

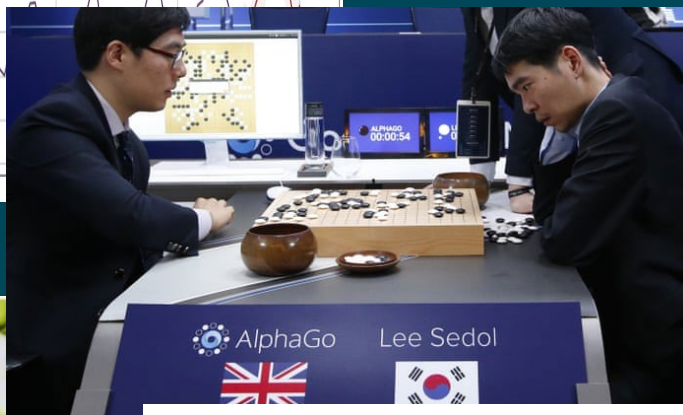
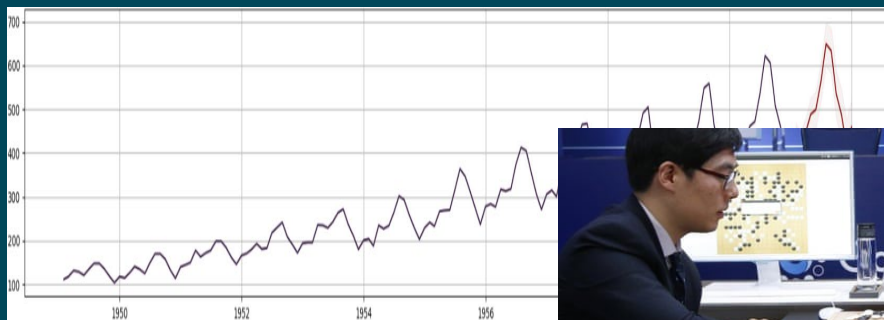


What is AI?

Dr. Jörg Herbers
Co-CEO, INFORM

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What is Artificial Intelligence?



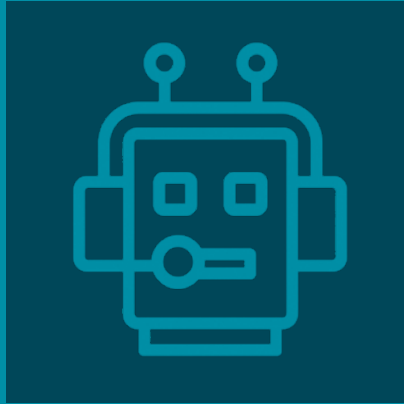
Attention Is All You Need

Ashish Vaswani* Google Brain avaswani@google.com	Noam Shazeer* Google Brain noam@google.com	Niki Parmar* Google Research nikip@google.com	Jakob Uszkoreit* Google Research uszko@google.com
Llion Jones* Google Research llion@google.com	Aidan N. Gomez* † University of Toronto aidan@cs.toronto.edu	Łukasz Kaiser* Google Brain lukaszkaier@google.com	
Illia Polosukhin* ‡ illia.polosukhin@gmail.com			



Sources: Forbes, Karen Zack, The Guardian, Figure AI/BMW

Artificial Narrow Intelligence, Artificial General Intelligence, Artificial Superhuman Intelligence



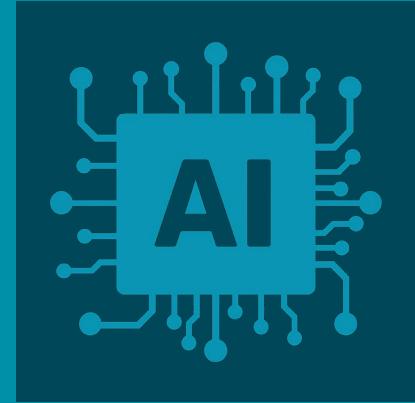
Artificial Narrow Intelligence (ANI)

Executes specific tasks within a focused area
(e.g. self-driving, medical diagnoses, supply chain prediction and optimization)



Artificial General Intelligence (AGI)

