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ISSUE 9TH - MARCH 2021

# AI:10

GET INSIGHTS ON AI UNDER 10 MINUTES

**AWS Lead  
Technologist  
discusses 8  
predictions  
in technology  
that will  
change our  
lives**

## WHAT'S HOT

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IBM RETREAT  
HIGHLIGHTS HURDLES  
FOR HEALTH AI

## SPECIAL AI FEATURES

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AI FOR +VE CHANGE:  
R&D AND  
COMMERCIALISATION

**SPY AGENCY: ARTIFICIAL  
INTELLIGENCE IS ALREADY A  
VITAL PART OF OUR MISSIONS**

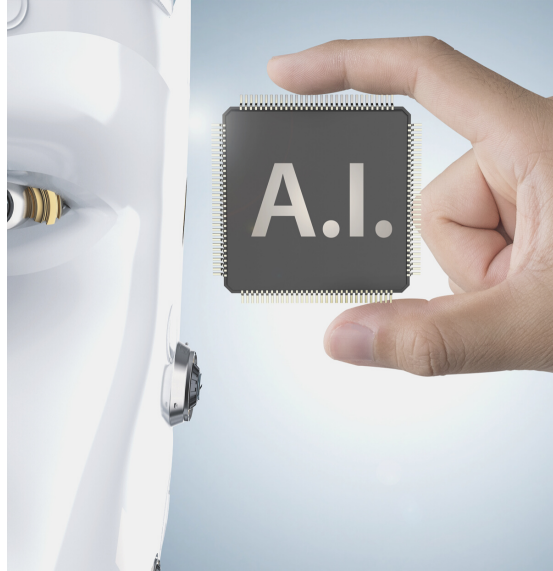
# IBM Retreat Highlights Hurdles for Health AI

SOURCE: THE WALL STREET JOURNAL

Ten years ago, International Business Machine Corp.'s artificial intelligence system Watson bested humans at the quiz show "Jeopardy!" The feat was supposed to herald a shift in the way machines served up answers to questions big and small, opening up new revenue streams for Big Blue specifically and Big Tech more generally. A key target: healthcare, a trillion-dollar industry many say is saddled with inefficiencies that some tech advocates say AI could cure.

A decade later, reality has fallen short of that promise. IBM is now exploring the sale of Watson Health, a unit whose marquee product was supposed to help doctors diagnose and cure cancer.

IBM spent several billion dollars on acquisitions to build up Watson. Former senior IBM executive John Kelly once touted the initiative as a "bet the ranch" move. It didn't live up to the hype. Watson Health has struggled for market share in the U.S. and abroad and currently isn't profitable. Alphabet Inc.'s Google DeepMind unit, which developed a Go-playing algorithm that vanquished a champion human player in 2016, later launched several healthcare-related initiatives focused on chronic conditions. It also has lost money in recent years and run into privacy concerns over how health data was being collected.



The stumbles highlight the challenges of attempting to apply AI to treating complex medical conditions, healthcare experts said. The hurdles include human, financial and technological barriers, they said. Having access to data that represents patient populations broadly has been a challenge, the experts say, as have gaps in knowledge about complex diseases whose outcomes often depend on many factors that may not be fully captured in clinical databases.

Tech companies also sometimes lack deep expertise in how healthcare works, adding to the challenge of implementing AI in patient settings, according to Thomas J. Fuchs, Mount Sinai Health System's dean of artificial intelligence and human health. ■

**YOU TRULY HAVE TO UNDERSTAND THE CLINICAL WORKFLOW IN THE TRENCHES. YOU HAVE TO UNDERSTAND WHERE YOU CAN INSERT AI AND WHERE IT CAN BE HELPFUL" WITHOUT SLOWING THINGS DOWN IN THE CLINIC**

*Thomas J. Fuchs, Mount Sinai Health System*





**Paragone.ai leverages artificial intelligence to allow advertisers to maximize their social media ad efficiency through its cross-channel platform.**

There are nearly 3.5 billion social media users across the globe, which is nearly 45% of the world population. As more people continue to have access to social media, advertisers are expected to spend more than \$138 billion by 2025 on social advertising alone. Brands need to take control of the way they engage with their audiences through these channels. Companies don't want to waste money on ineffective marketing campaigns. On average, Americans see thousands of ad impressions a day.

So how do advertisers know how effective their campaigns are and which social media channel is worth investing their time into? One Israel-based social media advertising cloud firm has the answer.



## **START-UP USES AI TO HELP MARKETERS PLAN NEXT MOVES AS INDUSTRY BOOMS**



Paragone.ai, a Perion company that provides an advanced, multichannel social advertising management platform, uses actionable performance monitoring to help advertisers effectively advertise themselves to their target audiences. Instead of having to compute data from all different sources, Paragone.ai gives brands analytics across a myriad of social media platforms.

