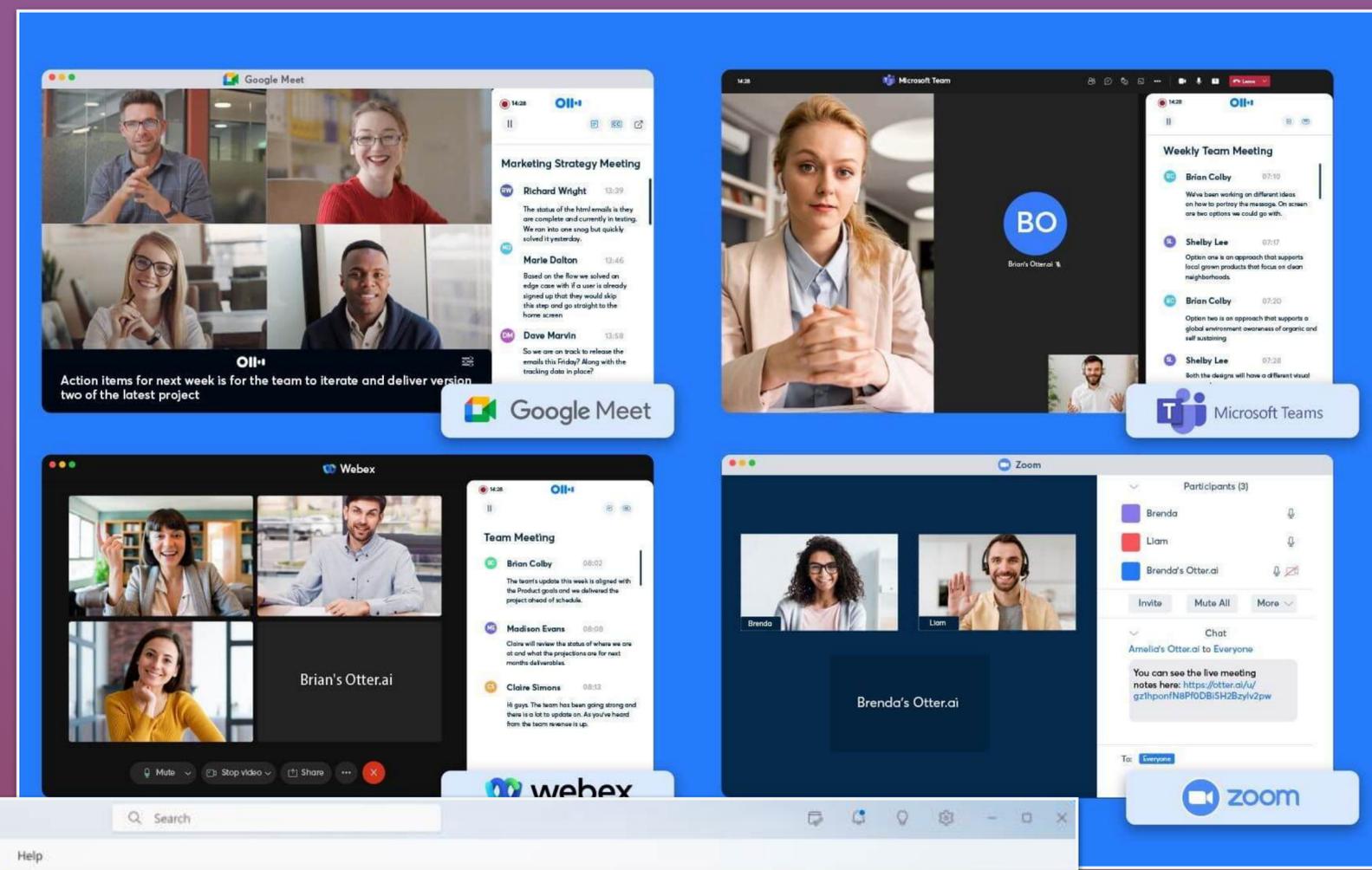
Monica

Ask me anything, press '/' for prompts.

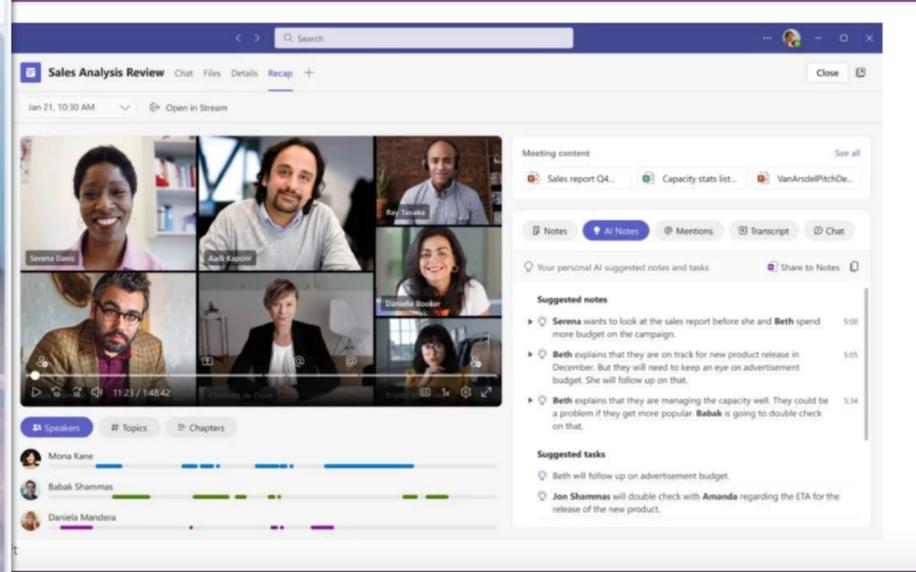
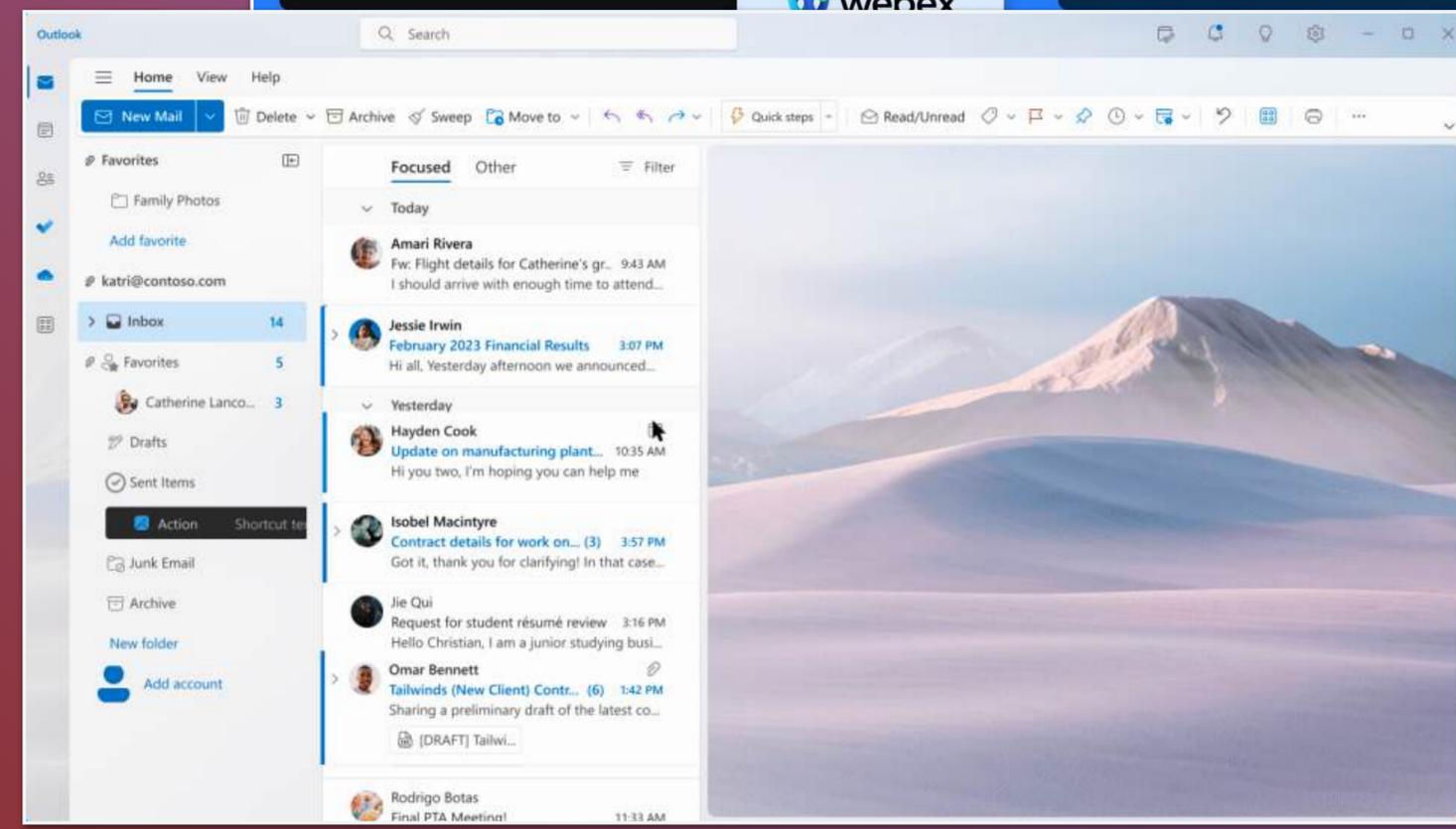


This makes for a great personal assistant...

- note taking in meetings
- brings structure in unstructured conversations
- actions, to do's, responsibilities
- ...



SCOPERNIA

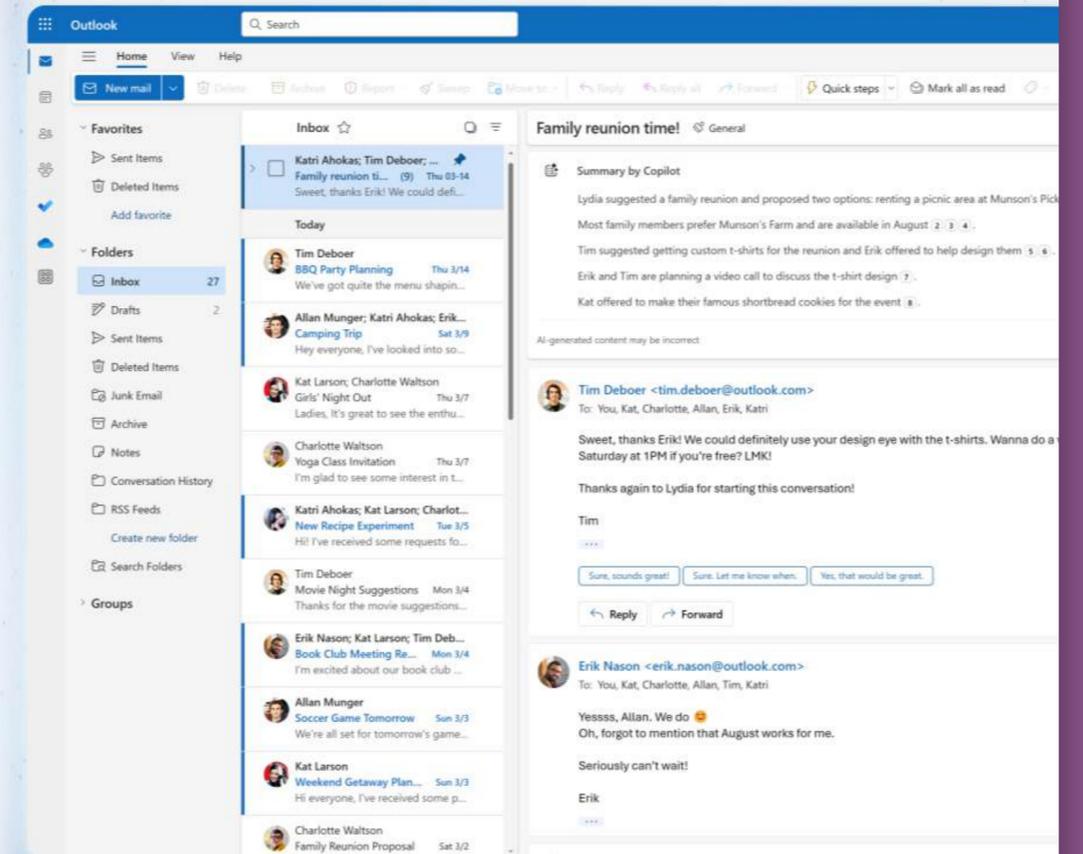


This makes for
a great
personal
assistant...

- summarise entire mail conversations
- write quick answers

Perfect for all the not-so-strategic conversations we have every day.

Copilot in Outlook Summarize an email



This makes for
a great
personal
assistant...

AI is helping
me organise
my agenda,
without a PA.

☆ scheduler@scheduler.ai  dimitri@scopernia.be jo.cau...  18 Sep 2023 at 15:04    

Hi Everyone,

I've checked Jo's availability and found the time below:

Monday, 9/25 from 10:00 - 11:00 AM Brussels

Please confirm the time works by accepting the invite.

If you need to reschedule, please reply all with a new timeframe proposal, or [CLICK HERE](#) to select a different time.

Thanks,



 Forward  Reply All  Reply

☆ Jo Caudron  Dimitri@scopernia.be  18 Sep 2023 at 15:03    

Dag Dimitri,

lijkt me een goed idee. Ik ga er inderdaad van uit dat er de laatste maanden ook bij jullie heel wat is gebeurd op dat vlak.

Over AI gesproken: ik zal mijn AI-bot vragen een meeting te leggen in de week van 25 september.

Scheduler, can you plan a video call with Dimitri in the last week of September?

Tot snel,

Jo



 Forward  Reply All  Reply

AI is huge for (online) marketing

I hope your kids
are not studying
social media
marketing



Social Media Content Plan

A social media content plan that will help you create engaging content for your audience.



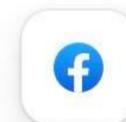
LinkedIn Posts V2

Inspiring LinkedIn posts that will help you build trust and authority in your industry.



Instagram Captions

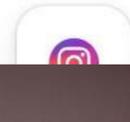
Captions that turn your images into attention-grabbing Instagram posts.



Facebook Ads

Facebook ad copies that make your ads truly stand out.

★ Popular



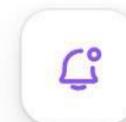
YouTube Descriptions V2

Catchy and persuasive YouTube descriptions that help your videos rank higher.



YouTube Intros V2

Catchy intros that will get viewers hooked before they even start watching.



App and SMS Notifications

Notification messages for your apps, websites, and mobile devices that keep users coming back for more.



TikTok Video Hooks

Perfect TikTok video hook to get more views and followers.



YouTube Ideas

Ready-made product video campaign ideas for you to use on YouTube.

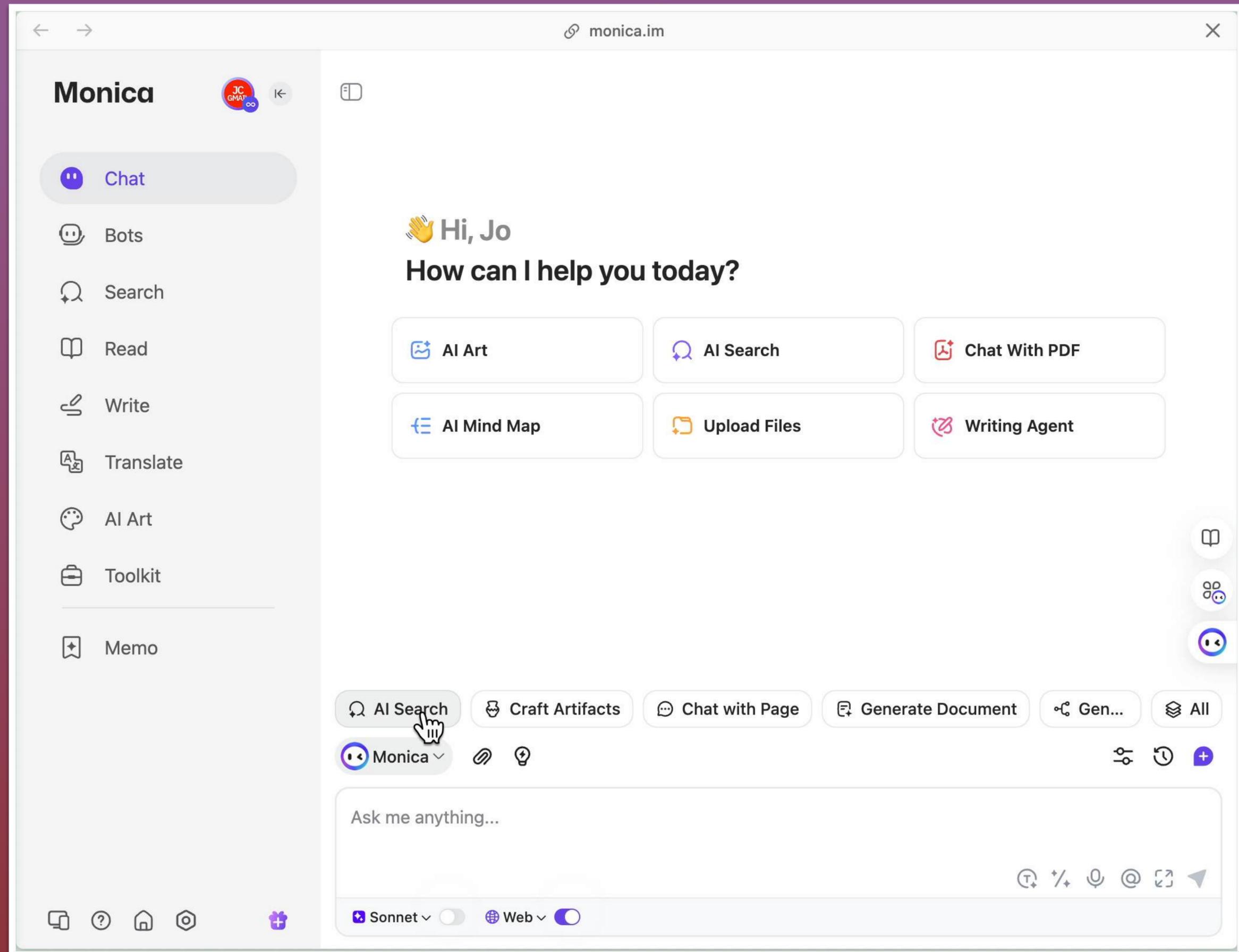


LinkedIn Ad Descriptions

Professional and eye-catching ad descriptions that will make your product shine.