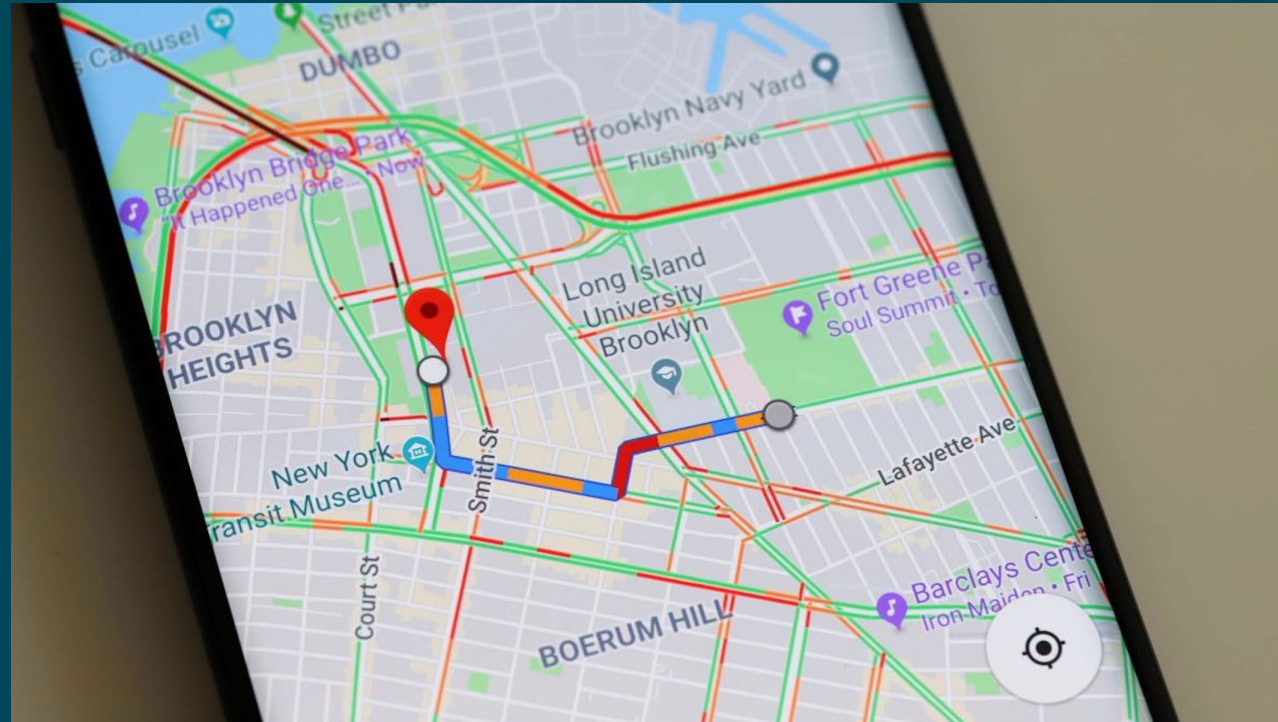
Approaches human-level capacity, performing broad tasks, reasoning, and improving its capabilities
(e.g. earning university degrees, convincing humans that it is human)



Artificial Super Intelligence (ASI)

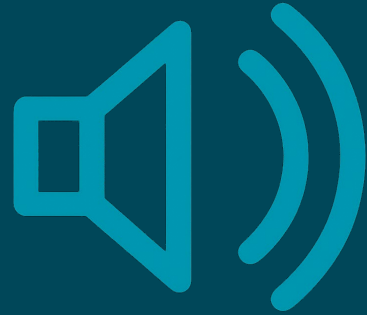
Outperforming human intelligence in practically every field
(e.g. helping to achieve societal objectives, driving e.g. medical research)

