



Reframing the Future:

The Harmony of Humans and Machines

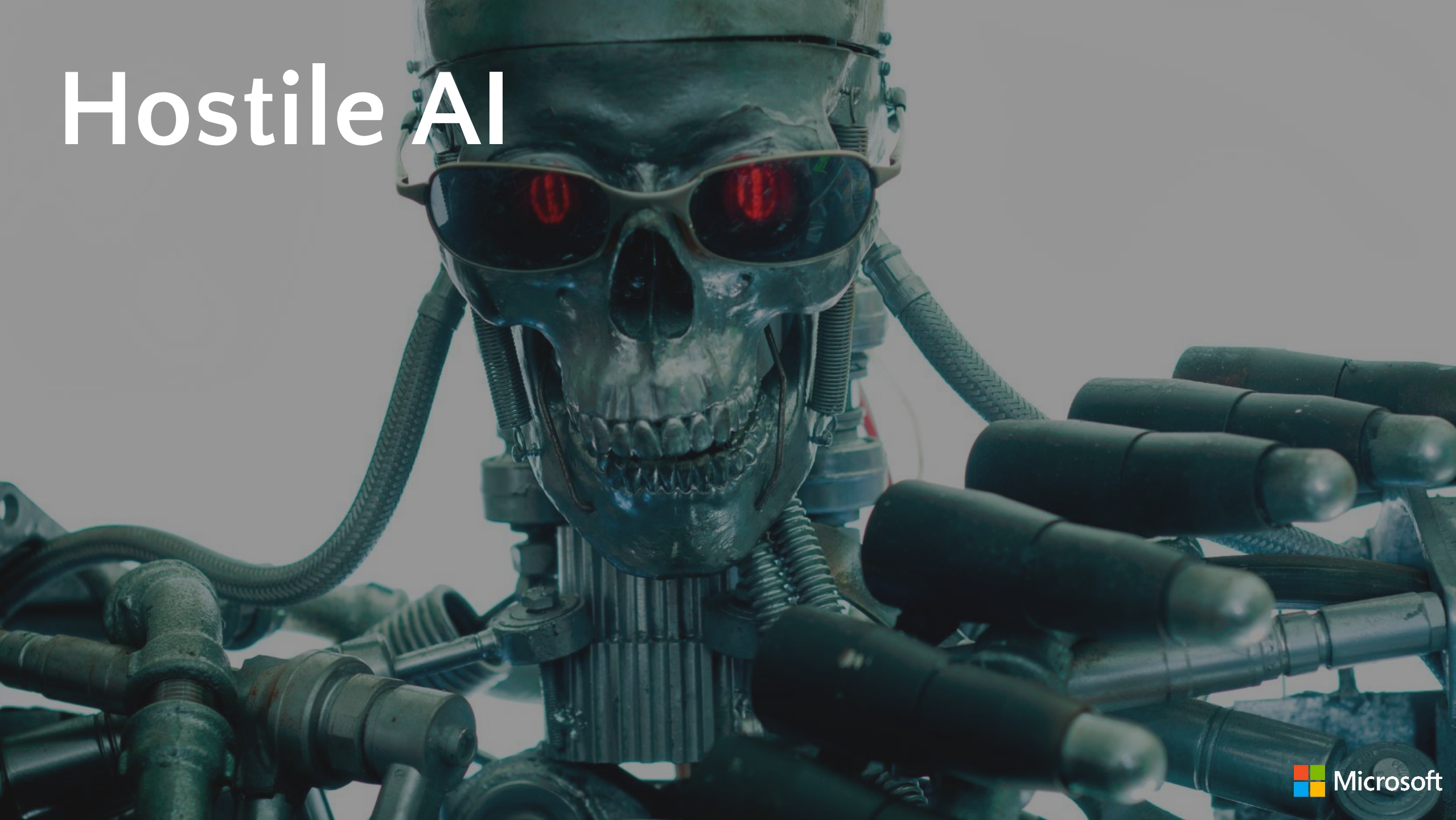
James Murray
@james3murray



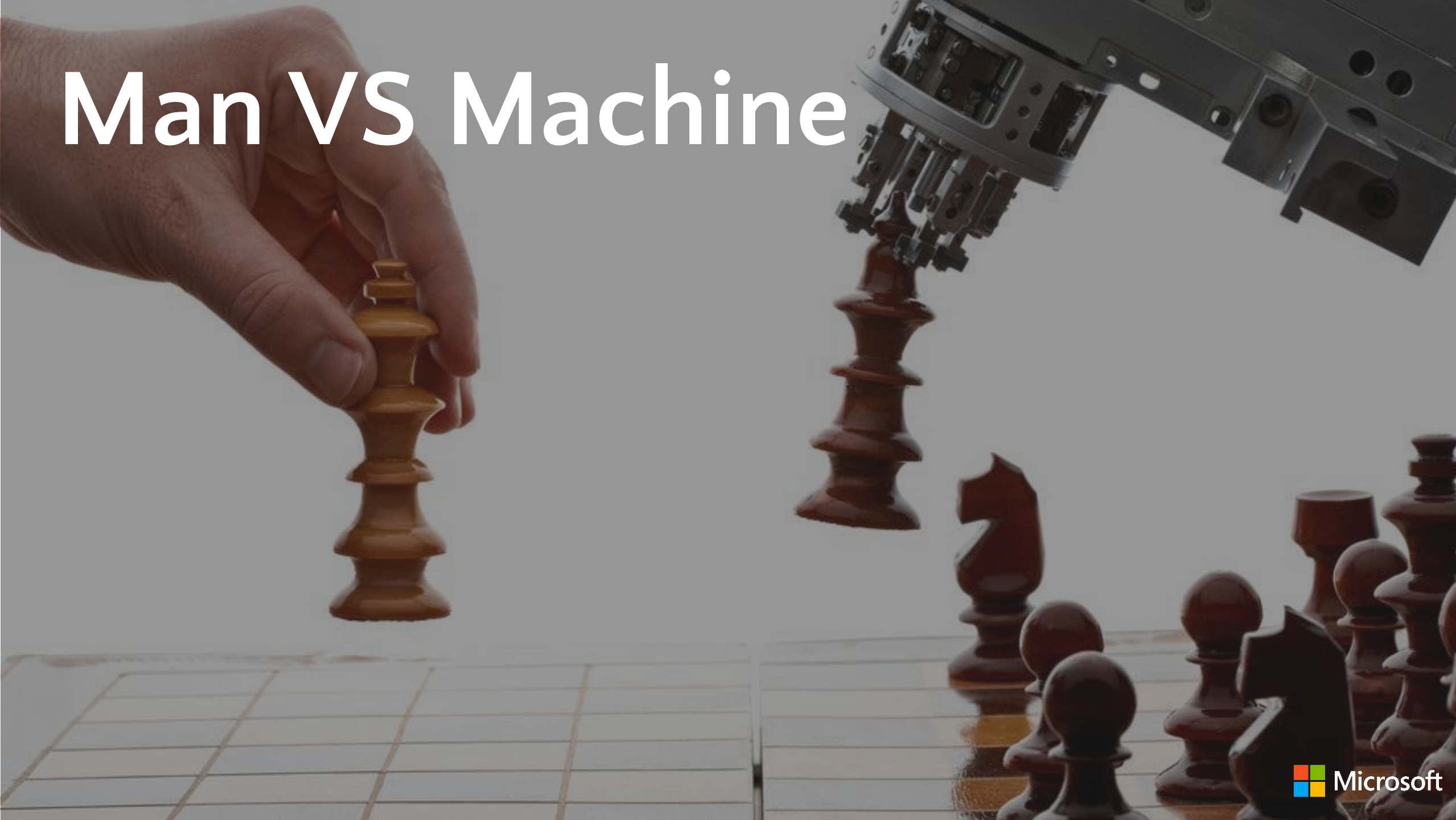
Benign AI



Hostile AI



Man VS Machine



Is AI better than us?

A

A wounded deer leaps highest,
I've heard the daffodil
I've heard the flag to-day
I've heard the hunter tell;
'Tis but the ecstasy of death,
And then the brake is almost done,
And sunrise grows so near
Sunrise grows so near
That we can touch the despair and
frenzied hope of all the ages.

B

A spider sewed at night
Without a light
Upon an arc of white.
If ruff it was of dame
Or shroud of gnome,
Himself, himself inform.
Of immortality
His strategy
Was physiognomy.