It can help you along the entire creative process

Imagine: you have to create a new advertising campaign for new autonomous taxi service, focussing on connecting people in the countryside.



It can help you along the entire creative process

Imagine: you have to create a new advertising campaign for new autonomous taxi service, focussing on connecting people in the countryside.

LTX Studio BETA Connecting Communities

Storyboard Shot Editor

Project settings Cast Soundtrack Voiceover

Opening Scene

A serene rural landscape showcases thriving communities, highlighting the beauty of the countryside

Scene setting

LOCATION: Rural landscape

LIGHTING: Natural daylight

WEATHER: Clear

SCENE STYLE

Sound

VOICEOVER: In the heart of our country...

SCENE SOUND

1

2

3

4

5

Family Frustration

A rural family struggles with transportation options, highlighting community challenges

Scene setting

LOCATION: Rural home

LIGHTING: Indoor, warm

WEATHER: E.g. "Clear skies..."

SCENE STYLE

Sound

VOICEOVER: Meet RuralLink—your new...

1

2

3

4

**It can help you
along the
entire creative
process**

Imagine: you have to create a new advertising campaign for new autonomous taxi service, focussing on connecting people in the countryside.



It can help you along the entire creative process

Imagine: you have to create a new advertising campaign for new autonomous taxi service, focussing on connecting people in the countryside.

Variation



Hyper-realistic advertisement scene showcasing an autonomous van in a picturesque rural landscape. The setting features rolling hills, lus...

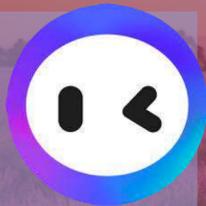


esque rural landscape. The setting features rolling hills, lus...



And it can help you structure any task

I asked Monica.ai the following:



“Create a wedding plan for a small, alternative 3-day wedding in the South of France. Only 30 people are invited. Make it very original. The guests are mainly people from the movie and music industry. Create a detailed list of activities for morning, afternoon and evening, for each of the days. Format this as an outline in English.”

Day 1:

Morning:

Welcome brunch at a charming local café
 Introductions and mingling among guests
Live acoustic performance by a local musician

Afternoon:

Guided tour of a nearby vineyard
 Wine tasting session with a sommelier
 Outdoor picnic with gourmet local delicacies
Open mic session for guests to showcase their talents

Evening:

Bohemian-themed dinner under the stars
 Bonfire with marshmallow roasting and storytelling
 Live jazz band performance
Outdoor movie screening of classic films

Day 2:

Morning:

Yoga and meditation session in a picturesque garden
 Art workshop led by a renowned local artist
 Personalized tarot card readings for each guest

Afternoon:

Scenic hike in the countryside
 Picnic lunch at a hidden waterfall
 Outdoor photo booth with props and costumes

Evening:

Eclectic cocktail hour with signature drinks
Surprise live performances by guest musicians
 Interactive art exhibition showcasing guest creations
 DJ set with a mix of indie and electronic music

Day 3:

Morning:

Beachside brunch with panoramic views
Beach games and water activities
 Live acoustic jam session on the sand

Afternoon:

Optional spa and wellness activities
 DIY cocktail workshop with a mixologist
 Farewell toast and group photo

Evening:

Farewell dinner at a Michelin-starred restaurant
 Live concert featuring guest musicians
Fireworks display to conclude the celebrations

And it can help you structure any task

But what could I send my invitees? Maybe I should create a slideshow to tease them?

So I asked Gamma.app to create me a nice AI-powered presentation.

Not only did it use all my input, it also came up with some additional travel-related stuff at the end.



Text transform

Generate from your own outline or content, with instructions you provide. Results may take longer, and it may take a few tries to get right.

Provide instructions ?

Create a presentation for a small, alternative 3-day wedding in the South of France. Only 30 people are invited. Make it very original. The guests are mainly people from the movie and music industry. Create a detailed

Example instructions

- Professional Educational Funny Transform Reformat
- Sales Français Español 简体中文 繁體中文 한국어

Add or paste in content ?

363/5000

Import

Alternative 3-Day Wedding Plan in the South of France

Day 1:

Morning:

- Welcome brunch at a charming local café
- Introductions and mingling among guests
- Live acoustic performance by a local musician

Format

Presentation

Length

Shorter

Longer

Image license

All images

Model PRO

Standard

And it can
help you
structure any
task



But what could I send my invitees? Maybe I should create a slideshow to tease them?

So I asked Gamma.app to create me a nice AI-powered presentation.

Not only did it use all my input, it also came up with some additional travel-related stuff at the end.

An Alternative 3-Day Wedding Plan in the South of France

Join us for an intimate wedding celebration with 30 of our closest movie and music industry friends in the beautiful South of France. Here's what we have planned...



by **Jo Caudron**

Last edited 8 minutes ago



It can help you
along the entire
(creative) process.

ANY process



PRODUCT
LAUNCH



COMPANY
PARTY



BOOK
LAUNCH



PRESS EVENT



(BUSINESS)
TRAVEL



WORKSHOP

ChatGPT 4 ▾



How can I help you today?

Recommend a dish
to impress a date who's a picky eater

Write an email
requesting a deadline extension for my project

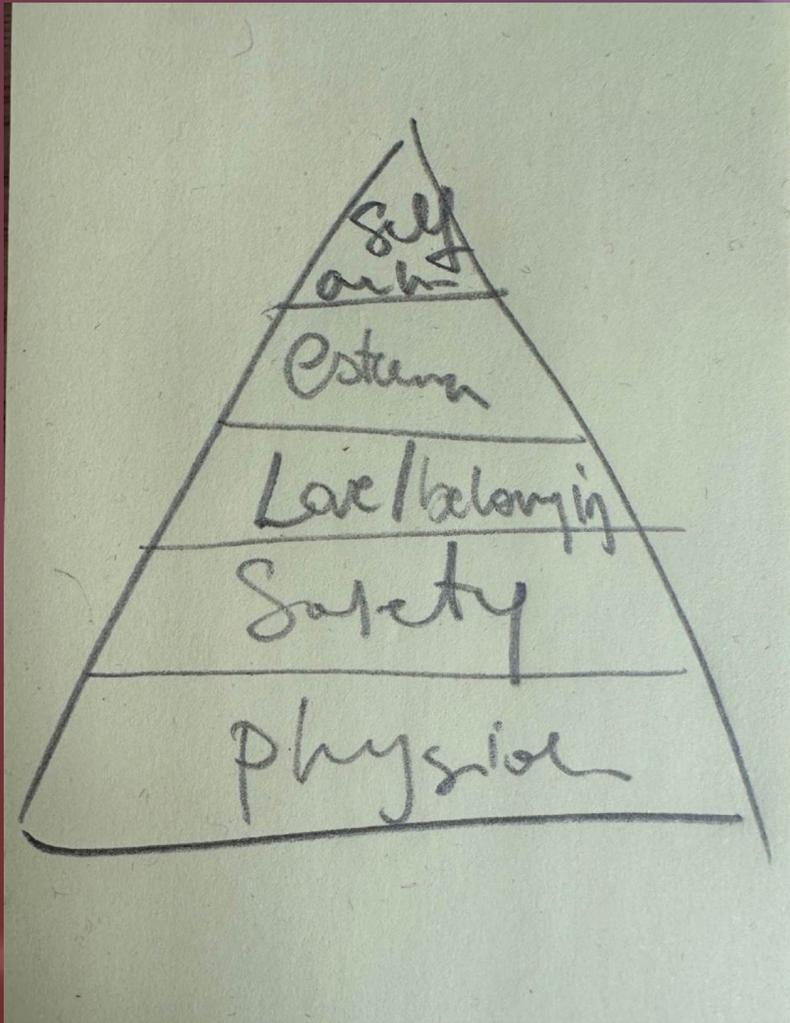
Explain superconductors
like I'm five years old

Suggest some names
for my cafe-by-day, bar-by-night business

📎 Message ChatGPT...



AI is bringing
order into
chaos



ChatGPT 4 ▾



How can I help you today?

Suggest fun activities
to do indoors with my high-energy dog

Come up with concepts
for a retro-style arcade game

Design a database schema
for an online merch store

Create a charter
to start a film club

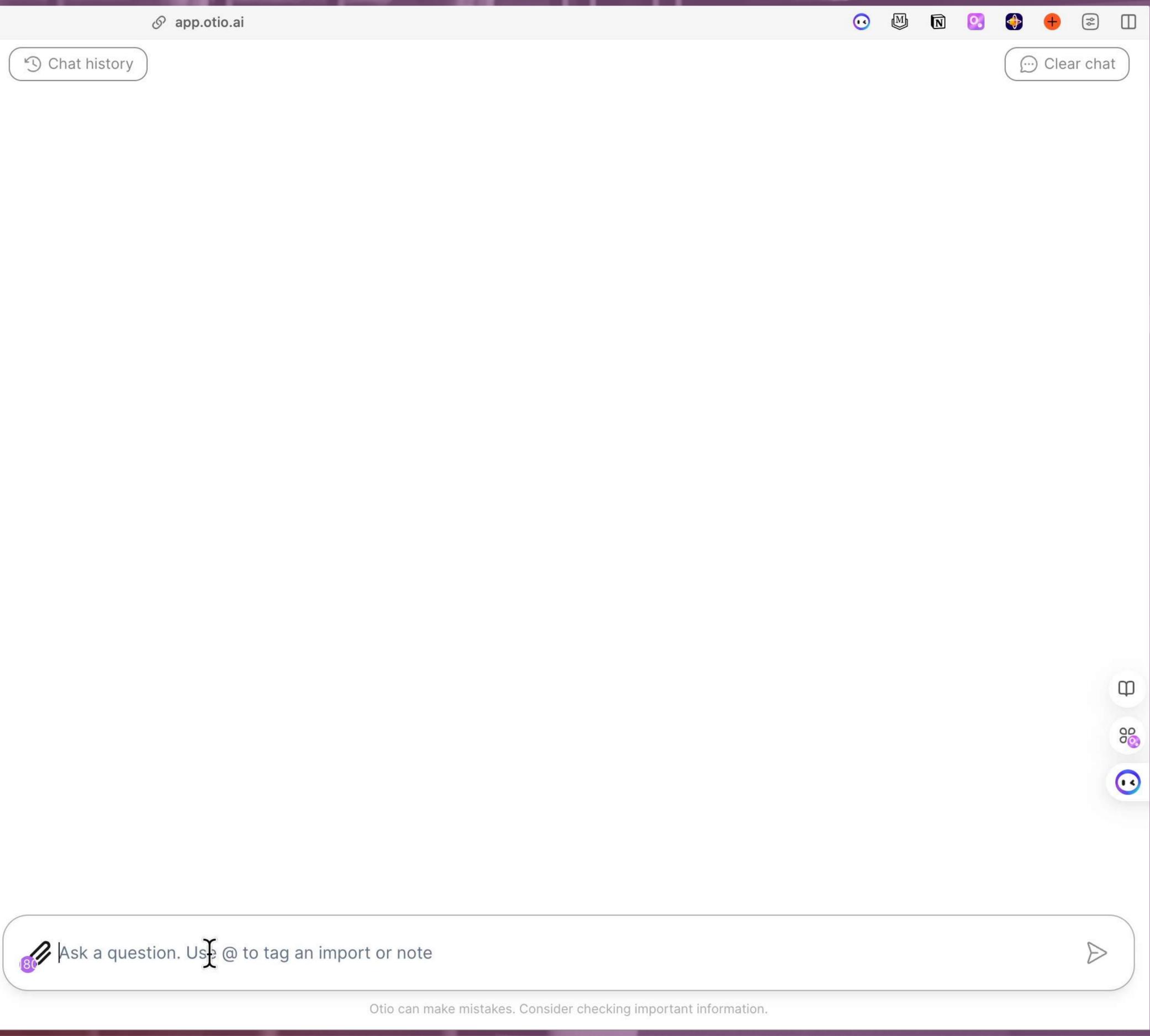
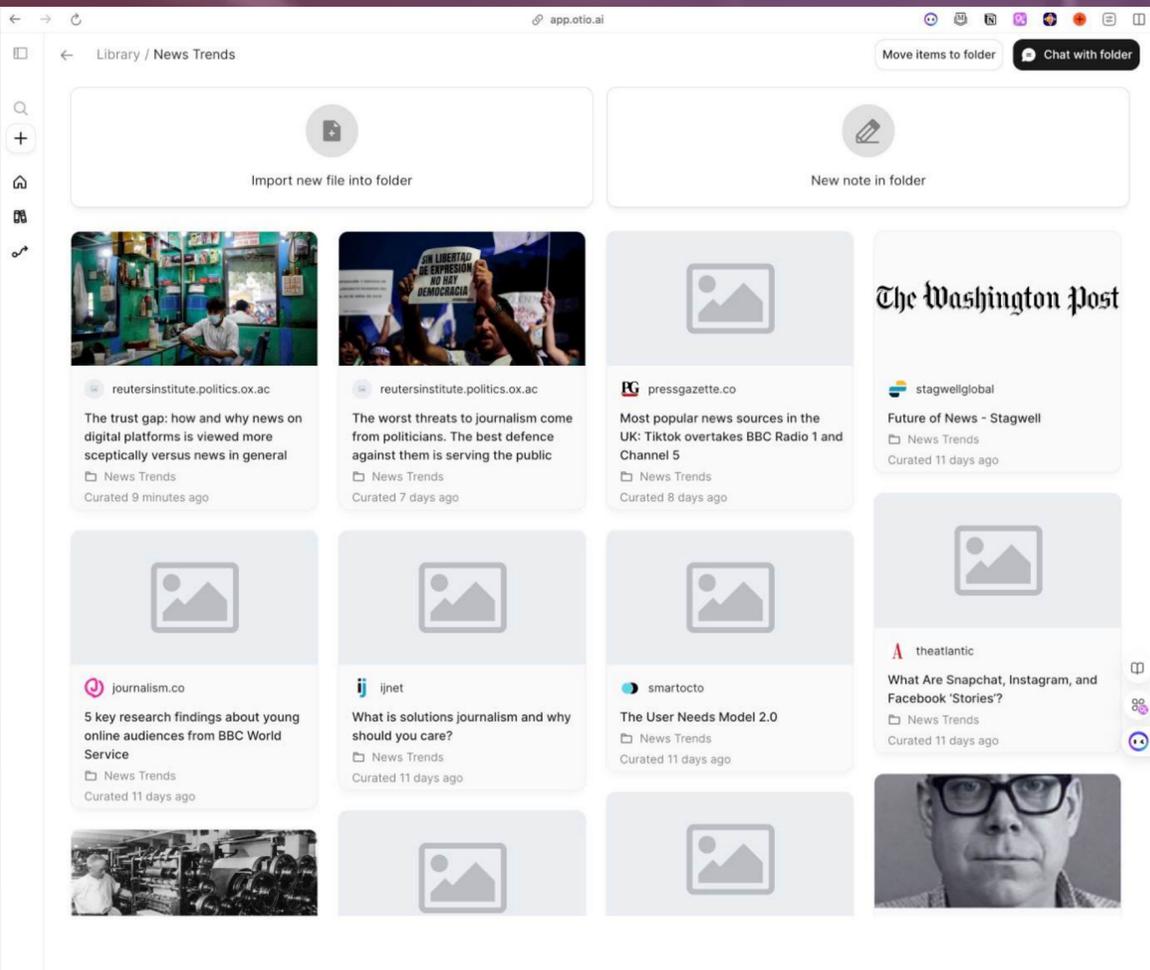


 Message ChatGPT...