The reporting is more sophisticated than other native tools, and the data are displayed visually, making it easier for advertisers to understand. Paragone also lets its customers customize their experience – which helps them identify optimal campaigns.

The platform also uses AI capabilities to predict whether a campaign is going to reach its targets, and offers insights into how users can improve an advertisement's performance. ■

Source: The Jerusalem Post online edition



## VIDEO CAMERA WITH BUILT-IN AI



Bosch has introduced the Autodome IP starlight 5100i with enhanced image quality and built-in Artificial Intelligence (AI) to help operators react before a potential situation occurs. The camera has a new 1/1.8 inch camera sensor offering 4MP resolution and 20x optical zoom to detect people or objects at a maximum distance up to 1,676 meters (5,498 feet). It is equipped with advanced motion optimized High Dynamic Range (HDR-X) at 133dB and starlight technology, which allows the camera to provide exceptional image quality during daytime and at lower light levels such as dusk and dawn without blurring of moving objects. The camera is weatherproof with a vandal-resistant housing, expanding its use to demanding city surveillance situations. Built-in AI for video analytics uses metadata to add sense and structure to video footage.

It can provide relevant, usable statistics like the number of people entering a specific area, analyze behavior, or assist in enforcing health and safety regulations. ■

SOURCE: SECMAN

## USING AI TO EXPLORE THE FUTURE OF NEWS AUDIO



KQED is the most listened to public radio station in the United States, and one of the largest news organizations in the Bay Area. In partnership with Google, KQED and KUNGFU.AI, an AI services provider and leader in applied machine learning, ran a series of tests on KQED's audio to determine how we might reduce the errors and time to publish our news audio transcripts, and ultimately, make radio news audio more findable.

*"One of the pillars of the Google New Initiative is incubating new approaches to difficult problems,"* said David Stoller, Partner Lead for News & Publishing at Google *"Once complete, this technology and associated best practices will be openly shared, greatly expanding the anticipated impact."*

### What makes finding audio so much harder?

In order for news audio to be searched or sorted, the speech must first be converted to text. This added step is trickier than it seems, and currently puts news audio at a disadvantage for being found quickly and accurately. Transcription takes time, effort and bandwidth from newsrooms – not something that is in abundance these days. Even though there have been great advances in speech to text, when it comes to news, the bar for accuracy is very high. As someone who works to make KQED's reporting widely available, it is frustrating when KQED's audio isn't prominent in search engines and news aggregators.

### The challenge of correctly identifying who, what and where.

For our tests, KQED and KUNGFU.AI, applied the latest speech-to-text tools to a collection of KQED's news audio. News stories try to address the "five Ws:" who, what, when, where and why. Unfortunately, because AI typically lacks the context in which the speech was made (i.e. identity of the speaker, location of the story), one of the most difficult challenges of automated speech-to-text is correctly identifying these types of proper nouns, known as named entities. ■

SOURCE: FOREIGNAFFAIRS.CO.NZ



## CHINA SPEEDS UP PLANNING FUTURE INDUSTRIES FOR HIGH-QUALITY GROWTH

Four years ago, Peng Xiaobo, who had been engaged in the research, development and management of spacecraft technology for 25 years, established the Beijing Interstellar Glory Space Technology Co. to pursue his dream of commercial spaceflight. The startup has successfully launched many sounding rockets. Peng, CEO of the company, believes the value of the aerospace industry has not been fully tapped.

“Our goal is to become a global leader in commercial spaceflight,” he said. Despite the limited scale of the company, its core competitiveness in the specific field has highlighted China’s emerging “industries of the future,” a new buzzword that points out the key direction of China’s most recent round of industrial revolution. Although there is yet a clear definition, experts believe that industries of the future share the features of boasting leading-edge technologies and the prospect of explosive growth. China has accelerated the layout of this major cause with provinces and cities such as Beijing, Hebei and Anhui gearing up for developing their “future industries” by making use of local advantages.

Since China kicked off the commercialization of 5G services in 2019, 5G technology has been embedded in intelligently connected factories, ports, driverless cars and various aspects of people’s lives, with some 700,000 5G base stations in operation. China will further build more than 600,000 5G base stations in 2021 while accelerating the 5G coverage in major cities and advance co-construction and sharing.■

SOURCE: SHANGHAI DAILY ONLINE



GCHQ has set out how it wants to use artificial intelligence (AI) in the fight against increasingly sophisticated criminal activity. The security service believes the technology could be a key tool in foiling child sex abuse and trafficking, quickly sifting through ever-growing masses of complex data.