Collaborative not combative



Democratizing AI

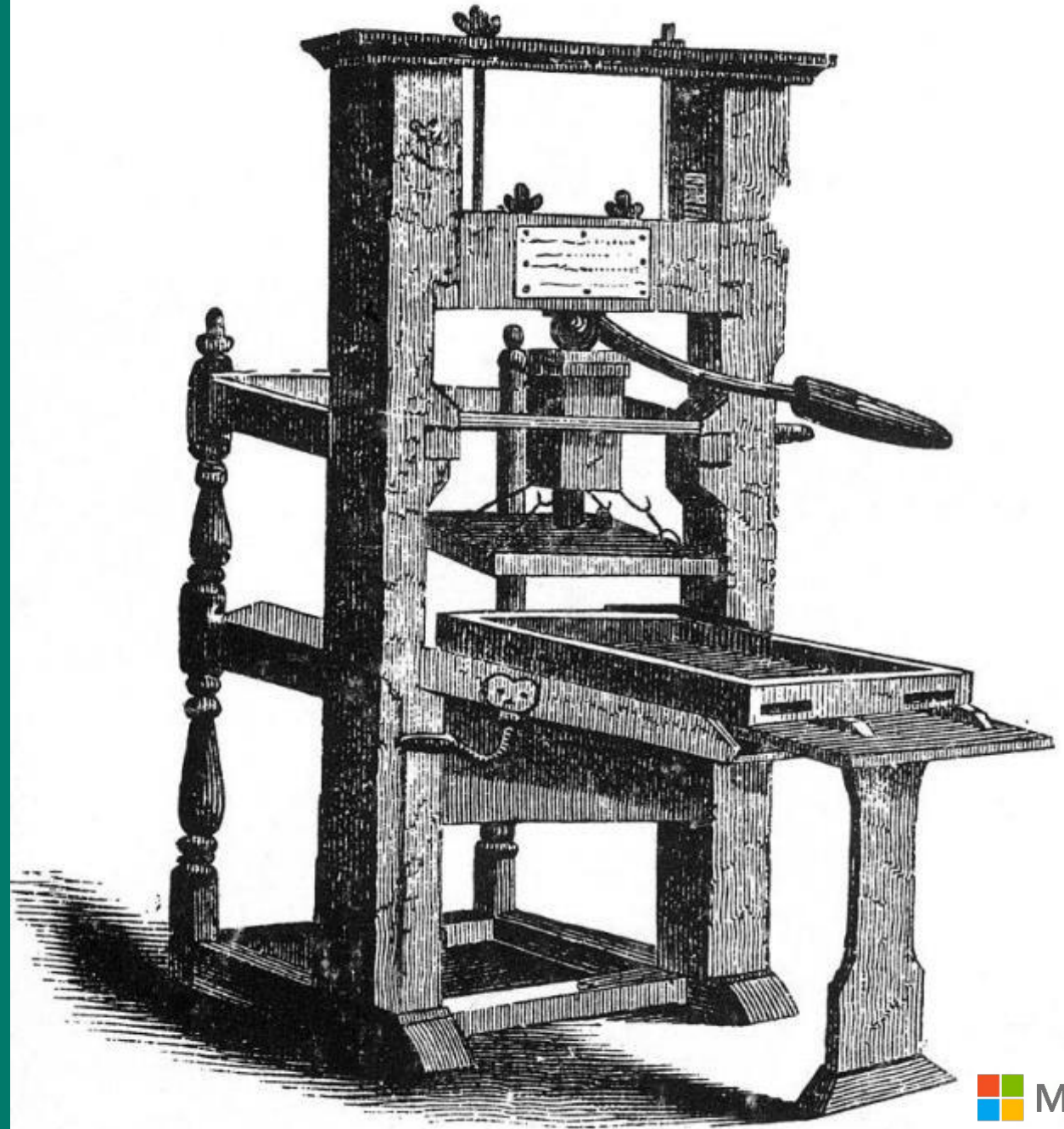




“We are the original democratizing force, putting a PC in every home and every desk. Democratizing AI means enabling every person and every organization to dream about and create amazing AI solutions that serve their needs.”

SATYA NADELLA, “HIT REFRESH”

Can we do for
AI what the
printing press
did for reading?