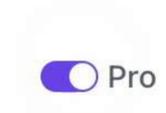
AI helps you understand the real world

Using 180 reports on the future of news as input for my AI-research assistant

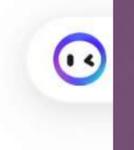


Monica Search

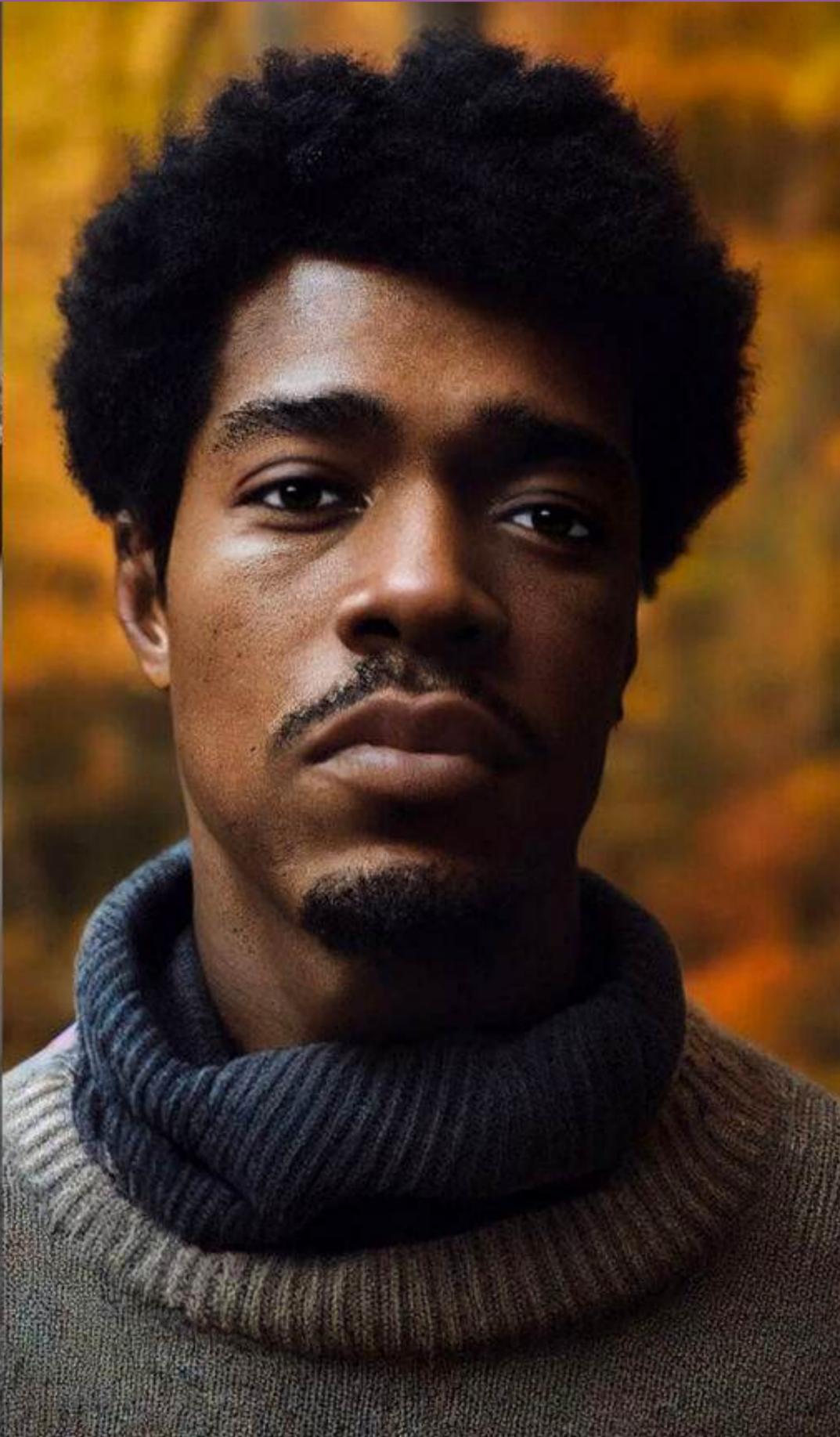
Ask anything... 

 Pro 

AI helps with
(re)search



**Regardless what
people say, AI can
be used in
creative
processes too.**



Regardless what people say, AI can be used in creative processes too.

PHOTOGRAPHY

This famous photographer admitted his pictures are AI-generated. These people do not exist...



averyseasonart

Follow

Message



214 posts

46K followers

1,686 following

Jos Avery Portraits

Follow for 🖼️ Portraits 🖼️ Black and white

AI, photos, digital art 🌸 Spring

All with soul, some with humans.

www.instagram.com/p/CqfmPrUoAhL



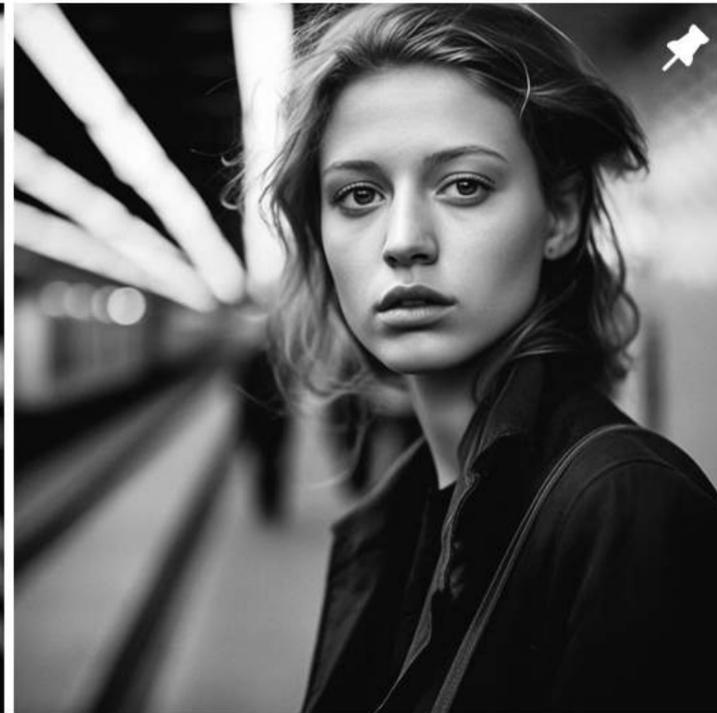
Landscapes



Iceland

POSTS

TAGGED





OpenAI Sora



Regardless what
people say, AI can
be used in
creative
processes too.

VIDEO

Deepfake technology let's me say
anything in any language (or did
you really think I speak Czech?)



Regardless what people say, AI can be used in creative processes too.

AUDIO AND MUSIC

Who needs musicians or voice actors when you have AI? Create your rights-free music for corporate videos yourself.

Sign in
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Fund independent journalism with €5 per month
Support us →

The Guardian

News Opinion Sport Culture Lifestyle

Books Music TV & radio Art & design Film Games Classical Stage

Oasis
'We got bored waiting for Oasis to re-form': AIsis, the band fronted by an AI Liam Gallagher

A new album - full of Oasis-esque anthems - imagines what might have been if the band's classic lineup had continued making music. So, we ask its human co-creators, what's the story?

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- Tate McRae Inspired • Singer
- Ed Sheeran Inspired • Singer
- Ariana Grande Inspired • Singer
- Beyoncé Inspired • Singer

Categories See all

- Singers
- Rap
- Characters
- Series
- Originals

soundful LOGIN

THE FUTURE OF MUSIC IS HERE WITH SOUNDFUL'S

AI MUSIC GENERATOR

Leverage the power of AI to generate royalty free background music at the click of a button for your videos, streams, podcasts and much more.

Regardless what people say, AI can be used in creative processes too.

AUDIO AND MUSIC

Who needs musicians or voice actors when you have AI? Create your rights-free music for corporate videos yourself.



WHAT'S IN IT FOR BUSINESS?



**We are
seeing an
AI BIG
BANG**



AI in finance and accounting

Socure

Radically Accurate Identity

We're on a mission to verify 100% of good identities in real time and completely eliminate identity fraud.

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Socure Acquires Berbix

Socure Named a Leader in IDV in 2022 Forrester Wave

The State of Synthetic Identity Fraud

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SIMPLIFY YOUR BOOKKEEPING

SAVE TIME. MOVE FASTER. AND SAY GOODBYE TO CAPACITY PROBLEMS.

It's time to experience the ONLY automated bookkeeping solution purpose-built for Accounting Firms. Using a combination of machine learning, workflow tools, and skilled accountants, we make capacity problems a thing of the past.

Abe.ai AI-Powered Banking ABOUT US PRODUCTS SERVICES PARTNERS RESOURCES [LET'S TALK](#)

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Artificial intelligence to enhance your customers' digital banking experience

Abe.ai gives financial institutions the ultimate solution by delivering pre-built, white-label Virtual Financial Assistants or a Conversational AI Platform allowing them to engage customers in the language and channels they prefer.

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How has my spending been this month?

1 minute ago

Here is your spending overview:

SPENDING OVERVIEW

You have spent a total of \$364.44 from Jan 1st to Jan 18th. This is more than usual.

Want to see top spending categories?

AI in Legal

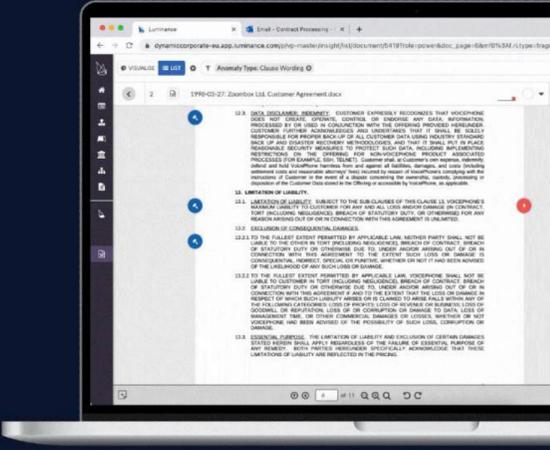
Luminance REQUEST DEMO

AI-Powered Legal Process Automation

Luminance is the world's most advanced AI for the processing of legal documents, streamlining operations and delivering value business-wide.

BOOK YOUR LIVE DEMO

- 500+ ORGANISATIONS
- 60+ COUNTRIES
- 80+ LANGUAGES
- 150M+ DOCS ANALYSED



ayfie HOME PRODUCTS ABOUT US INVESTOR RELATIONS RESOURCES DEVELOPER TOOLS

Extract Key Data From Your Business Files With the Power of ChatGPT

Upload your business documents and let the AI search engine and Personal Assistant extract key information or uncover additional insights. Unlock the power of safe and secure generative AI that's GDPR compliant within the Microsoft Azure infrastructure.

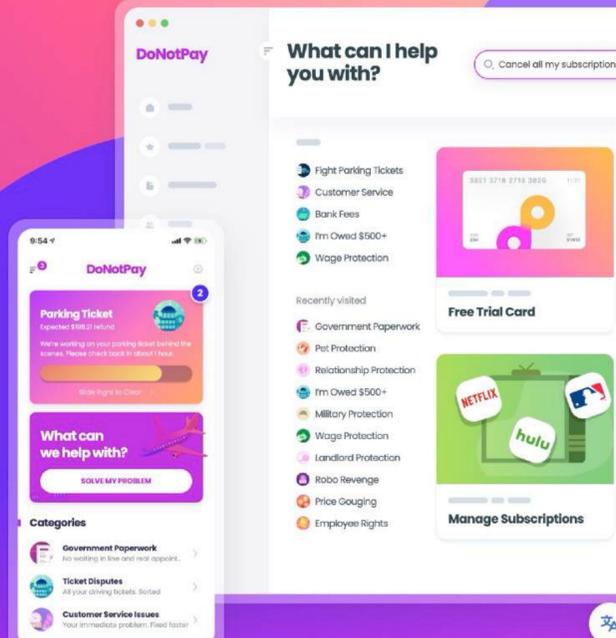
DoNotPay Burner Phones Warranty Free Trials How To Cancel Refunds Unban Account Learn Top Features Latest Business About Sign Up

Your AI Consumer Champion.

DoNotPay uses artificial intelligence to help you fight big corporations, protect your privacy, find hidden money, and beat bureaucracy.

Sign Up/Login

By signing up or signing in, you are agreeing to [DoNotPay's Terms and Conditions](#) and [Privacy Policy](#) and for us to send messages to the phone number or email provided. These terms contain an arbitration agreement; please read them carefully. DoNotPay is not a law firm and is not licensed to practice law. DoNotPay provides a platform for legal information and self-help.



AI in IT

Now plot the results. Label both axes (y axis is max temperature), rotate the x ticks, and add a title



Select only the rows with datatype TMAX, and convert from C to F. Also change dates to MM-DD

	date	datatype	station
attributes	value		
2	06-30	TMAX	GHCND:USW00023272
	,,W,2400		60.98
6	07-01	TMAX	GHCND:USW00023272
	,,W,2400		64.94

```

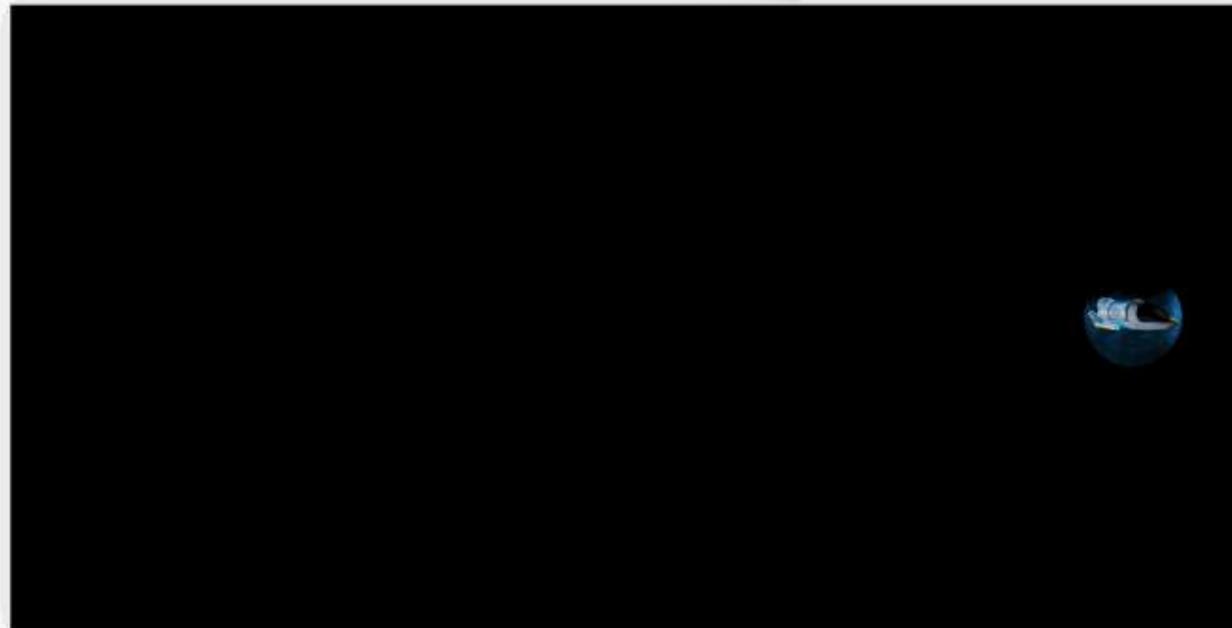
"""Load the downloaded
data into a dataframe,
print results."""
import pandas as pd

df =
pd.DataFrame(response.json
()['results'])

print(df)

"""Select only the rows
with datatype TMAX, and
convert from C to F. Also
change dates to MM-DD"""
df = df[df['datatype'] ==
'TMAX']
df['date'] =
pd.to_datetime(df['date'])
df['date'] =
df['date'].dt.strftime('%m
-%d')
df['value'] = df['value']
* 1.8 + 32

print(df)
    
```



When the rocket is clicked, temporarily display some text saying "Firing thrusters!" in white on the current location -- and temporarily speed up by 4x for 0.25 second.



```

'hidden';

/* Now set background to the
color of space. */
document.body.style.background
Color = 'black';

/* When the rocket is clicked,
temporarily display some text
saying "Firing thrusters!" in
white on the current location
-- and temporarily speed up by
4x for 0.25 second. */
rocketship.onclick =
function() {
var text =
document.createElement('div');
text.innerHTML = 'Firing
thrusters!';
text.style.color = 'white';
text.style.position =
'absolute';
text.style.left =
rocketship.offsetLeft + 'px';
text.style.top =
rocketship.offsetTop + 'px';

document.body.appendChild(text
);
    
```



sapia^{ai}

SMART HIRING AUTOMATION

Hire better talent, faster with AI chat interviews

Screen and interview thousands of candidates at the same time via text chat. Get a curated shortlist of talent with the soft skills and abilities you need. Achieve 90% candidate satisfaction.

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- Video interview
- Candidate feedback
- Talent insights

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TALVIEW Products Solutions Why Talview Customers Pricing About Us [Request Demo](#)

Gen AI-Powered Solution for Hiring and Exam Delivery

Screening

Recruiting Chatbot and Resume Reviewer

Video Interviewing

Asynchronous and Live Video Interview with Automated Scheduling

Online Assessments

For Skill Based, Coding, Cognitive & More

Analytics and Insights

On Candidate Behavior for Best Fit Hires

Remote Proctoring

Automated or Live Proctoring for Exams, Tests, and Certifications

AI in HR

AI Recruiter on demand

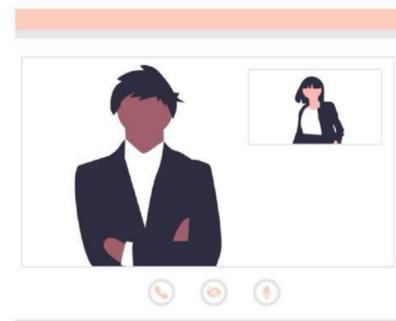
Help increase your recruiters' bandwidth to better focus their time on the human experience. Automate task-driven recruitment processes with Wade & Wendy.

[REQUEST DEMO](#)



Technology to support your distributed workforce

As organizations shift more to remote work, support your teams with technology that improves collaboration and enhances digital recruiting experiences for all.



AI for skill & capabilities development

pymetrics
a Harver Company

Platform Solutions How It Works Resources About Login [Get Started](#)

Leadership & Capability Development.

[Request Demo](#)



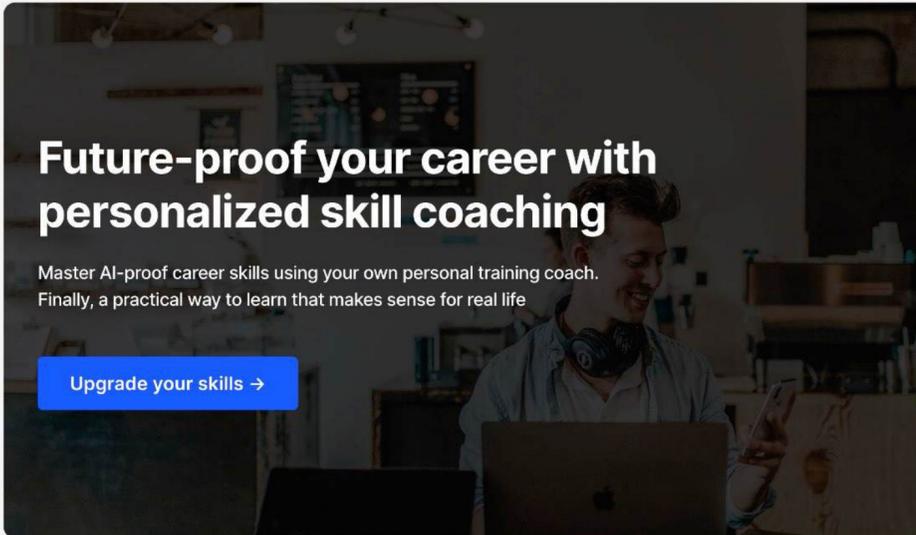
Diagnose Your Workforce and Synthesize their DNA

SALLEY Skills Catalog Company Resources Careers [Get early access](#)

Future-proof your career with personalized skill coaching

Master AI-proof career skills using your own personal training coach. Finally, a practical way to learn that makes sense for real life

[Upgrade your skills →](#)



Skill AI Pricing Log in | Sign up

Generating Learning paths using AI for any skill.