Learning and Deciding – and Guiding Processes

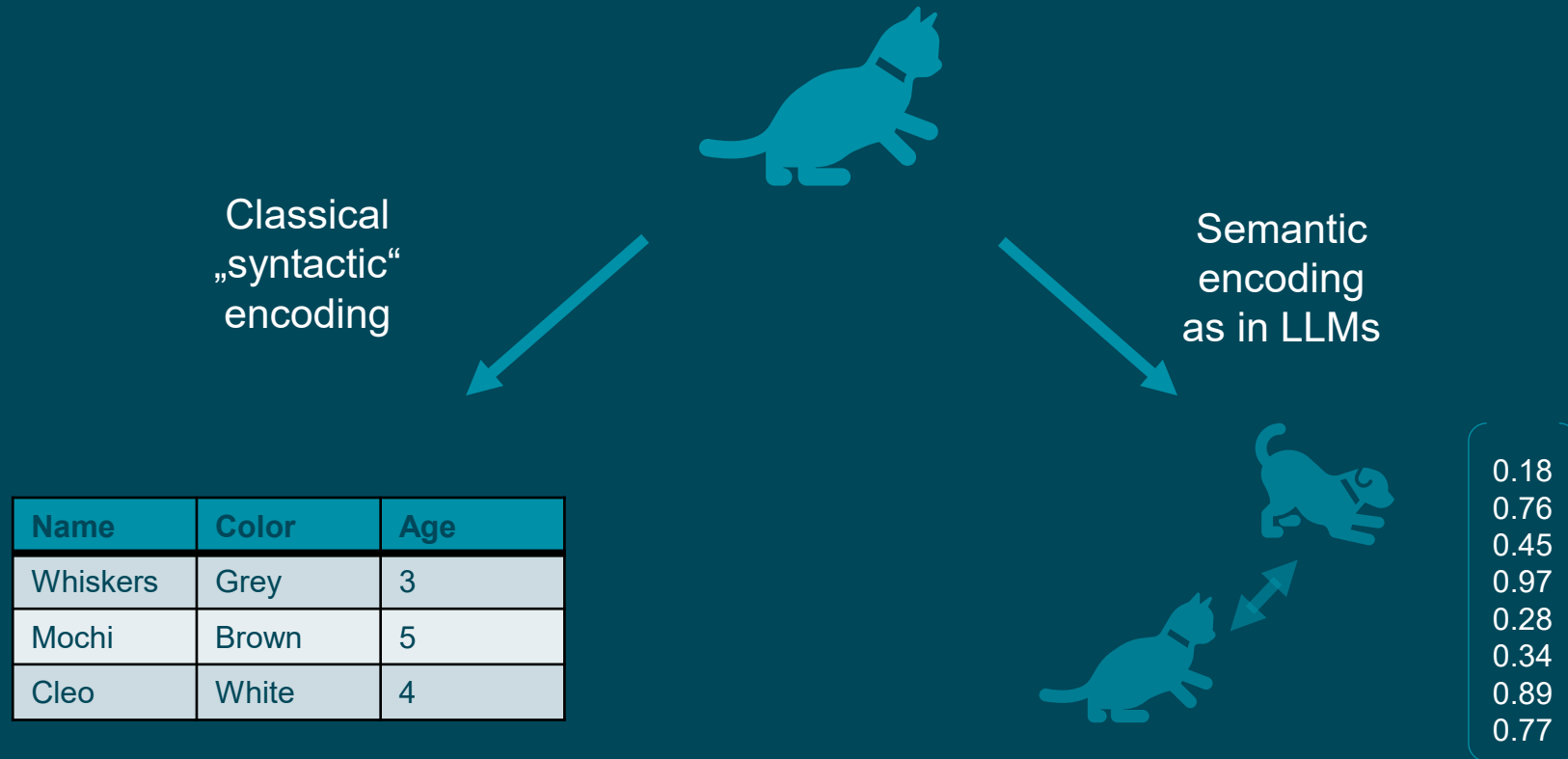


Source: M2050

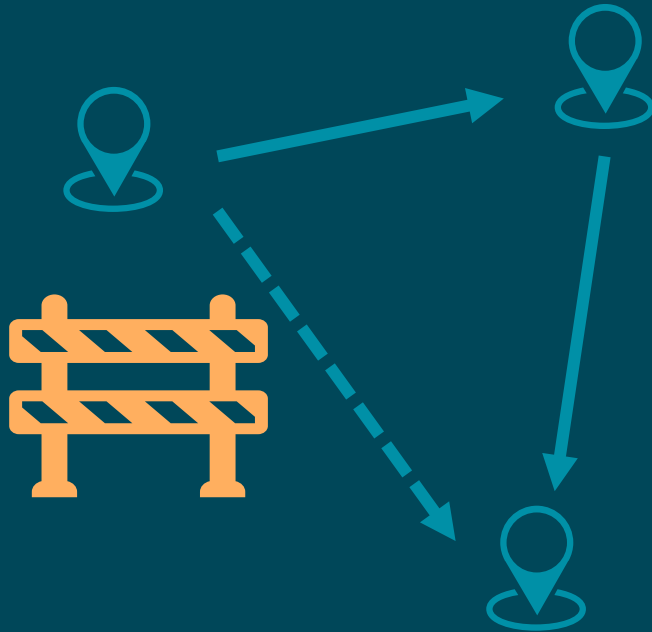
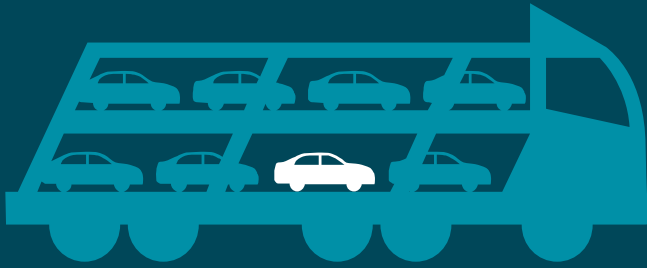
LLMs for Chatbots: Just the Beginning