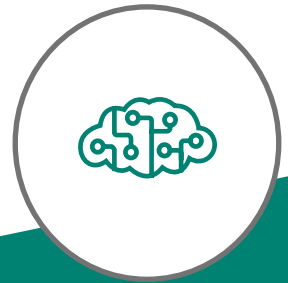
Three layers of AI



Pattern
recognition

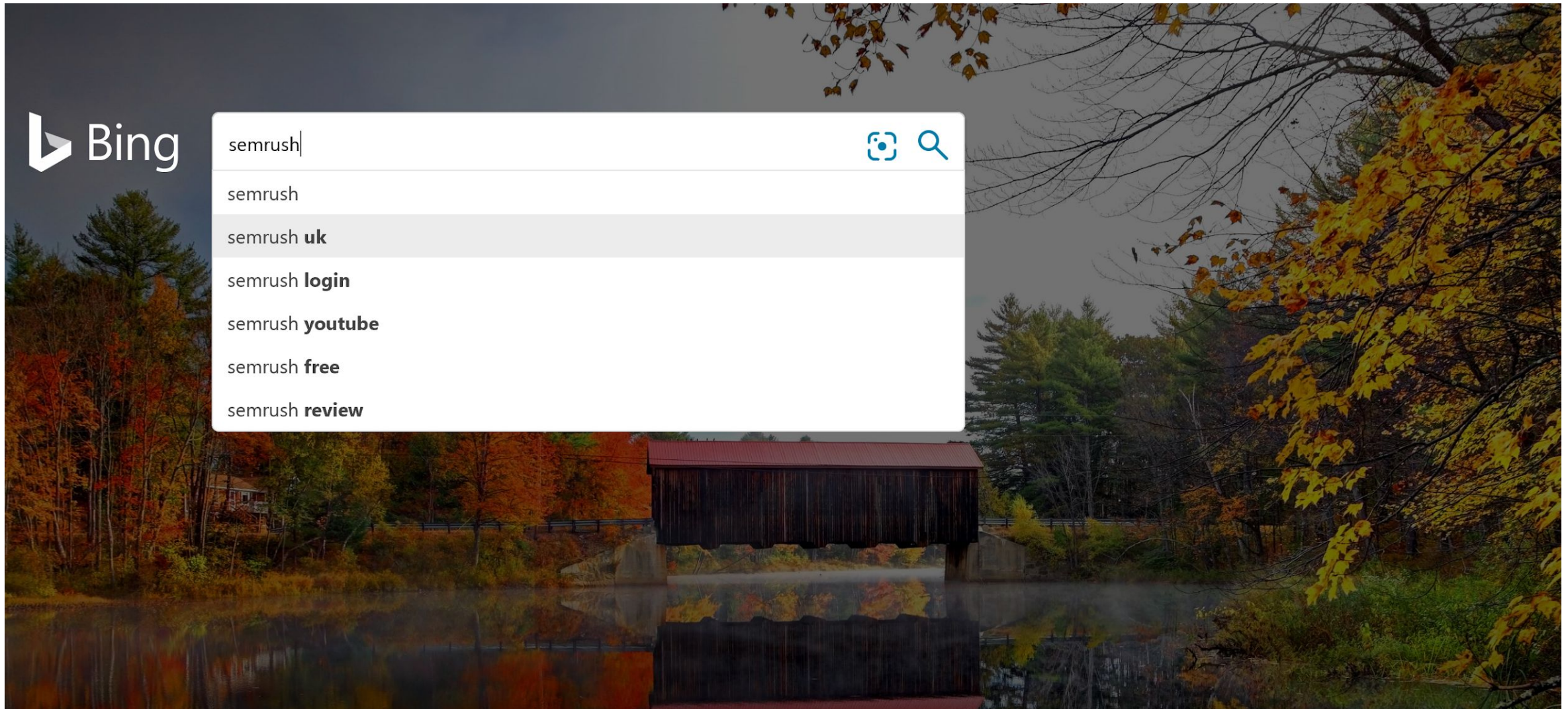


Perception



Cognition

Machines are great at spotting patterns



The benefits of automated bidding in search

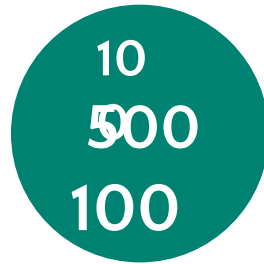


Enhanced CPC



Leverage Bing intelligent signals to drive for efficiency

(Live)



Maximize Clicks



Get as many clicks as possible For your assigned budget

(Live)



Maximize Conversions



Get as many conversions as possible

(Pilot)



Target CPA



Automatically set your bids to achieve your target CPA

(Pilot)

Save time manually optimising budget spend

Choose the metrics you want to emphasise

Catch the clicks that fall through the cracks of your campaign

AI Pattern recognition makes the JFK files searchable



Donald J. Trump ✓
@realDonaldTrump

The long anticipated release of the #JFKFiles will take place tomorrow. So interesting!