Plan your success. Generate a customized roadmap for any skill you want to learn.

Your Prompt

Example: I want to learn Angular

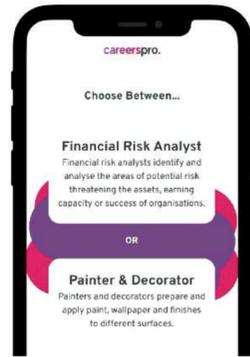
[Generate](#)

careerspro. Features Testimonials Organisations

The AI-powered career planning platform

Join the **85,000** people we've helped get into their dream career! For career changes big and small, get the insights and facts you need to find a way forward.

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AI for Wellbeing

MINDWELL.AI VITTA LOG IN EN
 By Psycaid

 MEET JOY

YOUR VIRTUAL SELF-CARE PARTNER

Talk with Joy whenever you want; she will listen and help you change your negative and anxious thoughts ✨.

[START NOW FOR FREE](#) [SEND A MESSAGE](#)

Featured on:



★★★★★

I've managed to detect intrusive thoughts and make great progress in my social anxiety. When I detect them, I rationalize, apply breathing techniques, and return to the present.

Chris, 31

9:58

Chat with Fleur

I'm struggling with anxiety.

I'm sorry to hear that you're struggling with anxiety. Can you tell me a little bit more about what specifically is causing your anxiety? Is it related to a specific situation or event, or is it more generalized and present throughout the day?

It's been work.

I see. Can you tell me more about what specifically is causing anxiety related to work? Are there certain tasks or responsibilities that are particularly stressful for you, or is it the overall environment and culture of your workplace?

It's a really stressful time as the end of year reports are due. I always get very anxious this time of year.

It's understandable to feel

Enter Message...

FLEUR, YOUR AI THERAPY COMPANION

With Flourish, you can engage in meaningful conversations with your AI companion, and receive support that's grounded in psychology

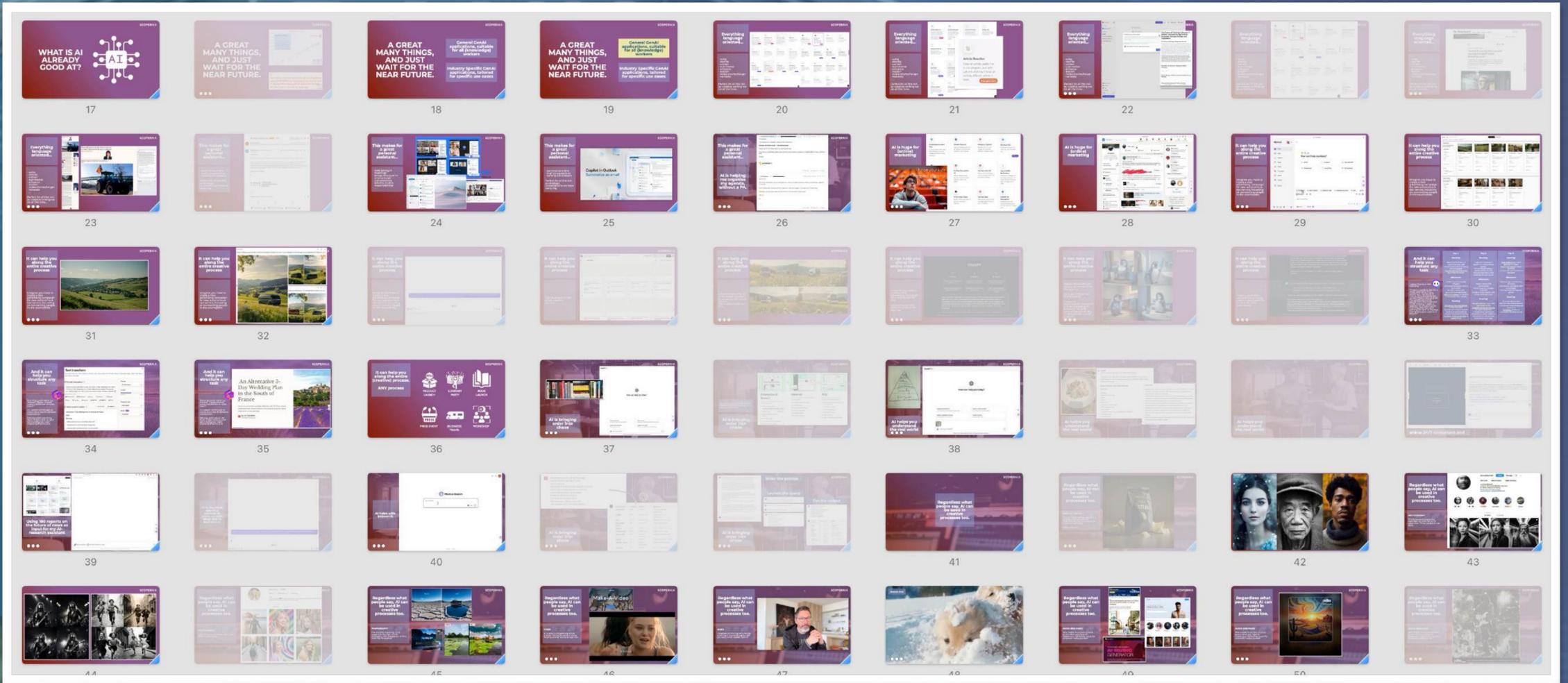
BANK

**AI for banking
and insurance
(brokers)**



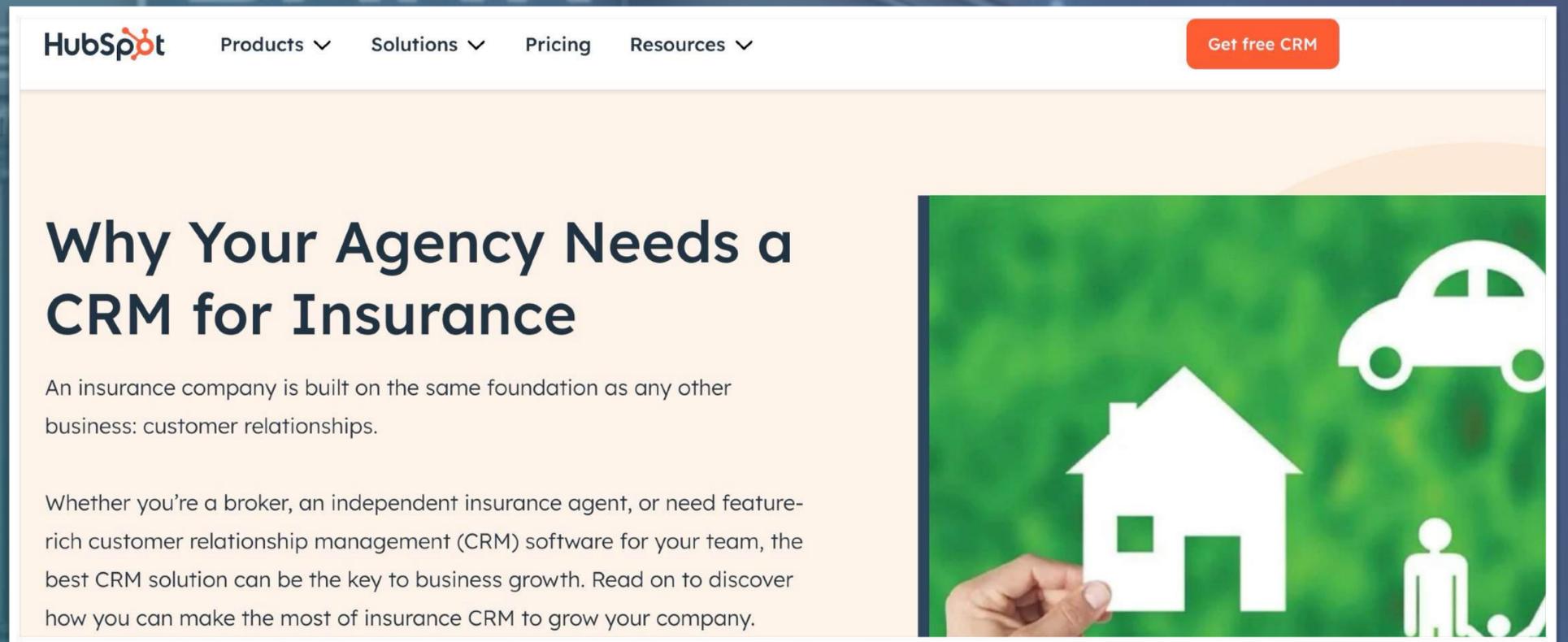
All of the above + ...

AI for banking and insurance (brokers)



CRM and AI-driven marketing

AI for banking and insurance (brokers)



The screenshot shows the HubSpot website interface. At the top left is the HubSpot logo. To its right are navigation links: 'Products', 'Solutions', 'Pricing', and 'Resources', each with a downward arrow. On the far right of the top bar is a red button that says 'Get free CRM'. Below the navigation is the main content area. The article title is 'Why Your Agency Needs a CRM for Insurance'. Below the title is a sub-headline: 'An insurance company is built on the same foundation as any other business: customer relationships.' The main body of text begins with 'Whether you're a broker, an independent insurance agent, or need feature-rich customer relationship management (CRM) software for your team, the best CRM solution can be the key to business growth. Read on to discover how you can make the most of insurance CRM to grow your company.' To the right of the text is a large image showing a hand holding a white house icon against a green background. Other white icons in the image include a car and a person.

HubSpot Products Solutions Pricing Resources [Get free CRM](#)

Why Your Agency Needs a CRM for Insurance

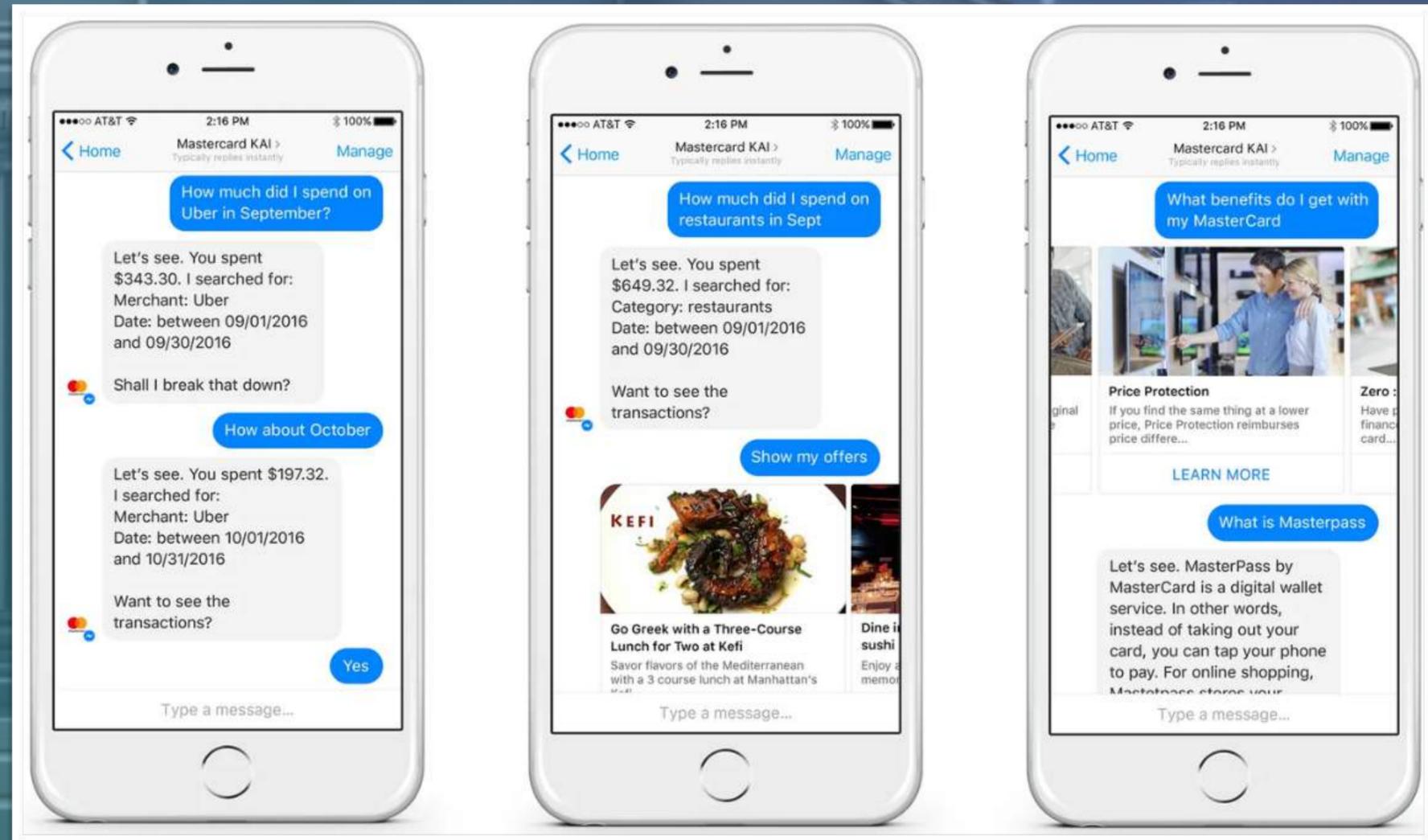
An insurance company is built on the same foundation as any other business: customer relationships.

Whether you're a broker, an independent insurance agent, or need feature-rich customer relationship management (CRM) software for your team, the best CRM solution can be the key to business growth. Read on to discover how you can make the most of insurance CRM to grow your company.



24/7 customer support via AI-chatbots

AI
for banking and
insurance
(brokers)



Knowledge management

With Bloomfire's knowledge management solution, you can:

Take Advantage of Knowledge Management for Banking and Finance

Keep your data secure

Increase your team's efficiency

Minimize errors and repetition

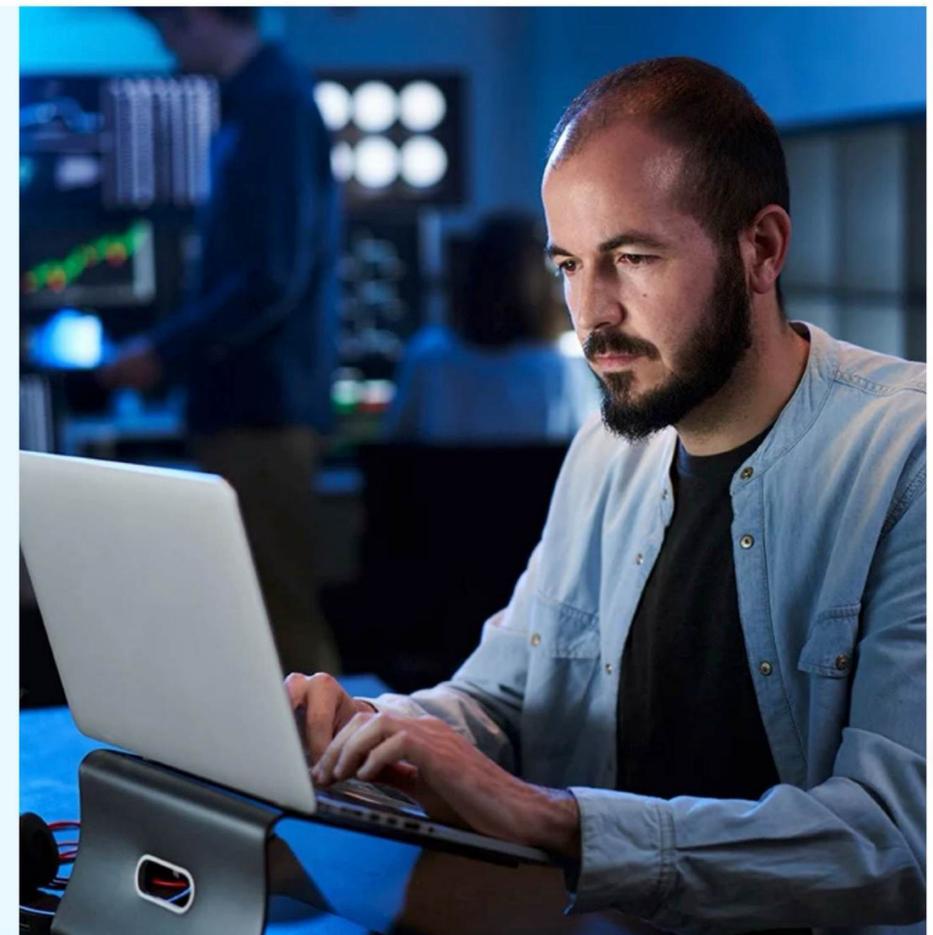
Intelligent data retrieval

AI for banking and insurance (brokers)