From Syntactic to Semantic Representations



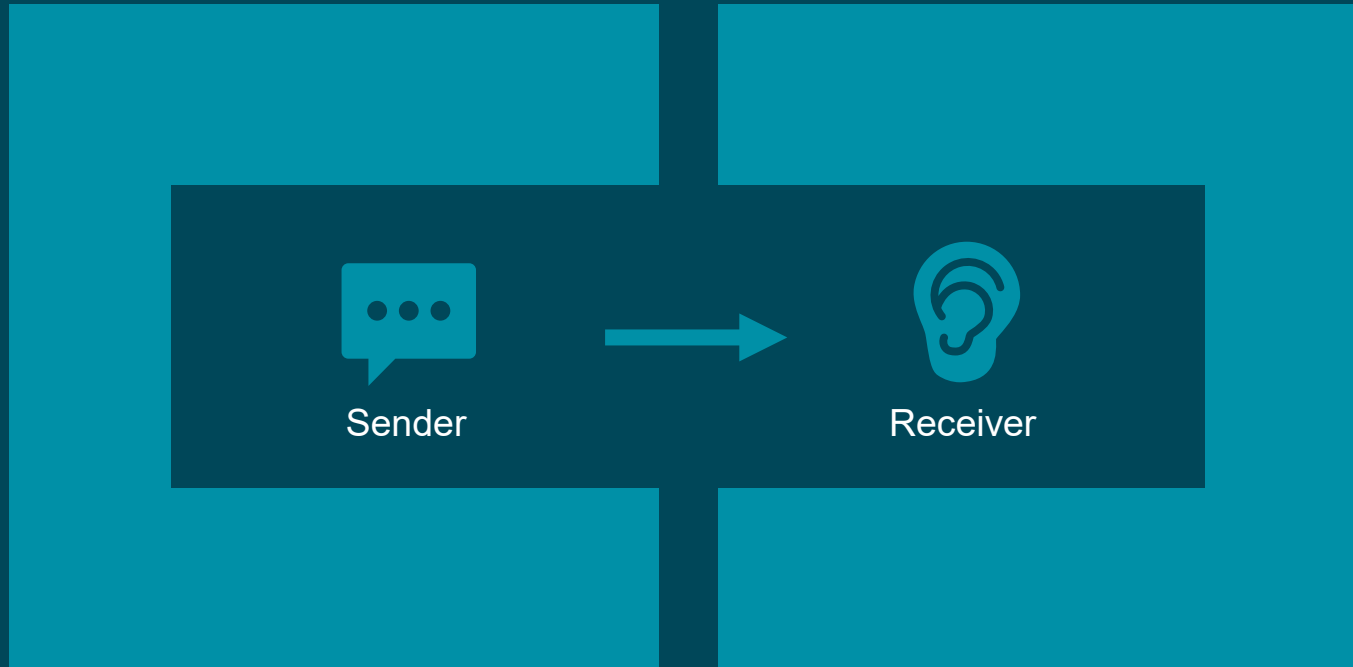
... And Its Transfer e.g. to Logistics



The truck is delayed by 12 minutes due to a roadblock in Baker Street.