20:56 - 25. Okt. 2017

19.462 34.592 125.643

The screenshot shows the 'JFK FILES' website with a search bar containing 'harvey'. The left sidebar lists various tags with checkboxes, including John F. Kennedy (316), Central Intelligence Agency (CIA) (609), and Lee Harvey Oswald (436). The main content area displays a photo of Lee Harvey Oswald with a placard that reads 'NEW ORLEANS, LA. 112 723'. Below the photo is a handwritten note dated 160-10142-10110, which mentions 'at 6:00 pm (see previous section) at that time he gathered statements about the assassination and Lee Harvey Oswald was written down by the Mexican government and Lylin signed the statement. (The) request upon learning about this assassination she and her husband'.

<https://jfkfiles2.azurewebsites.net/>

Deeper Engagement

Cognitive Services



VISION

Seeing AI



LANGUAGE

Microsoft Translator



SPEECH

Cortana



SEARCH

Bing



KNOWLEDGE

Cognitive Services




Surprise


Microsoft Bot Framework allows you to create one set of code and deploy it across multiple channels.




Conversational Chatbots



monsoon seattle





AllImagesVideosMapsNewsMy saves

 [Show results from Microsoft](#)


2,360,000 ResultsDataLanguageRegion

[Monsoon.co.uk](#) | [Monsoon UK](#) | Elegant Womenswear By Monsoon
Ad - [uk.monsoon.co.uk](#)
Reinvent Your Wardrobe With New Clothing, Shoes & Accessories From Monsoon.
New In Dresses, Evening Dresses, Casual Dresses, Embellished Dresses, Floral ...



 Questions? Ask Monsoon Restaurant bot for help

Chat





Monsoon Restaurant

[www.monsoonrestaurants.com](#)
615 19th Ave E, Seattle, WA 98112
+1 (206) 325-2111
Open today 11:30 AM - 11:00 PM
Price for two: \$30 - \$30
★★★★★ 512 Yelp reviews

Directions

Menu

View on

FacebookTwitter

Questions? Ask Monsoon Restaurant bot for help

Chat

More about Monsoon Restaurant


Cuisine: Vietnamese · Chinese

Closed nowWed 11:30 AM to 11:00 PM

Popular times

Daily

Weekly



Peak

User reviews★★★★★ (512)


yelp

Recent · Favorable · Critical

★★★★★ 08 May 2016


Great food and impressive beer selection. The staff take excellent care. For

1



2638 reviews

Feedback



Welcome back, **James Murray!**

Hi, I'm Monsoon Seattle! Ask me about hours, contact info, dietary restrictions, parking, and more. Type 'terms' to learn more about our Services Agreement and Privacy Statement

do you have vegetarian options?

Here are some of our vegetarian options:

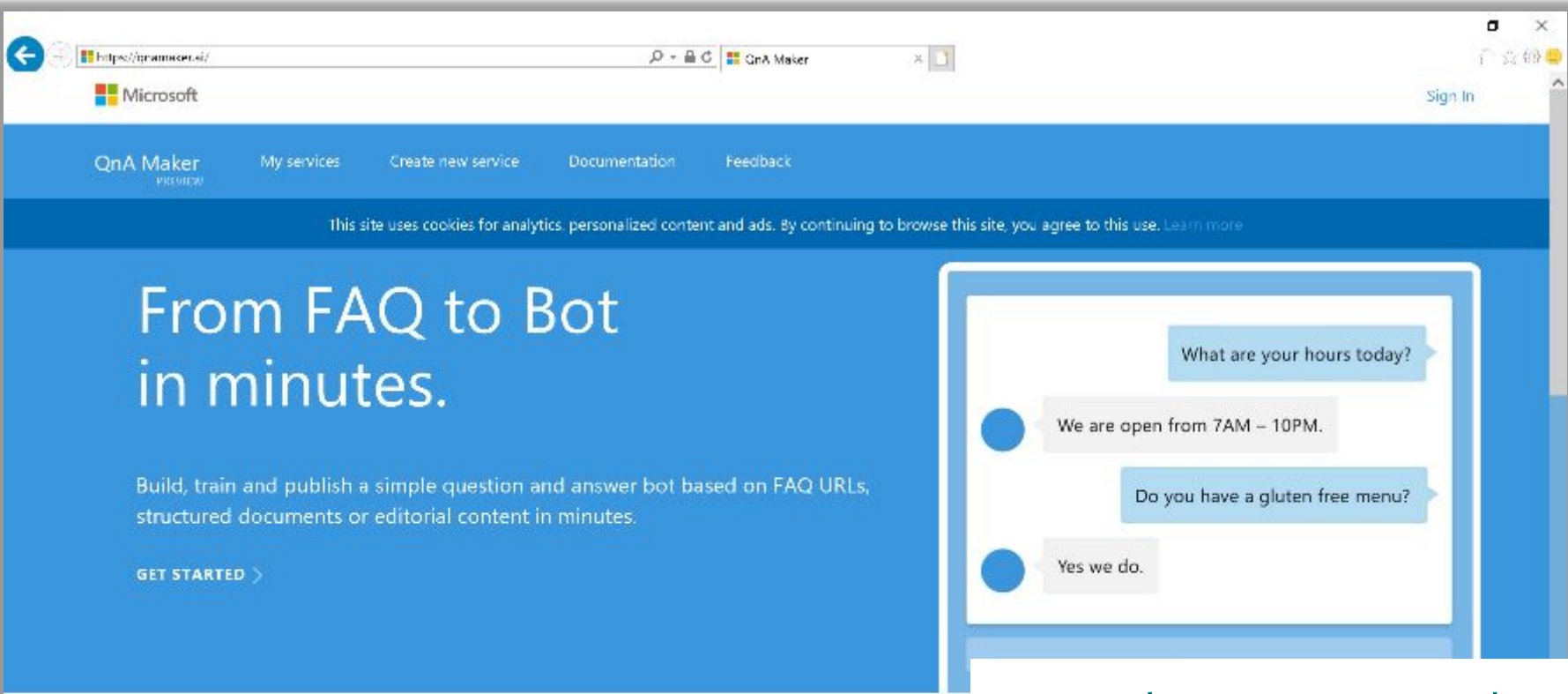
- eggplant
- fresh vegetarian rolls
- crispy veggie rolls
- spicy green beans
- crispy tofu

You can view our full menu [here](#)

Vegetarian Options

Gluten-Free Options

You can build a bot in less than 10 minutes




The screenshot shows the QnA Maker website in a browser window. The address bar displays <https://qnamaker.ai/>. The Microsoft logo is in the top left, and a 'Sign In' link is in the top right. The navigation bar includes 'QnA Maker', 'My services', 'Create new service', 'Documentation', and 'Feedback'. A cookie notice is present below the navigation bar. The main content area features the heading 'From FAQ to Bot in minutes.' followed by the text 'Build, train and publish a simple question and answer bot based on FAQ URLs, structured documents or editorial content in minutes.' and a 'GET STARTED >' button. To the right, a chatbot interface is shown with two example conversations: 'What are your hours today?' with the answer 'We are open from 7AM – 10PM.', and 'Do you have a gluten free menu?' with the answer 'Yes we do.'.

<https://qnamaker.ai>

Copy, paste... Bot!

Create bot dialogue as easily as pasting in a URL or filling in a table.
Now anyone on your team can be part of the bot development process.