Find the right content at the right time

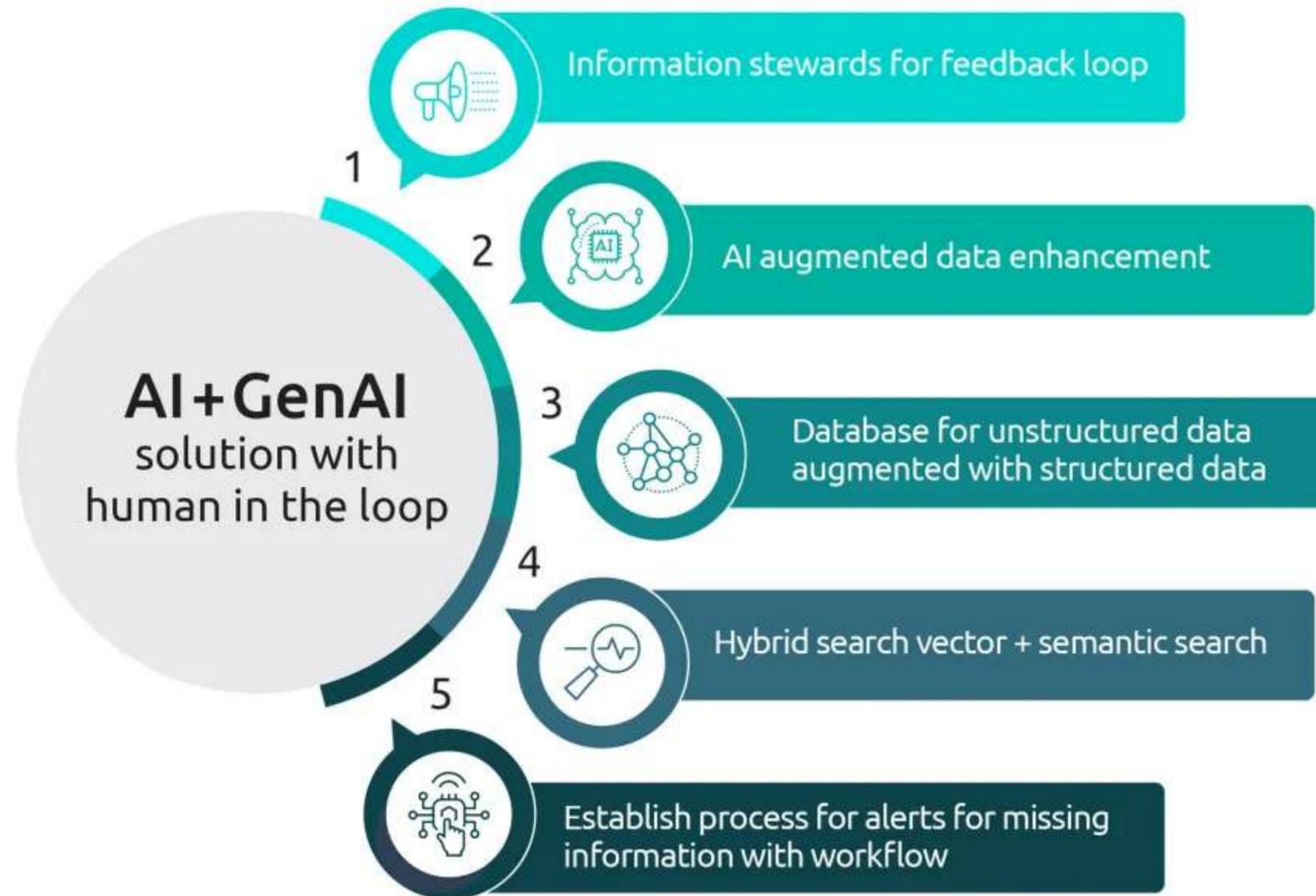
With Bloomfire's AI-powered Search & Discovery feature, deep indexing dives into company databases and filing systems, simplifying the quest for essential information. Gone are the days of sifting through layers of data. Instead, this cutting-edge technology ensures that pertinent details are surfaced quickly, enabling your team to focus on decision-making and client interactions rather than lengthy searches. In essence, it's not just about finding information faster; it's about boosting overall productivity and enhancing the quality of service.

AI-Powered Search Saves Time



Data processing and enrichment

AI for banking and insurance (brokers)



Investment & financial advice

AI
for banking and
insurance
(brokers)

PortfolioPilot
by GlobalPredictions

Home Pricing Our Story Resources Login [Sign up for free](#)

1,2: As of July 14, 2024

\$20B ASSETS ON PLATFORM^{1,3} **22K+** INDIVIDUALS¹

M6 Financial Forecasting Competition Winner⁴

Complete financial advice for self-directed investors

Finally there's a financial advisor you can trust - you! No commissions, no conflicts of interest, and no bias⁹. With access to sophisticated financial models and AI, we'll empower you to do it better yourself.

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Portfolio Economy

Overview

Portfolio Score **792** (Good) **85th** Percentile

200 400 600 800 1000

See Score components **-3pts**

Net Worth **\$720,566.01**

See Net Worth breakdown **+12.3%**

25 Recommendations available
Personalised suggestions for how your portfolio could be improved

AI credit-scoring

AI
for banking and
insurance
(brokers)

No-Code AI Credit Scoring Software

One button solution for innovative credit scoring. Fight bad loans with the AI-powered GiniMachine platform. Build unique scoring models and make solid credit decisions within seconds.



Scoring details ⋮ ×

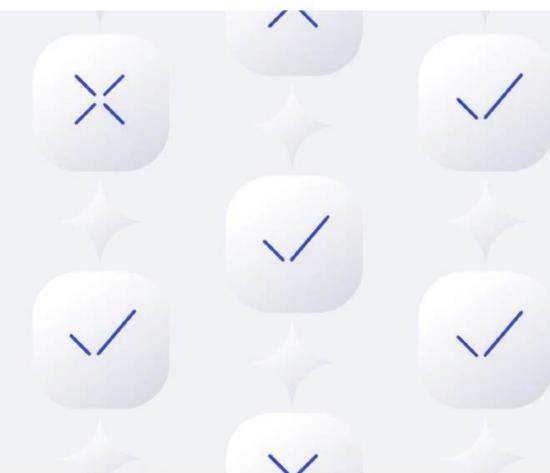
James Moore

Giniindex **0.82** Status Edit ✔

0.25	Gender	Male
0.15	Date of Birth	13.10.1985
0.11	Marital status	Married
0.12	Type of work	Entrepreneur
0.1	Salary	\$110 000

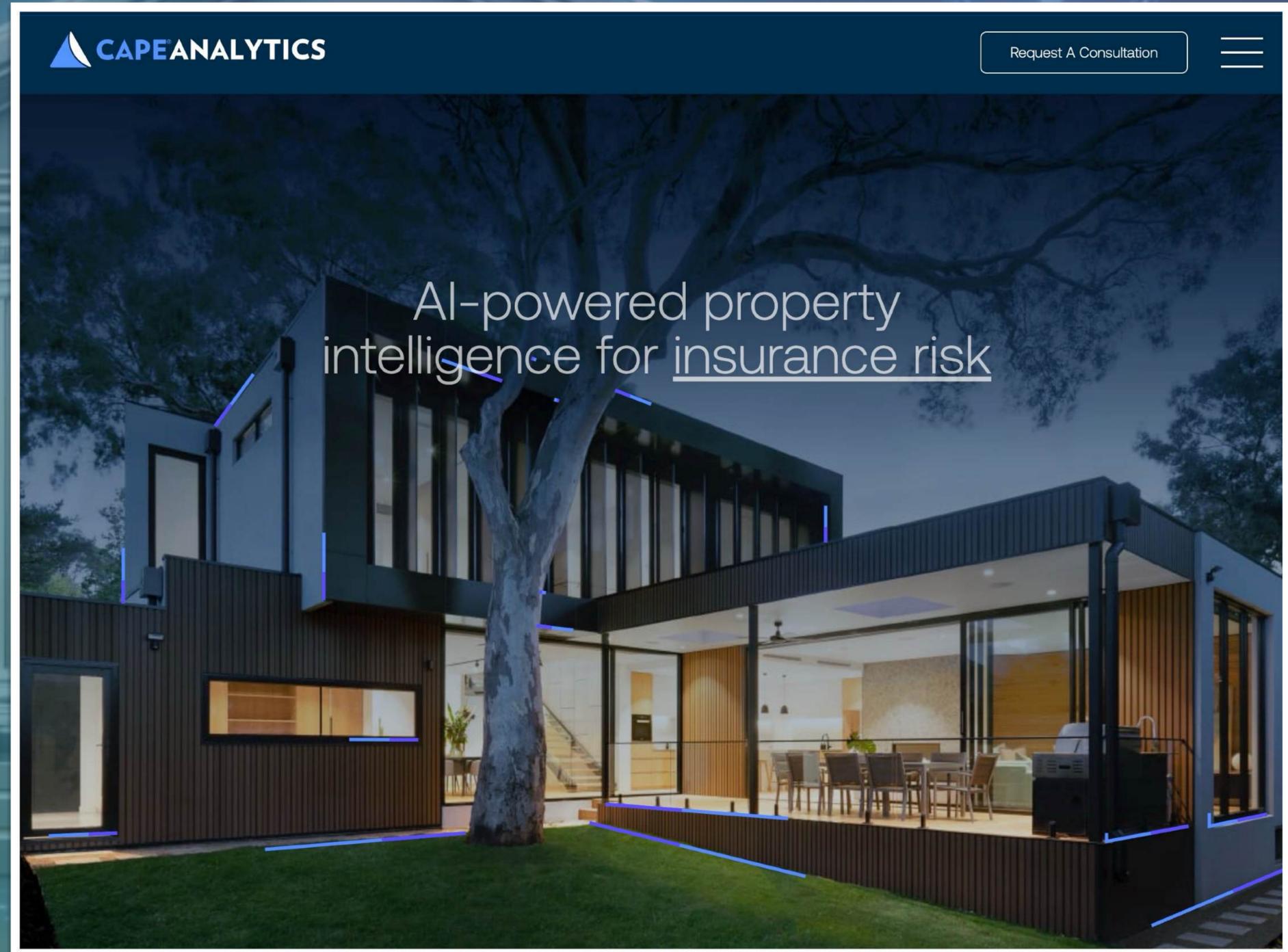
AI-driven Credit Scoring Solution

Analyze your data in a new automatic and autonomous way. GiniMachine can free you of manual work enabling you to enjoy credit scoring. Empowered with AI and ML, the platform stands for accuracy in predictions and low-risk experience.



AI-powered automated underwriting

AI
for banking and
insurance
(brokers)



Fraud-detection & claims management

AI
for banking and
insurance
(brokers)

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Intelligent, AI-driven decisioning across key insurance functions



Fraud Detection

SHIFT UNDERWRITING RISK DETECTION

Detect potentially fraudulent entities and applications prior to account opening.

SHIFT CLAIMS FRAUD DETECTION

Identify potential claims fraud with extreme accuracy and detailed contextual guidance to empower investigators.

SHIFT IMPROPER PAYMENT DETECTION

Go beyond fraud, waste, and abuse detection to identify issues at the patient, provider, and network levels.



Claims

SHIFT CLAIMS DOCUMENT DECISIONS

Extract, analyze, and verify structured and unstructured claims data to increase speed to settlement and drive efficiency.

SHIFT CLAIMS INTAKE DECISIONS

Deliver a seamlessly integrated claims experience across multiple channels with AI decision support.

SHIFT SUBROGATION DETECTION

Analyze structured and unstructured claims data in real time to efficiently identify and investigate subrogation opportunities.



Compliance

SHIFT FINANCIAL CRIME DETECTION

Examine entities and transactions across the customer lifecycle to inform AML/KYC efforts and ensure compliance.



STRATEGIC AI QUESTIONS FOR YOUR ORGANISATION

THE AI HORIZONS

What does AI mean?
What will be the impact?
What is the bigger picture?

Impact on
aiding/enhancing/
replacing/...
everyday human skills
1

Impact on
**company
strategy**
2

Impact on
society
3



LANGUAGE

write, rewrite, correct, translate, summarise, enhance, explain, simplify, ...

MARKETING

copywriting, campaign ideas & management, SEA/SEO optimisation, ...

CONSULTING

research, brainstorming, creative outlines, scenario planning, knowledge management, ...

(PERSONAL) ASSISTING

email management, agenda management, event organiser, meeting reports, ...

SUPPORT AGENT

first-line help, contact center, chatbot, 24/7 access to (company) knowledge, ...

IMAGE CREATION

imaging for presentations, campaigns, stock photos, art, ...

VIDEO CREATION

music videos, explainer videos, company videos, campaigns, art, ...

AUDIO CREATION

music for corporate videos, campaigns, stock music, art, ...

AND MUCH MORE...

Impact on
aiding/enhancing/
replacing/...
everyday human skills



act on
ncing/
cing/...
skills
1

Impact on
**company
strategy**
2

THE BUILDINGS BLOCKS OF YOUR ORGANISATION

CUSTOMER RELATIONSHIP

MARKET &
COMPETITION

PROPOSITION

ORGANIZATION

Impact on
**company
strategy**

act on
ncing/
cing/...
skills

1

2

STRATEGIC AI QUESTIONS FOR YOUR ORGANISATION

CUSTOMER RELATIONSHIP

What are the **changing market** and **customer needs** and expectations?

What are **other players** in our sector doing?

MARKET & COMPETITION

Are **new players** emerging rapidly?

Does AI create an **(existential) threat** to our **sector** and **our own activities** within it, or do we rather see the **opportunities**?

How do we **avoid shooting at everything** that moves and becoming an **AI-chaser**?
How do we **focus** our **resources** and **attention** on the right things?

PROPOSITION

How might our **product and proposition change** due to AI?

Which **tools** are **specific** to our activity, and what should everyone use as standard **generic** tools?

What should our **strategic HR policy** be, and what could be the possible **(societal) impact** of that?

ORGANIZATION

How do we set up **AI governance**, and in which **department** do we place the ownership of AI?

How do we map out the **risks**, how do we manage them, and how do we ensure **compliance**?

Impact on **company strategy**

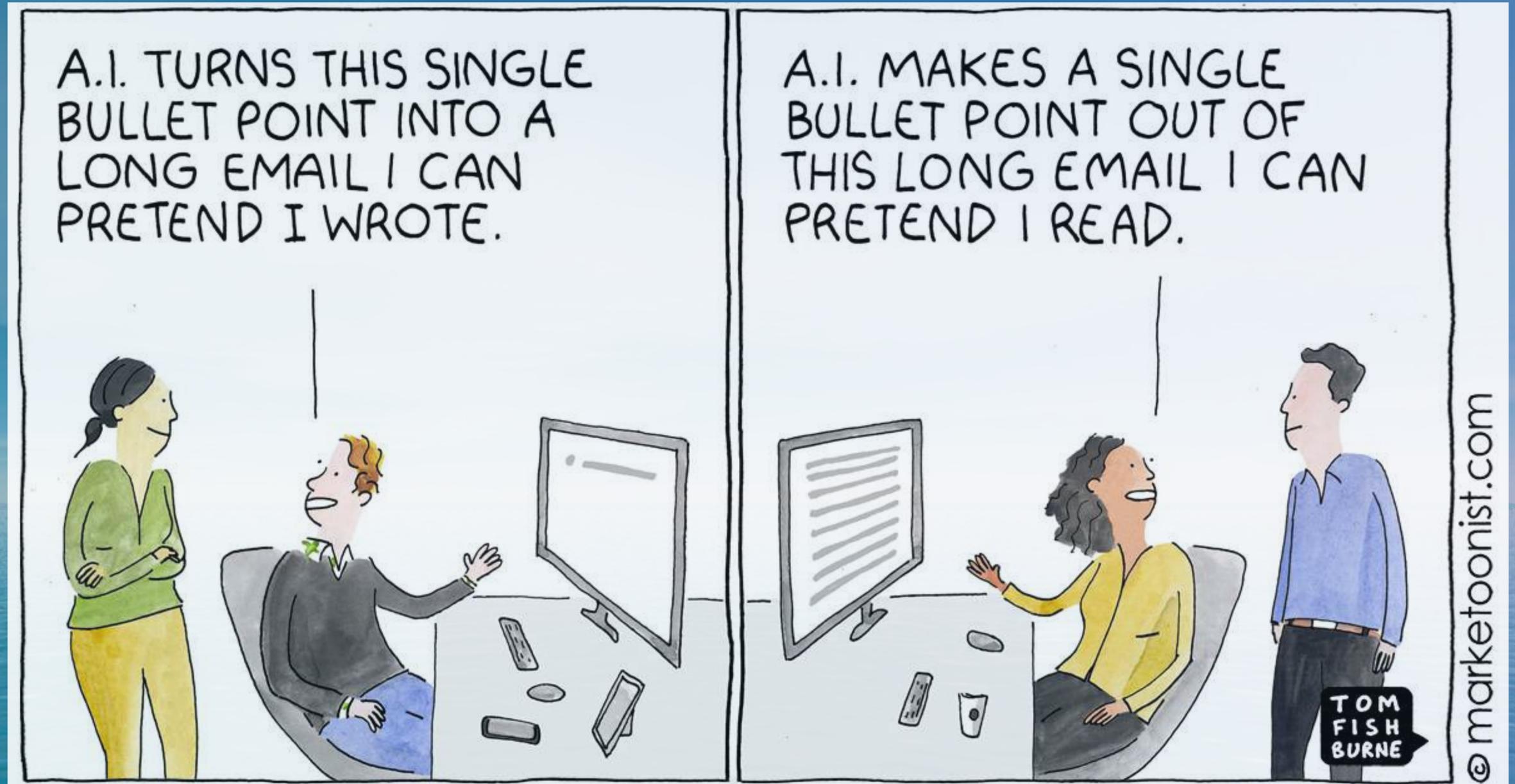
2

act on
ncing/
cing/...
skills

1

Impact on
Company
strategy
2

Impact on
society
3



AI beyond the hype

AGI

Artificial General Intelligence

maybe we should be afraid,
but there are more pressing
issues here...

The impact on work ...

Impact on
company
strategy
2

Impact on
society
3

The impact on work ...