The Power of Natural Language Interaction

Joint knowledge and semantic context



Tempo AI Bidding



Alex:
Resource manager



Tempo:
AI-native assistant

Storyline:

Meet **Alex**, a resource manager at an airline, tasked with overseeing complex shift-bidding processes for hundreds of employees each season.

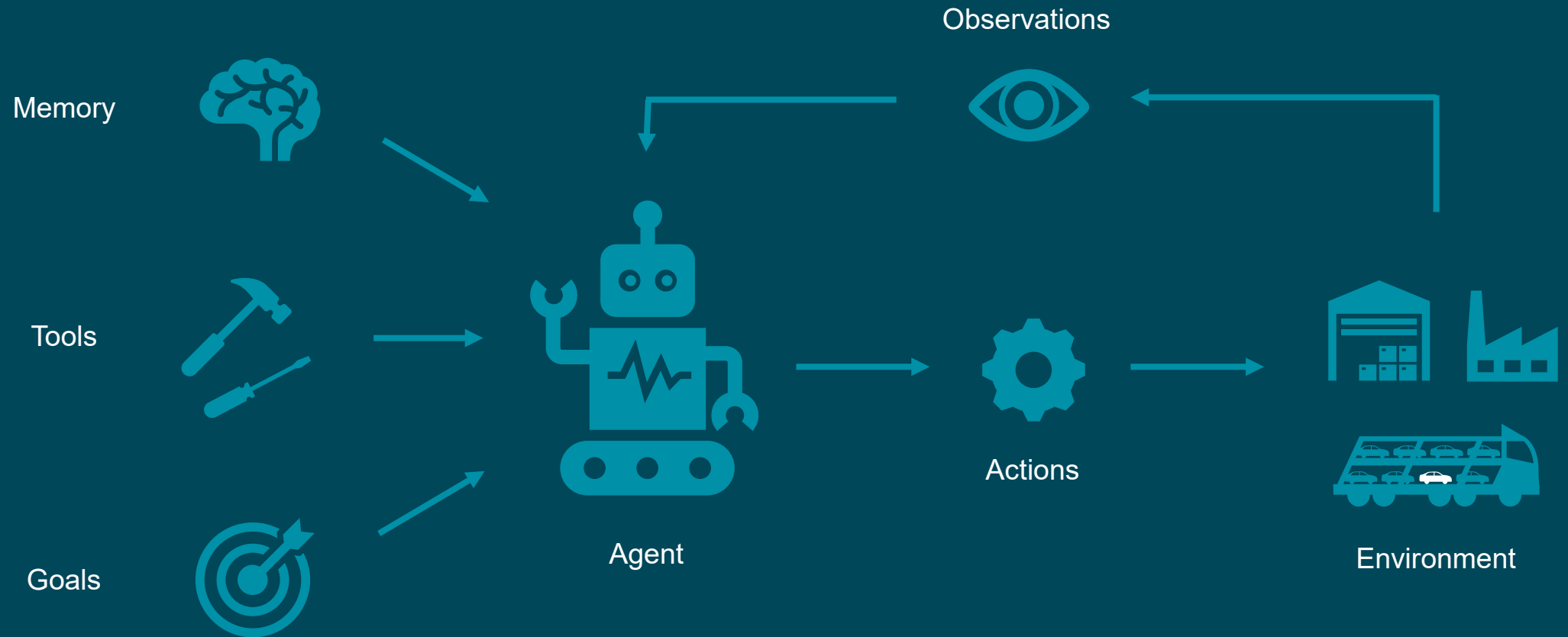
Historically, this has been a time-consuming and manual effort, requiring meticulous planning and coordination to ensure fairness and alignment with union seniority rules. During a busy day filled with meetings, Alex receives a timely notification from the **AI-powered Tempo app**, gently reminding him it's time to start the summer 2025 shift bidding round.