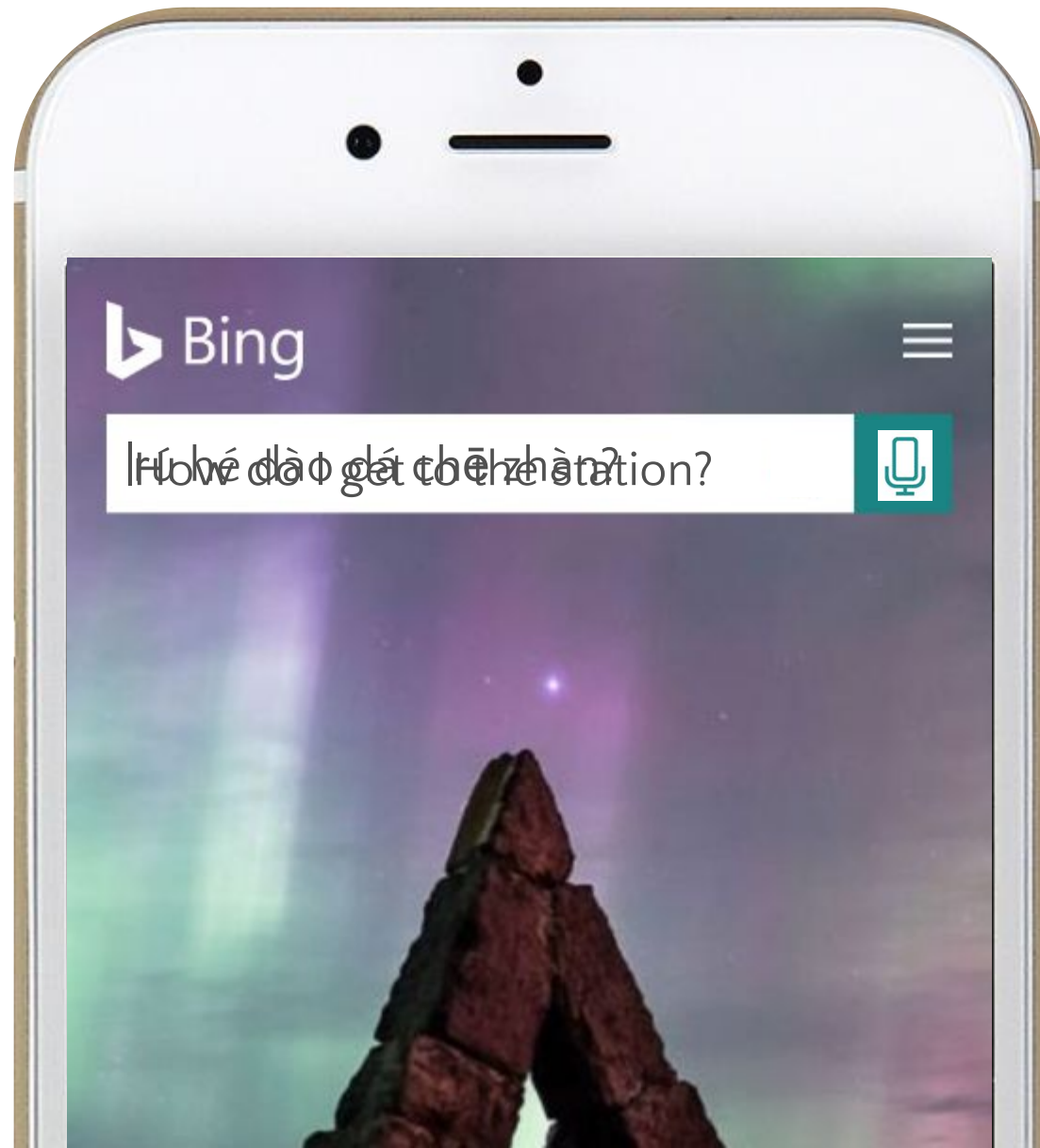


Understanding language

5.9% Speech recognition error rate
– all time low

3.75x faster for people to speak
than it is to type

Achieved **human parity** on
Chinese to English translation





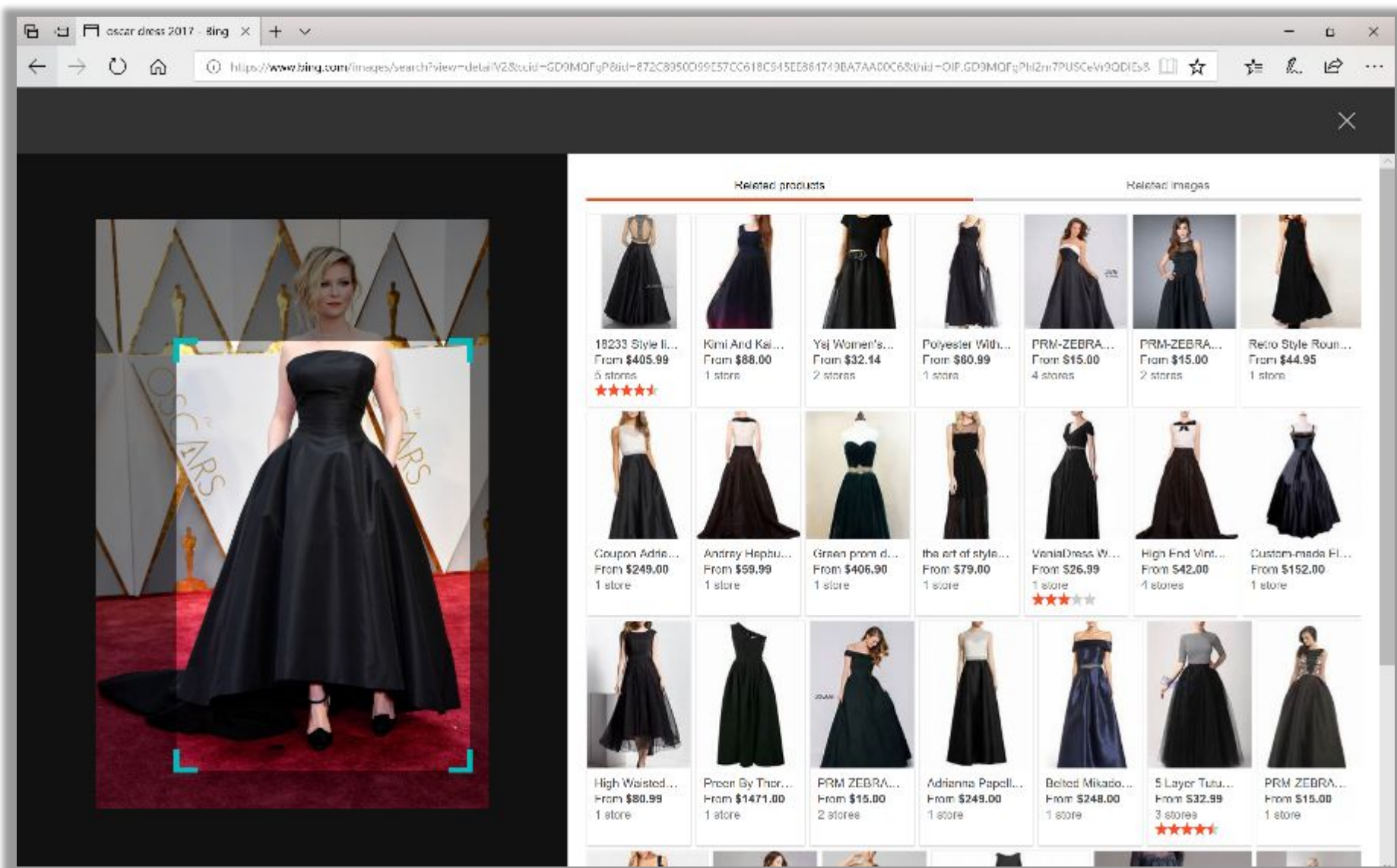
Visual search: Captionbot.ai



I think it's person holding a baby posing for the camera and they seem 😄 😄 😊.



Shop through images

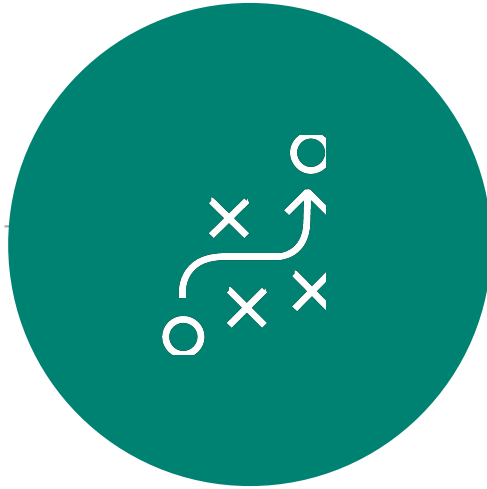




Three things that democratise the power of AI TODAY



Adopt the AI infused features in Bing like auto bidding to optimize campaigns faster



Check out our Cognitive Services suite of tools in vision, speech, language and knowledge



Try making your own bot for regular FAQs
<https://qnamaker.ai>

A woman with long dark hair, wearing a light blue long-sleeved shirt and patterned shorts, stands on a rocky ledge on the right side of the image. She is holding a smartphone up with both hands, taking a photo of a massive, layered canyon wall that dominates the left and center of the frame. The canyon wall shows distinct horizontal geological strata in shades of brown, tan, and grey. The sky is a pale, overcast grey. The foreground has some dry, scrubby vegetation.

Thank you.

James Murray

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[@james3murray](#) [@BingAds](#)