300.000.000

... full-time jobs could be exposed to automation by the shift in workflows due to AI (cfr. Goldman Sachs)

Fastest growing vs. fastest declining jobs



Top 10 fastest growing jobs

1.	AI and Machine Learning Specialists
2.	Sustainability Specialists
3.	Business Intelligence Analysts
4.	Information Security Analysts
5.	Fintech Engineers
6.	Data Analysts and Scientists
7.	Robotics Engineers
8.	Electrotechnology Engineers
9.	Agricultural Equipment Operators
10.	Digital Transformation Specialists

Top 10 fastest declining jobs

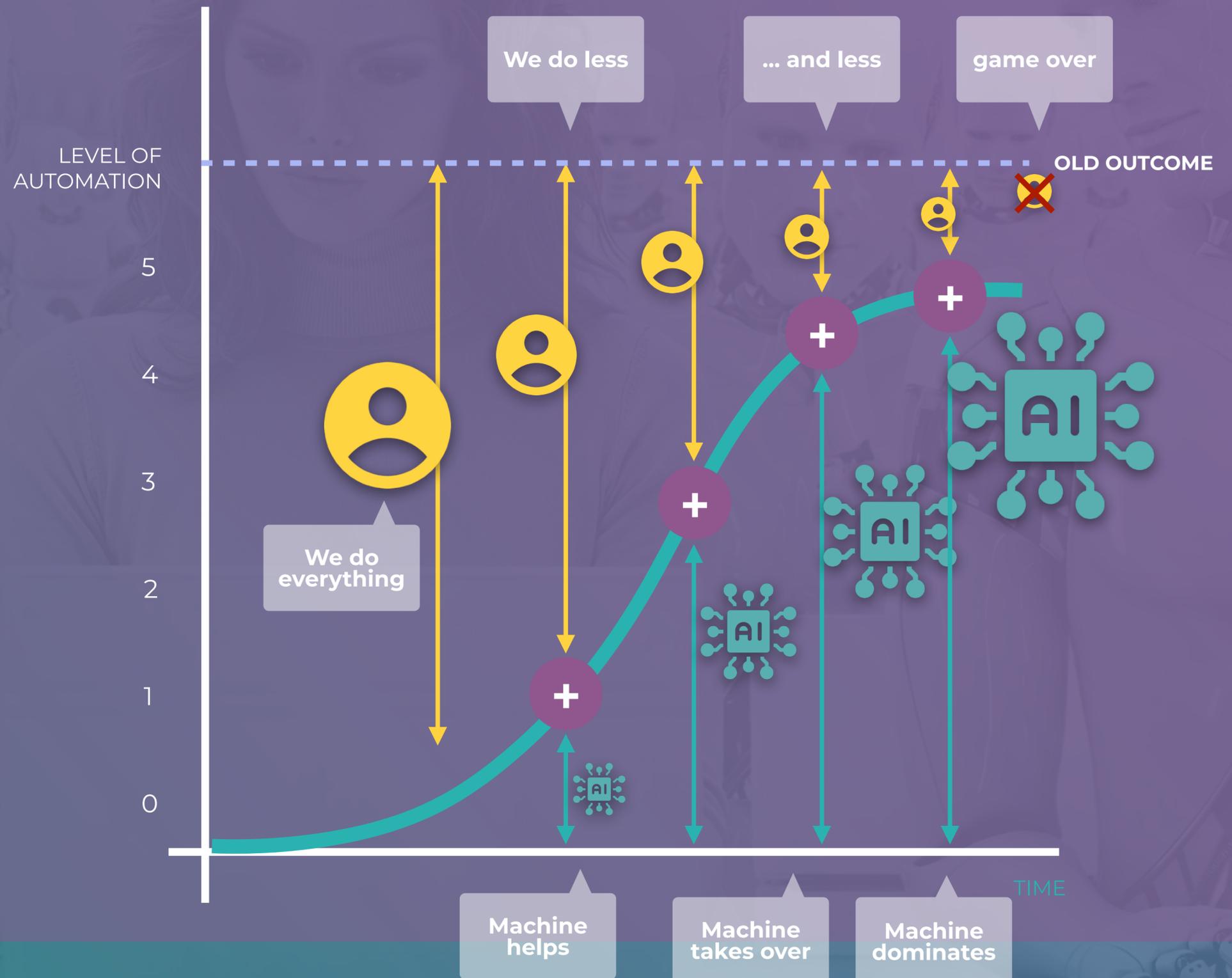
1.	Bank Tellers and Related Clerks
2.	Postal Service Clerks
3.	Cashiers and ticket Clerks
4.	Data Entry Clerks
5.	Administrative and Executive Secretaries
6.	Material-Recording and Stock-Keeping Clerks
7.	Accounting, Bookkeeping and Payroll Clerks
8.	Legislators and Officials
9.	Statistical, Finance and Insurance Clerks
10.	Door-To-Door Sales Workers, News and Street Vendors, and Related Workers

Source
World Economic Forum, Future of Jobs Report 2023.

Note
The jobs which survey respondents expect to grow most quickly from 2023 to 2027 as a fraction of present employment figures

The impact on work ...

The future is Human-Machine-Collaboration



Impact on
company
strategy 2

Impact on
society 3

The impact on work ...

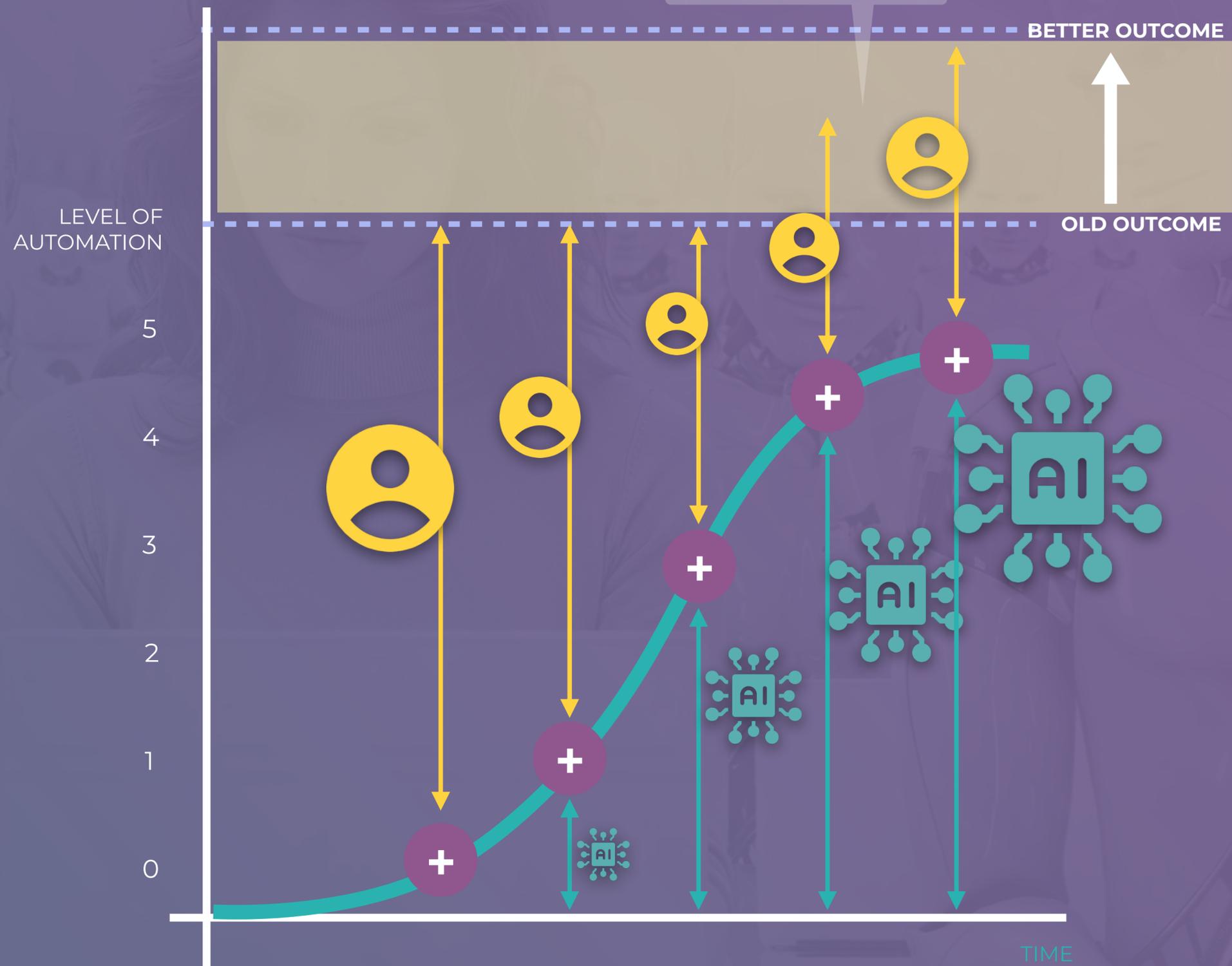
The future is Human-Machine-Collaboration

Impact on
company
strategy
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Impact on
society
3

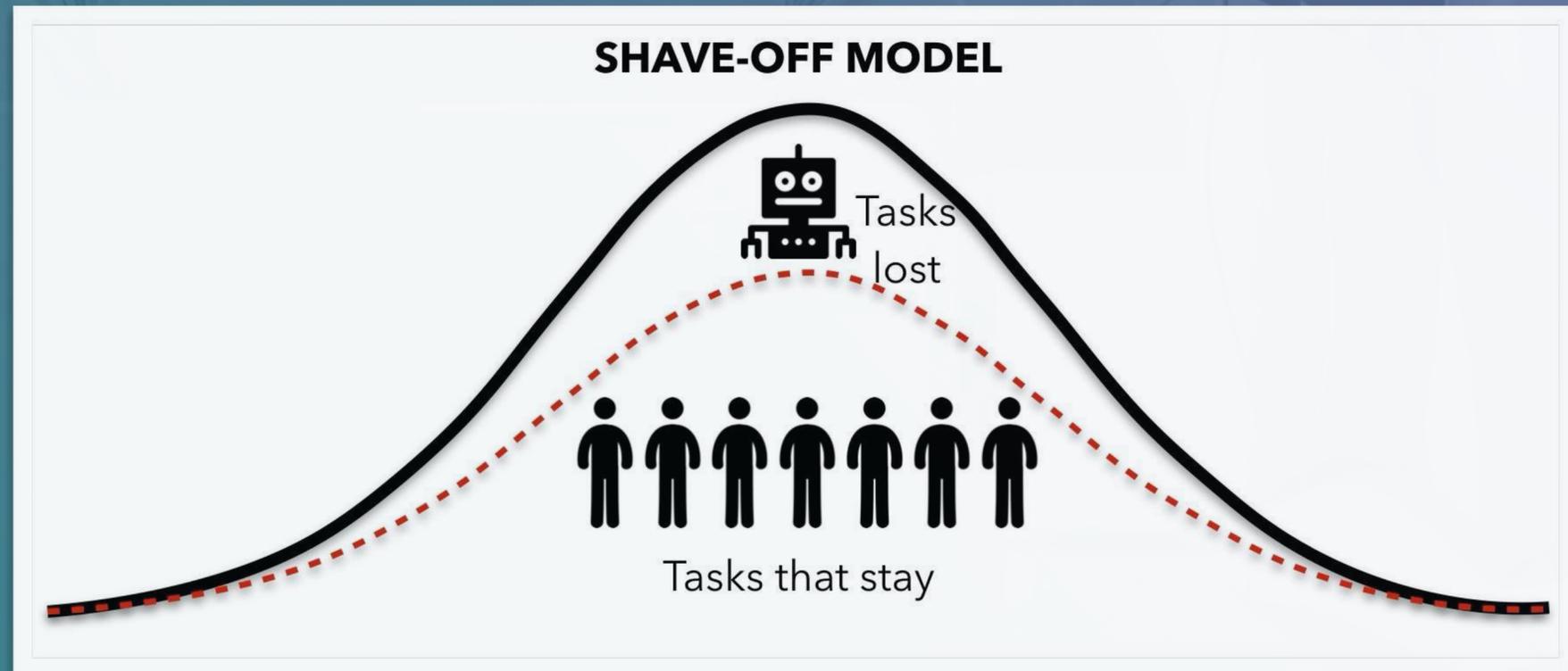
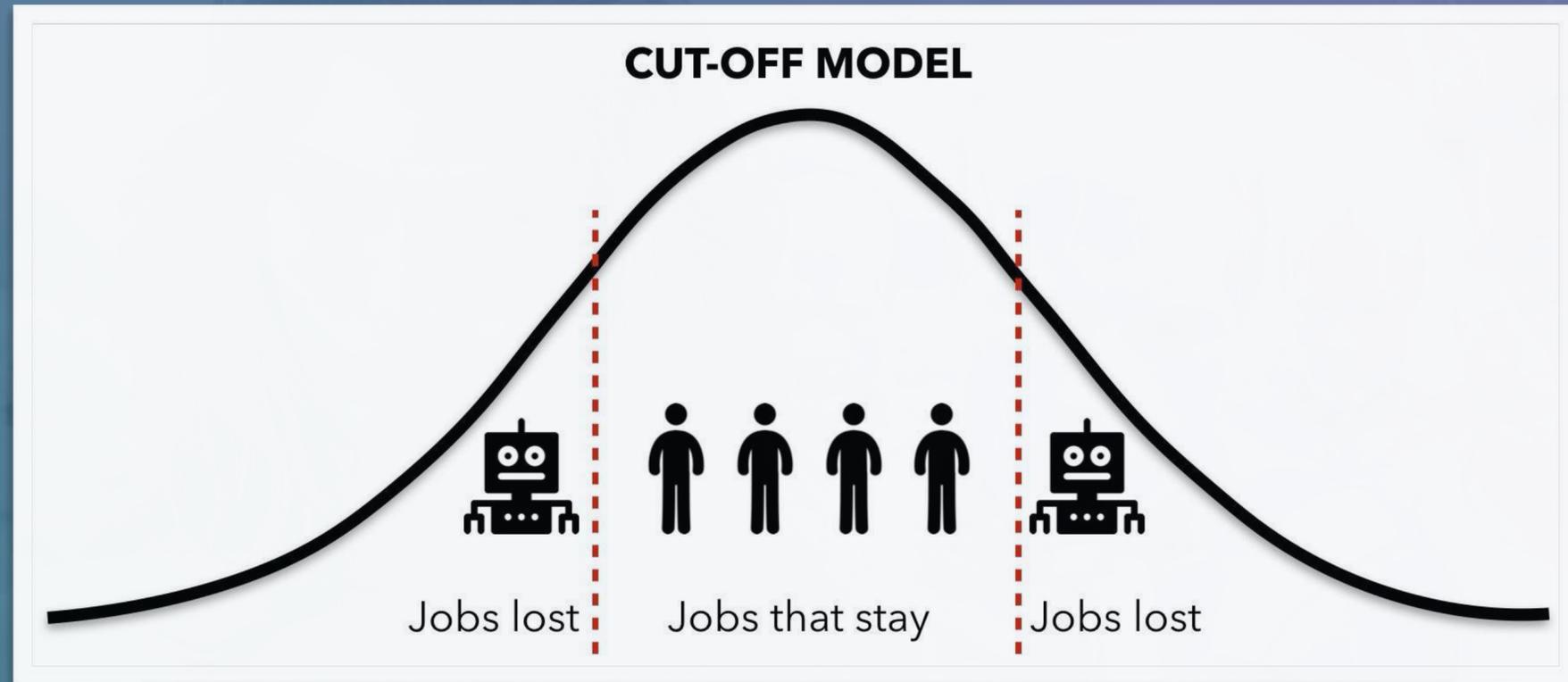
We do DIFFERENT things

SCOPERNIA

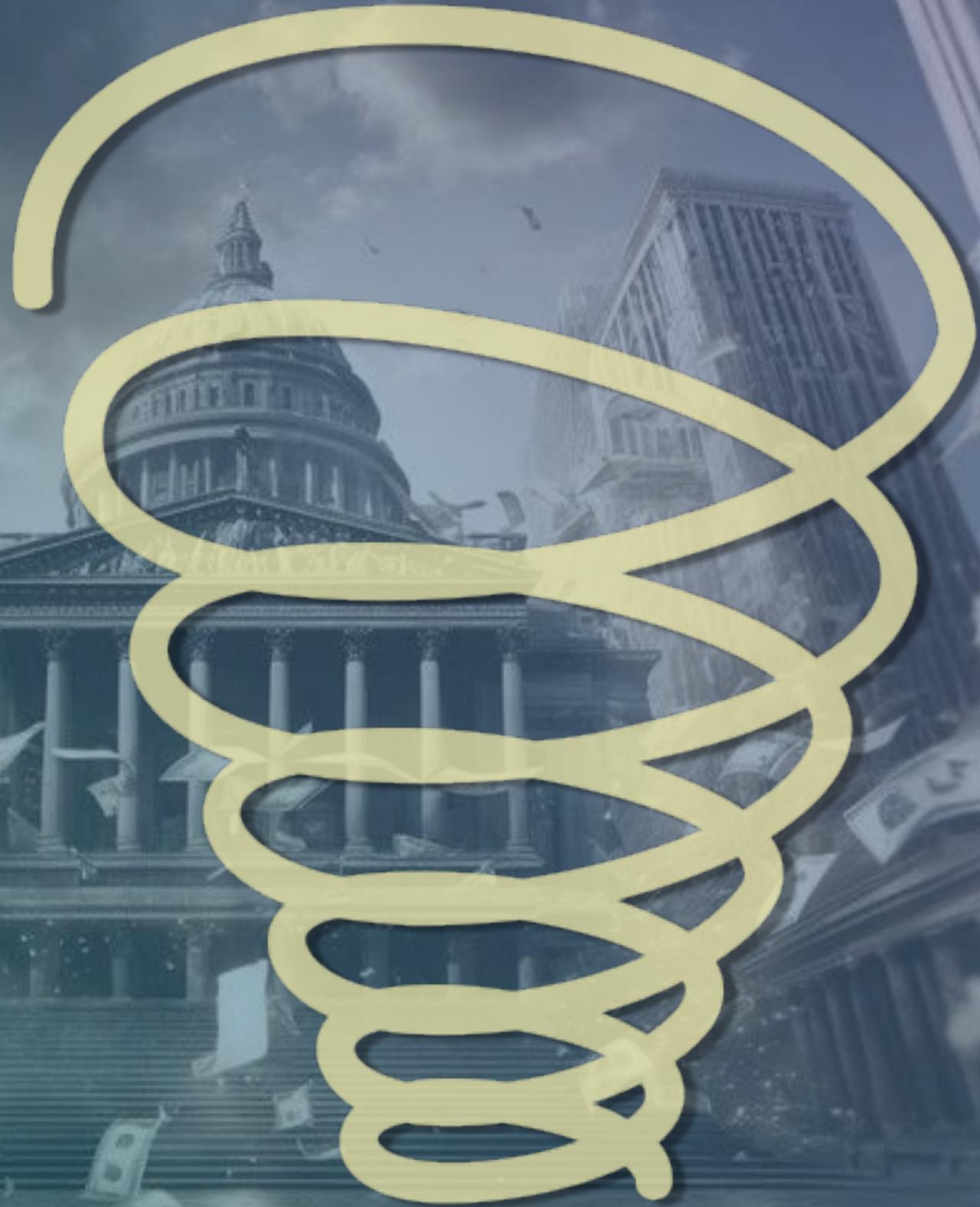


The impact on work ...