Leveraging the app's AI-native assistant, Alex seamlessly navigates the setup process, receives proactive guidance, and even delegates final steps to an intelligent agent-driven workflow. What once required hours of meticulous work is now an efficient, automated process completed in moments, freeing Alex to focus on strategic priorities.

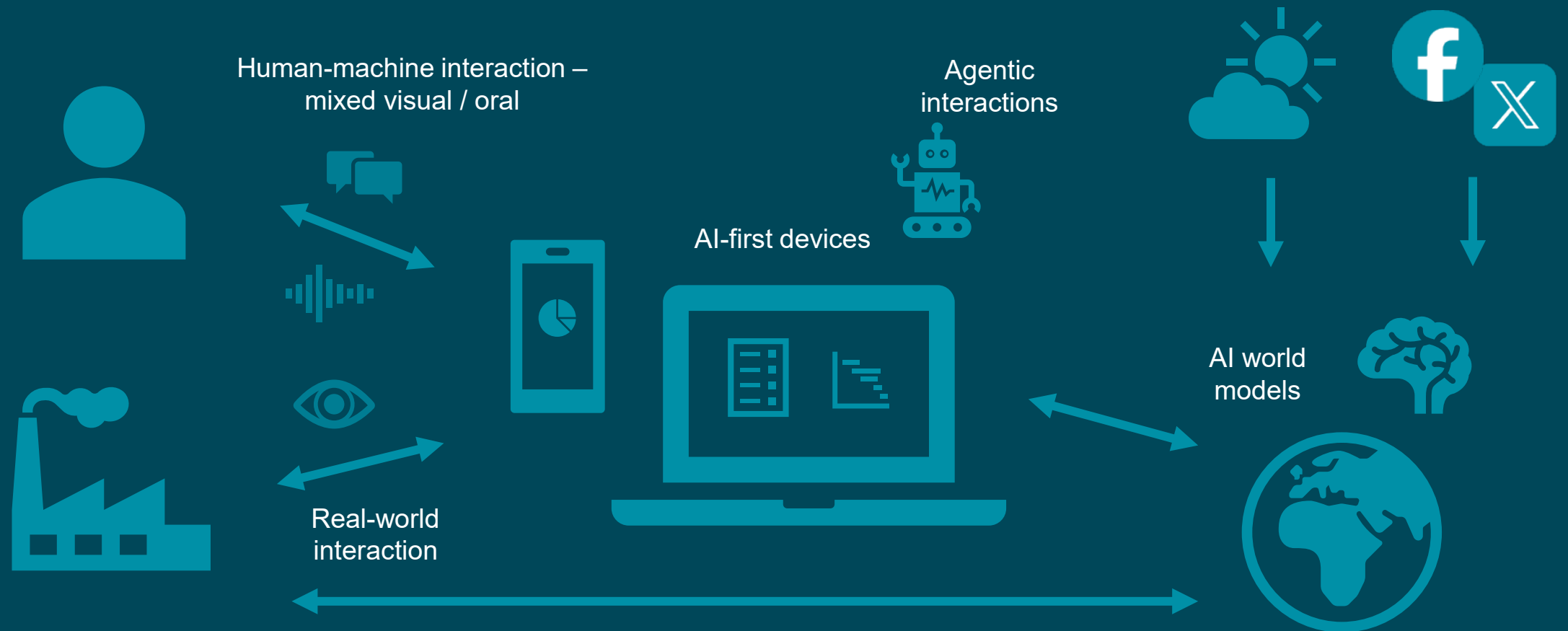
Perception AI



Agentic AI



From Software To Ubiquitous Intelligent Support



Towards Immersive Interaction with the Physical World



Source: BMW / Sordi.ai, NVIDIA / Accenture / Kion

Thank you!

Dr. Jörg Herbers
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Refer to proprietary notice on title page