We have a very important decision to make. NOW!



Are we facing the Economic Singularity?





**Privacy,
confidentiality
and company
property**

Impact on
company
strategy
2

Impact on
society
3

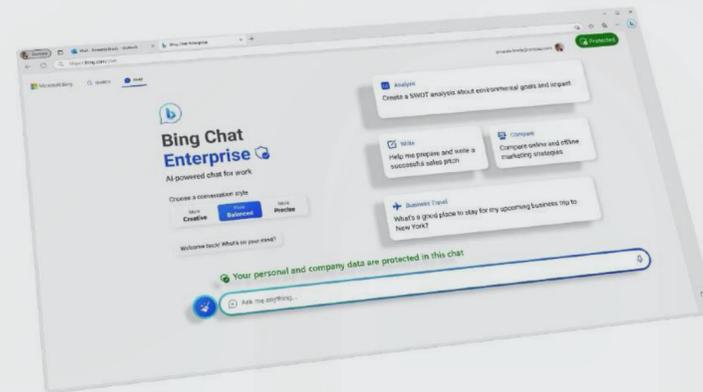
Privacy, confidentiality and company property

Bing Chat Enterprise won't share your data with Microsoft

By Sean Endicott published July 18, 2023

Your data won't be saved or used to train Bing's AI model when you use Bing Chat Enterprise.

Comments (0)



Important

- Microsoft doesn't use customers' data to train LLMs. We believe the customers' data is their data, aligned to the Microsoft' data privacy policy.

OpenAI launches a ChatGPT plan for enterprise customers

Kyle Wiggers @kyle_l_wiggers / 7:00 PM GMT+2 • August 28, 2023



Image Credits: Bryce Durbin / TechCrunch

Seeking to capitalize on ChatGPT's viral success, OpenAI today announced the launch of ChatGPT Enterprise, a business-focused edition of the company's AI-powered chatbot app.

Impact on company strategy 2

Impact on society 3

**Often the AI is
hallucinating,
making up stuff
(remember it
doesn't really
know anything)**

Often the AI is hallucinating, making up stuff (remember it doesn't really know anything)

wat weet je over het boek "de wereld is rond" van Jo Caudron? Waarover gaat het? Heeft het prijzen gewonnen? In welke talen is het beschikbaar?

✦ Searching for: "De wereld is rond" Jo Caudron boek samenvatting, prijzen, talen

Based on my search, "De wereld is rond" is a book written by Jo Caudron. It talks about how digital disruption has been changing sectors for more than 20 years. The book explores the connections between societal transformations around digital, work, housing, and mobility. The book is available in Dutch and has won the Management Book of the Year award in 2020. [1] [2]

Unfortunately, I couldn't find information about whether the book has won any other awards or if it has been translated into other languages. However, I hope this information is helpful to you.

Source: [1] [2]

Wie is de uitgever?

I apologize for my previous response in Dutch. To answer your question, the publisher of "De wereld is rond" by Jo Caudron is Lannoo Publishers.



Are you sure the publisher is Lannoo???

I apologize for the confusion. Upon checking again, I found that the publisher of "De wereld is rond" by Jo Caudron is actually Borgerhoff & Lamberigts. I apologize for any inconvenience caused by my previous response.



You are making this up. The publisher is Pelckmans.

I apologize for the confusion. Upon rechecking my sources, I have found that the correct publisher of "De wereld is rond" by Jo Caudron is Pelckmans Publishers. Thank you for bringing this to my attention.

Impact on
company
strategy
2

Impact on
society
3

Often the AI is hallucinating, making up stuff (remember it doesn't really know anything)

Write better prompts

Feed your own information

Forbes

Preventing Hallucinations In Generative Artificial Intelligence

 **Michael Ringman** Forbes Councils Member
Forbes Technology Council COUNCIL POST | Membership (Fee-Based)

Sep 6, 2023, 08:00am EDT

Chief Information Officer at TELUS International, a global customer experience provider powered by next-gen digital solutions.

Use AI apps with safeguards (like ChatGPT)

Link to web search

Even if AI is
working as it
should, it is
trained with a
bias

Impact on
company
strategy
2

Impact on
society
3

Even if AI is working as it should, it is trained with a bias

MIT News

ON CAMPUS AND AROUND THE WORLD

SUBSCRIBE

BROWSE

Study finds gender and skin-type bias in commercial artificial-intelligence systems

Examination of facial-analysis software shows error rate of 0.8 percent for light-skinned men, 34.7 percent for dark-skinned women.

Watch Video

Larry Hardesty | MIT News Office
February 11, 2018



South China Morning Post



People & Culture / Social Welfare

The 'CEO' is a man: how Chinese artificial intelligence perpetuates gender biases

Impact on
company
strategy

2

Impact on
society

3

AI can be used
to create a
fake reality on
a large scale

Impact on
company
strategy
2

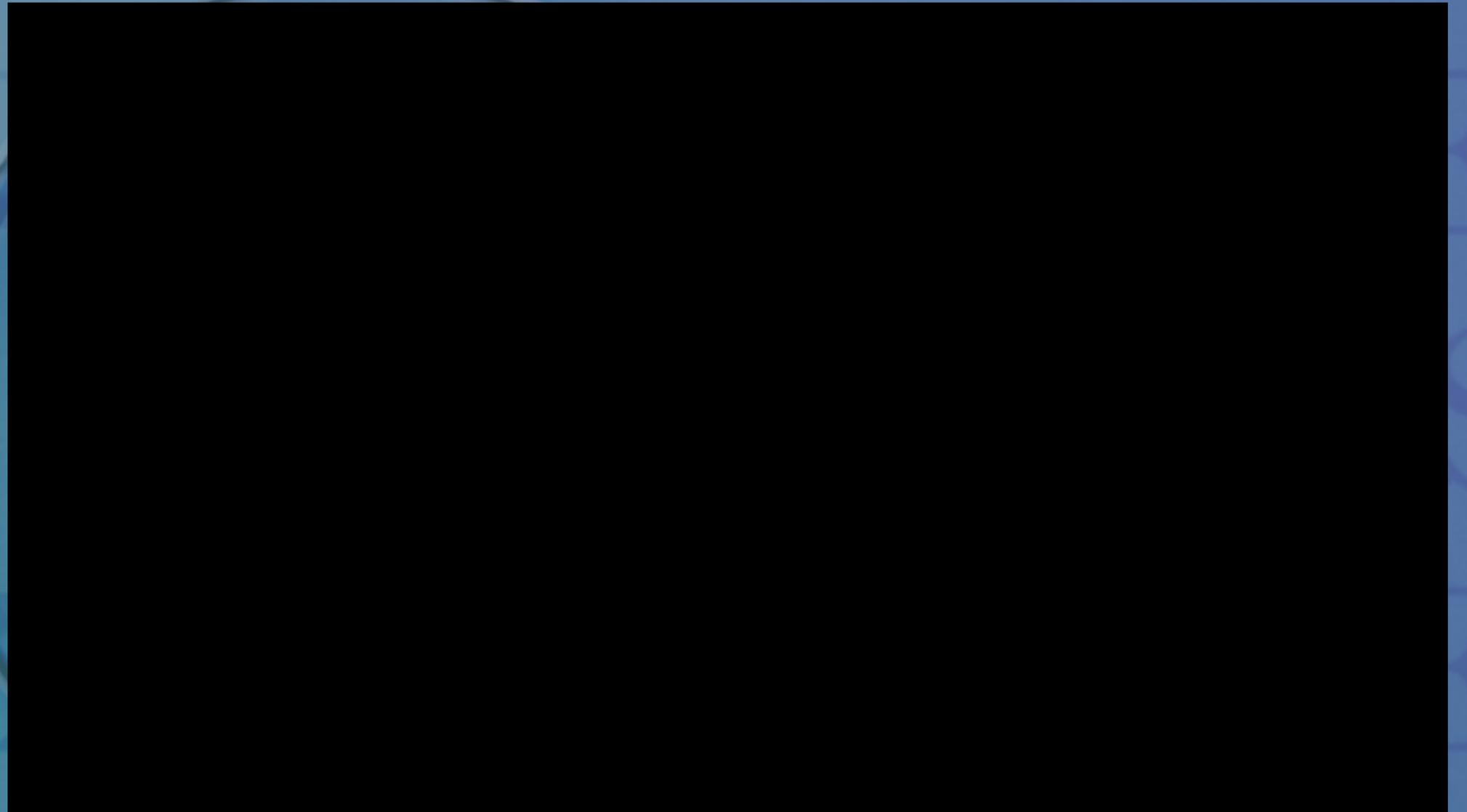
Impact on
society
3



AI can be used
to create a
fake reality on
a large scale

Impact on
company
strategy
2

Impact on
society
3



AI can be used to create a fake reality on a large scale

Impact on
company
strategy
2

Impact on
society
3

The New York Times

Updates Photos Maps A Village-by-Village Fight A Lingering Dam Disaster Seism

Fake Putin Speech Calling for Martial Law Aired in Russia

The Kremlin said it was investigating what it called a “hack” after a bogus speech aired on some radio and television networks.

Share full article



President Vladimir V. Putin of Russia at the Kremlin on Thursday. His real voice appeared to have been used to create the fake announcement. Gavriil Grigorov/Sputnik, via Associated Press

Technology | AI

How Fake AI Photo of a Pentagon Blast Went Viral and Briefly Spooked Stocks



A Voice Deepfake Was Used To Scam A CEO Out Of \$243,000

Jesse Damiani Contributor
I run the Reality Studies newsletter & Postreality Labs consultancy

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Photographer: Nathan Howard/Bloomberg

CNN World Watch Audio Live TV Log In

World / Asia

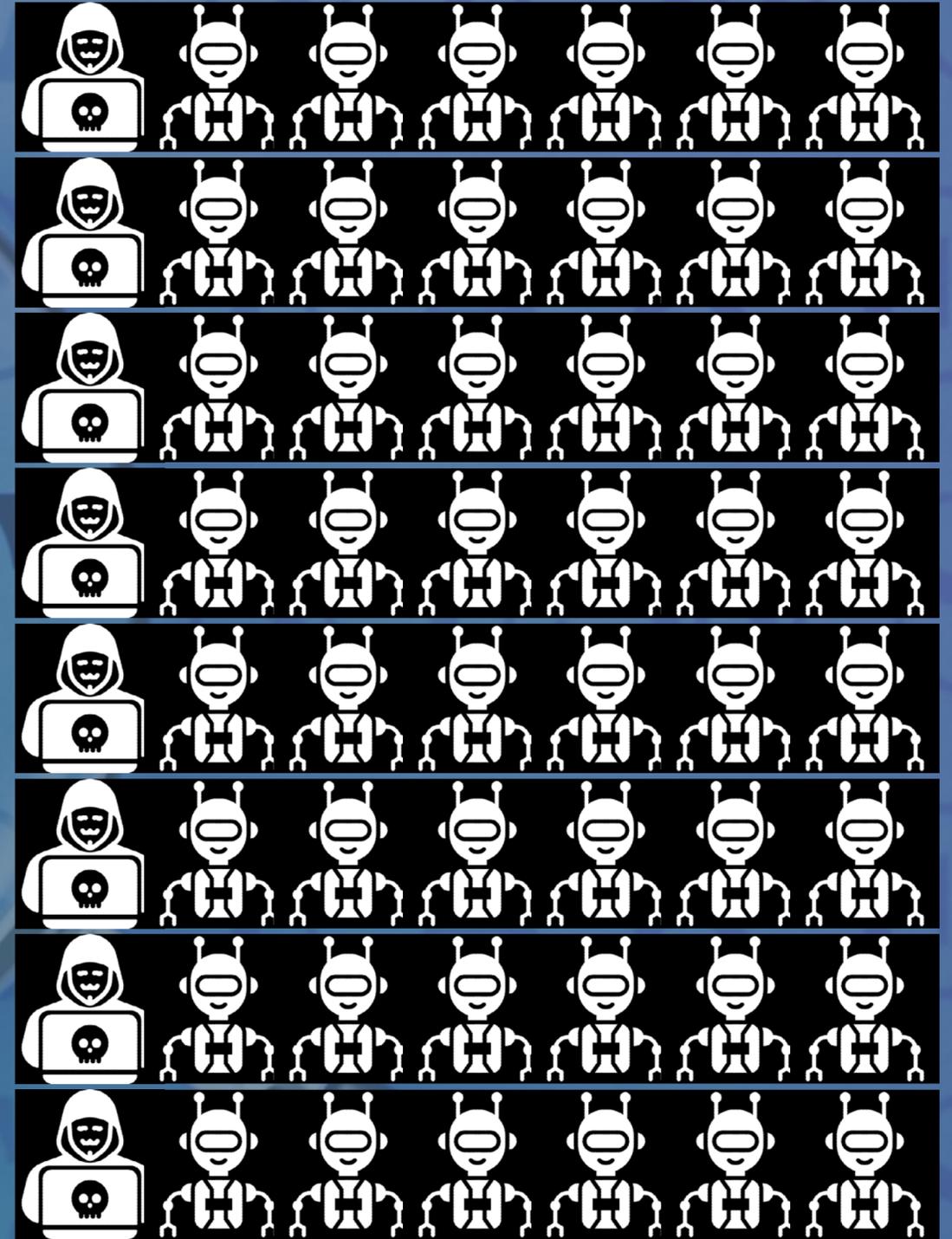
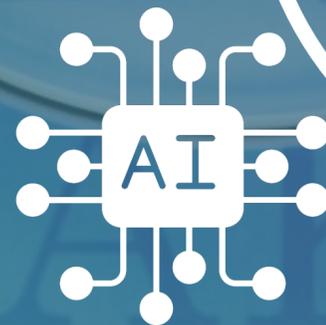
Finance worker pays out \$25 million after video call with deepfake ‘chief financial officer’

By Heather Chen and Kathleen Magramo, CNN
2 minute read · Published 2:31 AM EST, Sun February 4, 2024



Authorities are increasingly concerned at the damaging potential posed by artificial intelligence technology. boonchai wedmakawand/Moment RF/Getty Images

AI can be used to create a fake reality on a large scale



AI can be used to create a fake reality on a large scale

Impact on company strategy 2

Impact on society 3

TECH

Elon Musk issues a stark warning about A.I., calls it a bigger threat than North Korea

PUBLISHED SAT, AUG 12 2017-12:00 PM EDT | UPDATED MON, AUG 14 2017-10:39 AM EDT

 **Javier E. David**
@TEFLONGEEK

[WATCH LIVE](#)

KEY POINTS

- Tesla's billionaire CEO renewed his critique of artificial intelligence, saying that if you're not concerned, 'you should be.'
- He likened autonomous machines to North Korea, saying they were a bigger threat.

The Economist Menu Search Subscribe

By Invitation | Artificial intelligence

Yuval Noah Harari argues that AI has hacked the operating system of human civilisation

Storytelling computers will change the course of human history, says the historian and philosopher





TECHNOLOGY | UNITED STATES OF AMERICA

Tech experts call for 6-month pause on AI development

03/29/2023

As artificial intelligence makes rapid advances, a group of experts has called for a pause. They have warned of the negative effects runaway development could have on society and humanity.

AI pioneer quits Google to warn about the technology's 'dangers'

By Jennifer Korn
Updated 6:15 AM EDT, Wed May 3, 2023



AI has a bigger climate impact than search, but...

Google Search

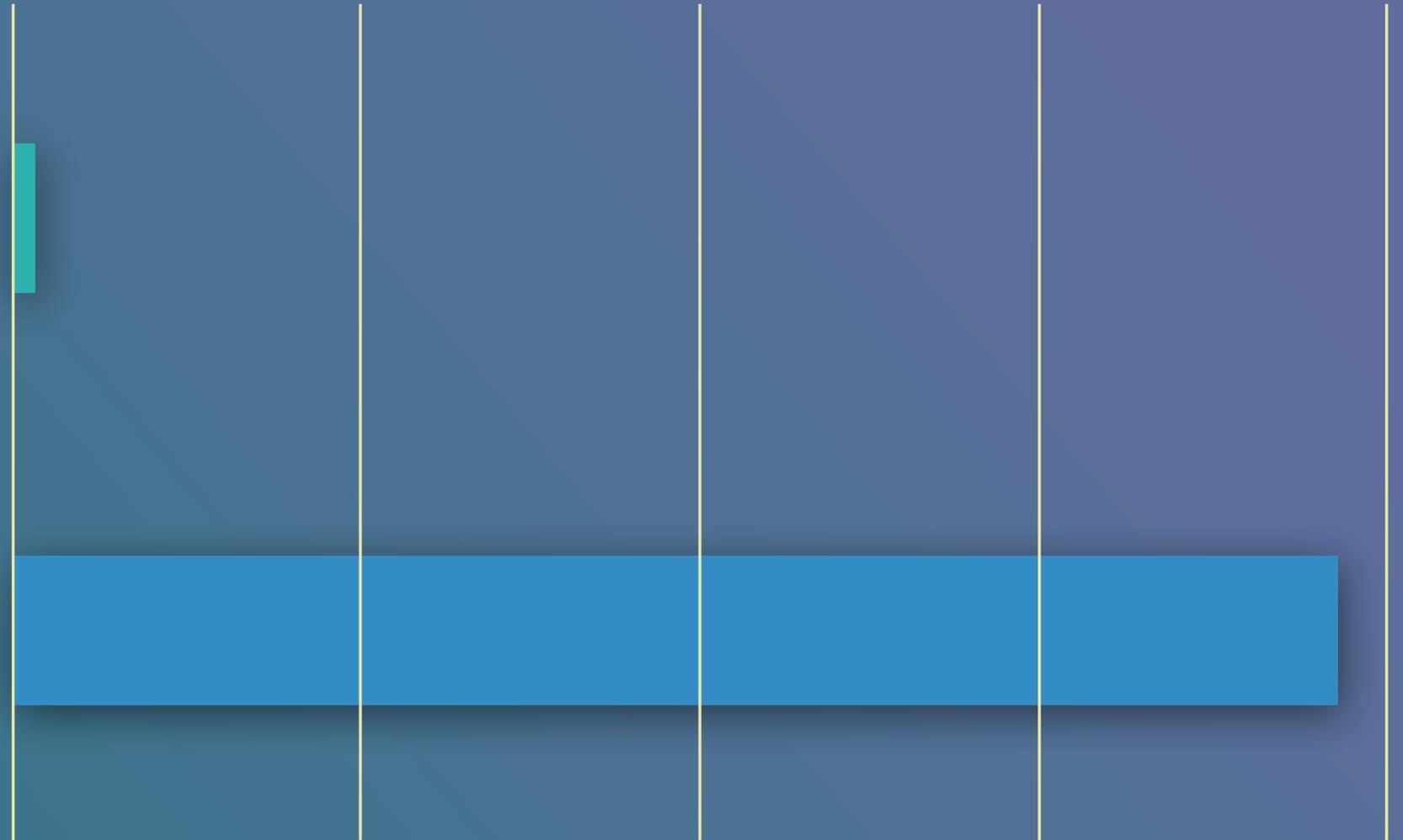
ChatGPT

Mobile phone call 30'

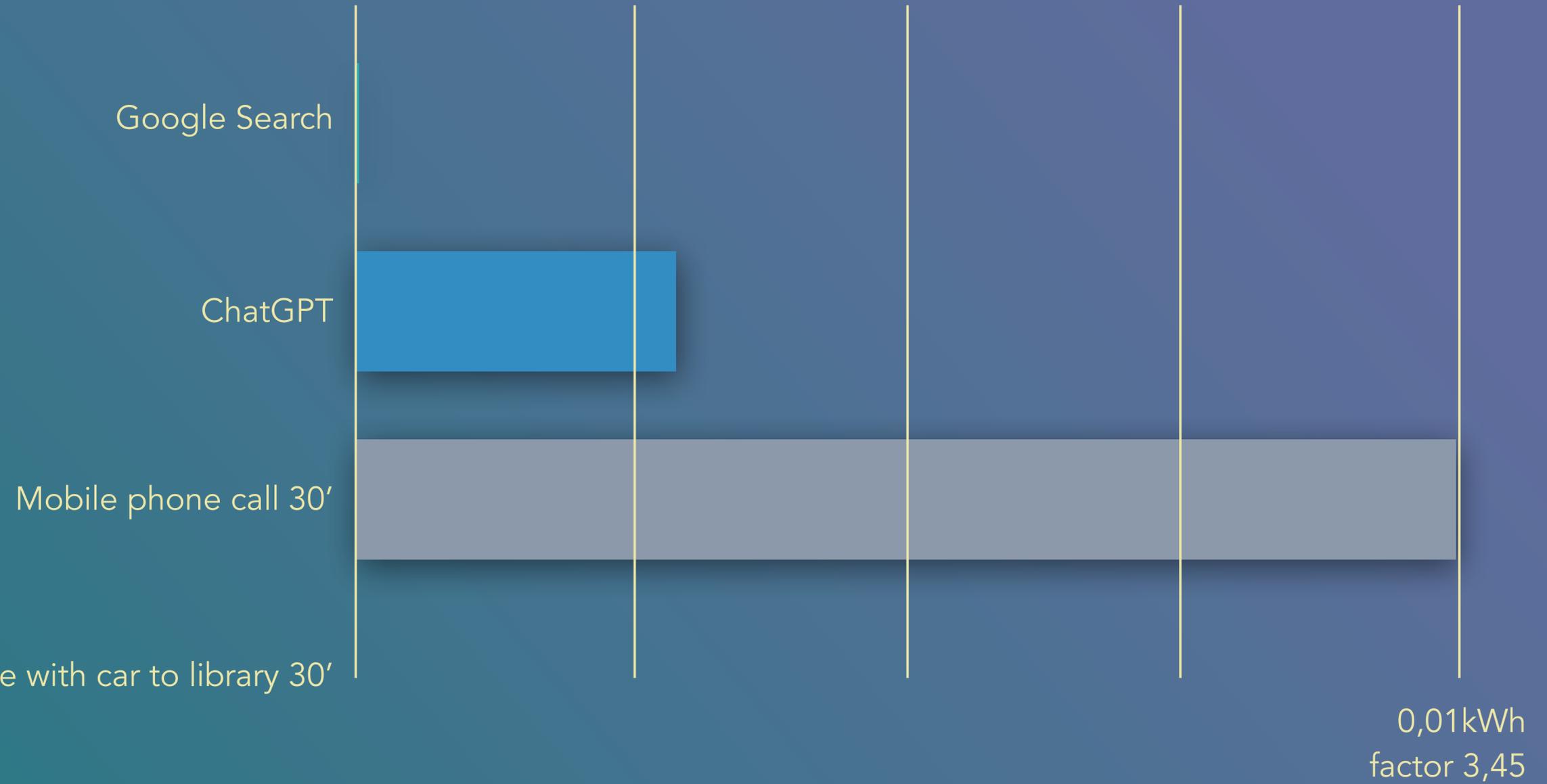
0,003kWh
factor 72,5

Impact on
company
strategy
2

Impact on
society
3

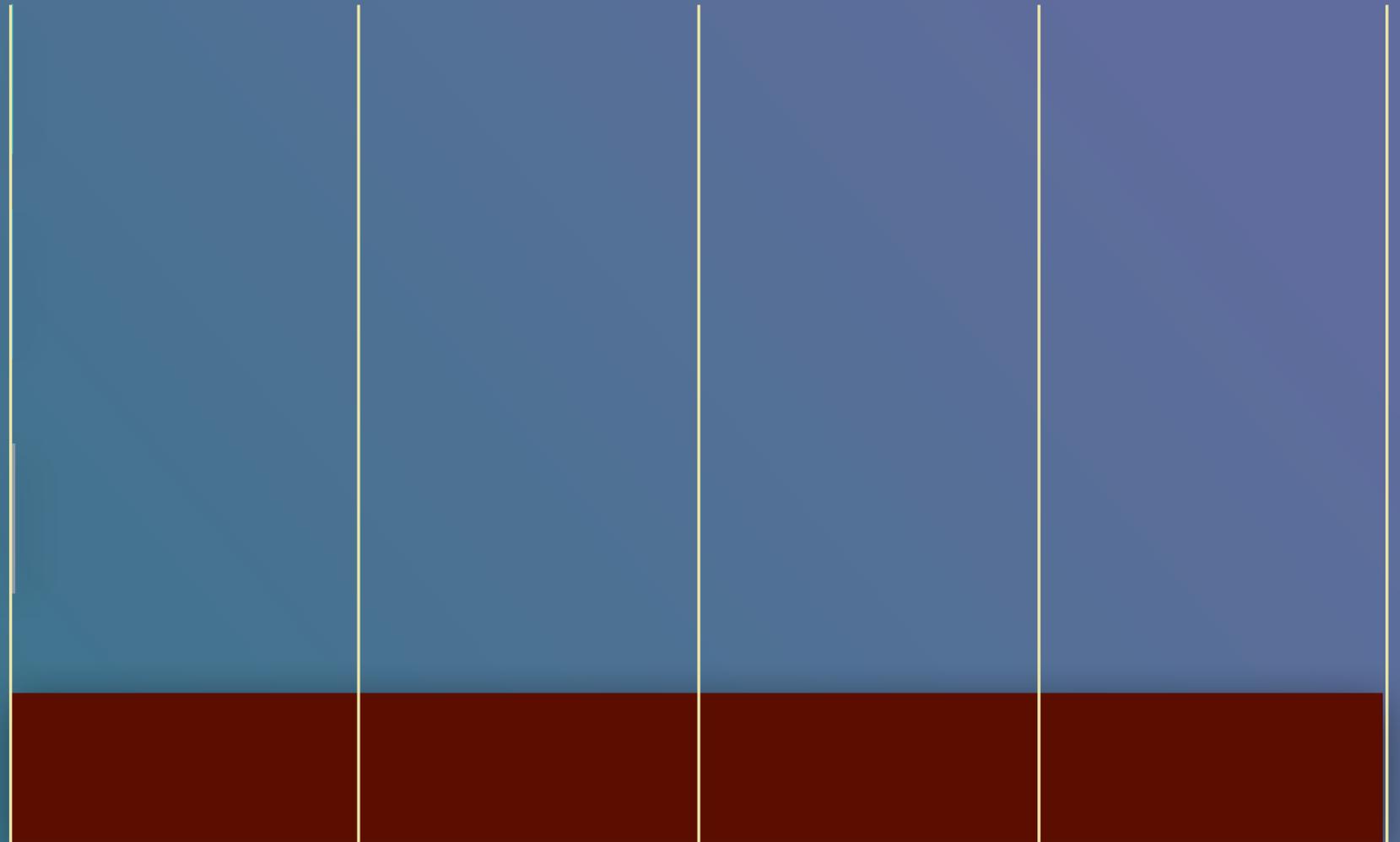


AI has a bigger climate impact than search, but...



AI has a bigger climate impact than search, but...

Google Search
ChatGPT
Mobile phone call 30'
Drive with car to library 30'



8kWh
factor 800

Impact on
company
strategy
2

Impact on
society
3

Legislation (is in the making)

We see an acceleration of both governmental regulation and self-regulation initiatives from the industry

Impact on
company
strategy
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Impact on
society
3

The Economist | Europe | The Brussels effect

The EU wants to become the world's super-regulator in AI

And there's a precedent



Apr 24th 2021

MOST LAWS are local—except in the digital realm. When the European Union comes up with some new tech regulation, it can quickly spread around the world. Global companies adopt its typically strict rules for all their products and markets in order to avoid having to comply with multiple regimes. Other governments take more than one page from the EU's rule book to help local firms compete. The textbook example for what has been dubbed the "Brussels effect", is the EU's General Data Protection Regulation (GDPR), which went into force in 2018 and swiftly became the global standard.

Google made a watermark for AI images that you can't edit out

The SynthID watermark is meant to be impossible for you to see in an image but easy for the detection tool to spot. Google's ready and willing for it to get tested and broken.

By David Pierce, editor-at-large and Vergecast co-host with over a decade of experience covering consumer tech. Previously, at Protocol, The Wall Street Journal, and Wired.

Aug 29, 2023, 2:00 PM GMT+2 | 15 Comments / 15 New

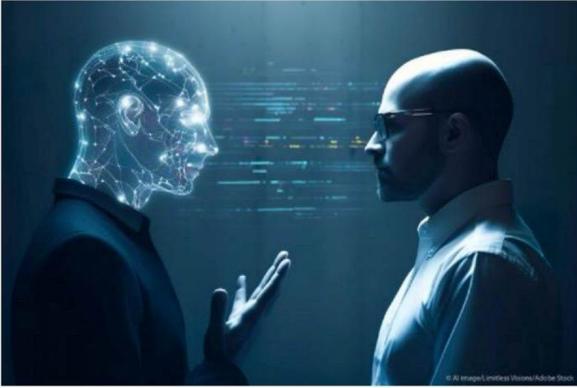


News | European Parliament

EU AI Act: first regulation on artificial intelligence

Society Updated: 14-06-2023 - 14:06
Created: 08-06-2023 - 11:40

The use of artificial intelligence in the EU will be regulated by the AI Act, the world's first comprehensive AI law. Find out how it will protect you.



This illustration of artificial intelligence has in fact been generated by AI

CNN politics | The Biden Presidency | Facts First | 2022 Midterms

Leading AI companies commit to outside testing of AI systems and other safety commitments

By Jeremy Diamond, CNN
Updated 7:55 PM EDT, Fri July 21, 2023



POLICY / LAW / US & WORLD

Google, Meta, and others will have to explain their algorithms under new EU legislation

The Digital Services Act will reshape the online world

By James Vincent, a senior reporter who has covered AI, robotics, and more for eight years at The Verge.

Apr 23, 2022, 10:41 AM GMT+2 | 0 Comments / 0 New



Responsible AI movement is gaining momentum

“Big AI” is taking steps to control its own creation. They are anticipating the push coming from EU and US regulators.



REUTERS® World Business Markets Sustainability More

Technology

OpenAI, Google, others pledge to watermark AI content for safety, White House says

By Diane Bartz and Krystal Hu

July 21, 2023 10:44 PM GMT+2 · Updated 2 months ago

Accountability

THE AI HORIZONS

What does AI mean?
What will be the impact?
What is the bigger picture?

Impact on
aiding/enhancing/replacing/..
everyday human skills

1

LANGUAGE
MARKETING
CONSULTING
ASSISTING
SUPPORT AGENT
IMAGE CREATION
VIDEO CREATION
AUDIO CREATION

Impact on
**company
strategy**

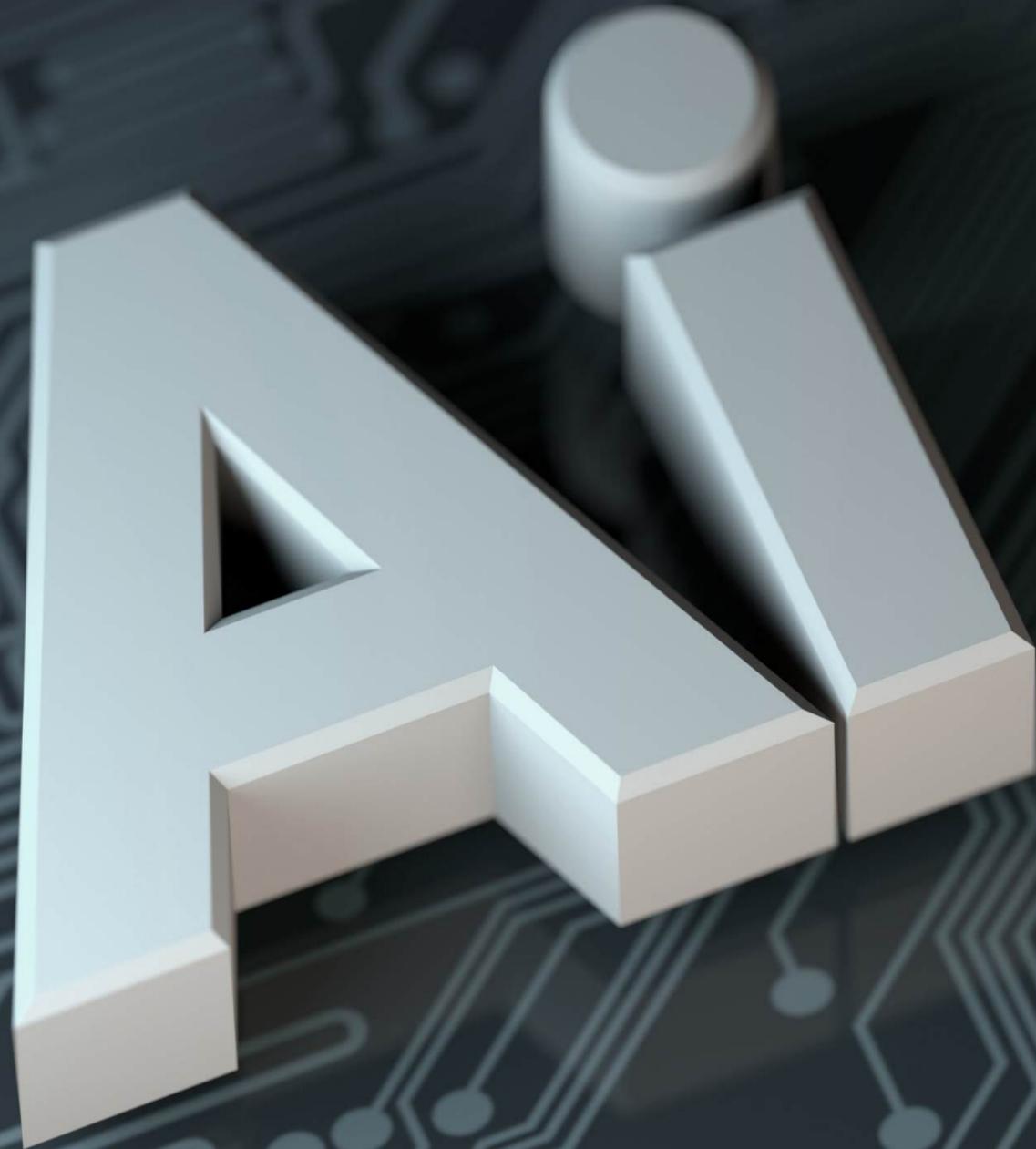
2

CHANGING PRODUCT &
PROPOSITION
CHANGING MARKET
NEEDS
CHANGING CUSTOMER
DEMANDS
AI-EMPOWERED
COMPETITION
AI-LEADING NEW PLAYERS
NEW AI TOOLS &
PROCESSES
AI GOVERNANCE &
OWNERSHIP
AI AND HR IMPLICATIONS
RISK & COMPLIANCE

Impact on
society

3

MOVING BEYOND THE
HYPE
AGI EATING THE WORLD
AI EATING JOBS
ECONOMIC SINGULARITY
CONFIDENTIALITY
COPYRIGHTS
AI HALLUCINATIONS
AI BIAS, RACISM, SEXISM, ...
FAKE NEWS, FAKE REALITY
RESPONSIBLE AI &
LEGISLATION
AI ESCAPING THE
COMPUTER



THE AI-SHOCK

A STRATEGIC
APPROACH
TOWARDS
ARTIFICIAL
INTELLIGENCE

Jo Caudron - jo.caudron@scopernia.com