This could mean mapping international networks that carry out human, drugs and weapons trafficking, which are currently concealing their crimes using encryption tools and virtual currencies such as bitcoin. Advanced systems could scan online chat rooms for evidence of grooming in ways that humans struggle to quickly uncover, hunting down hidden people and illegal services on the dark web.

In the cyber space, AI could also help identify malicious software that has the potential to cripple a business's ability to work, cause lost revenue or damage to assets. Almost half of UK firms and a quarter of charities report having a security breach or cyber attack in the last 12 months, with one in five of these leading to significant loss of money or data. Human analysts would remain at the heart of investigations but AI offers a chance to filter data and point towards fragments.■

## GCHQ WANTS AI TO BOOST DETECTION OF CHILD SEX ABUSE AND TRAFFICKING CRIMES

SOURCE: PRESS ASSOCIATION NATIONAL NEWSWIRE





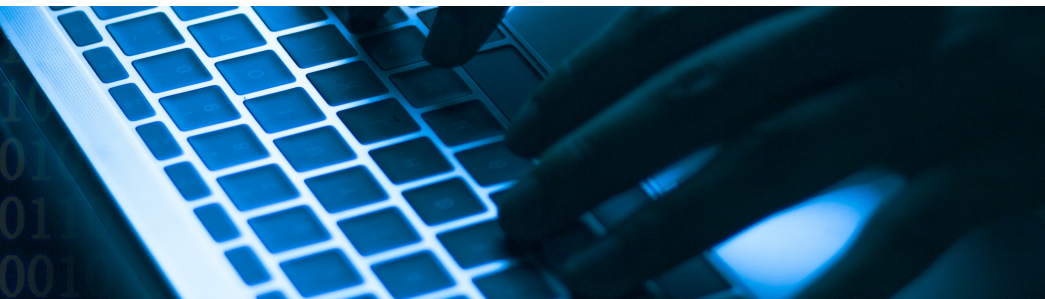
## MACHINE LEARNING DETECTS BIOMARKERS OF AUTISM SPECTRUM DISORDER

Machine learning tools analyzed hundreds of proteins and identified blood biomarkers that could speed the diagnosis of autism spectrum disorder (ASD), according to a study published in PLOS One. ASD impacts at least one out of every 59 children in the US, researchers noted. The condition is also associated with significant personal, family, and societal costs. Efforts to determine the underlying biology of ASD, as well as ASD prevention, early diagnosis, and effective treatment, are public health priorities.

Being able to identify children with autism when they're toddlers could make a big difference, the team stated. Currently, the average age of a child diagnosed with ASD in the US is four years old. Diagnosis before the age of four means that a child is more likely to receive an effective, evidence-based treatment, including therapies directed at core ASD symptoms like inflexible behaviors and lack of communication skills.

Researchers have investigated many blood-based biomarker candidates, including neurotransmitters, cytokines, and markers of mitochondrial dysfunction, oxidative stress, and impaired methylation. However, because ASD is so prevalent, using machine learning to incorporate demographic and clinical data into the analysis could more powerfully examine disease status and symptom severity. ■

Source: HealthITAnalytics



The UK's top intelligence and security body, GCHQ, is betting big on artificial intelligence: the organization has revealed how it wants to use AI to boost national security.

In a new paper titled "Pioneering a New National Security," GCHQ's analysts went to lengths to explain why AI holds the key to better protection of the nation. The volumes of data that the organization deals with, argued GCHQ, places security agencies and law enforcement bodies under huge pressure; AI could ease that burden, improving not only the speed, but also the quality of experts' decision-making.

"AI, like so many technologies, offers great promise for society, prosperity and security. Its impact on GCHQ is equally profound," said Jeremy Fleming, the director of GCHQ. "AI is already invaluable in many of our missions as we protect the country, its people and way of life. It allows our brilliant analysts to manage vast volumes of complex data and improves decision-making in the face of increasingly complex threats - from protecting children to improving cyber security."

GCHQ is already heavily involved in AI-related projects. Although the organization will not disclose the exact details of its use of the technology, Fleming pointed to various partnerships with AI-related start-ups located around the country, as well as a strategic collaboration with the Alan Turing Institute, which was founded to advance research in AI and data science. ■

## SPY AGENCY: ARTIFICIAL INTELLIGENCE IS ALREADY A VITAL PART OF OUR MISSIONS

Source: ZDNet.com





# AWS Lead Technologist discusses 8 predictions in technology that will change our lives

For Amazon Web Services (AWS)—a leading cloud solutions provider, 2021 is going to be a launchpad for all kinds of change, and access to compute and storage of the cloud is spreading out of dense data centers and reaching into rural communities, remote wilderness, and even near-earth orbit. Practically speaking, the cloud is going everywhere.

Olivier Klein, Lead Technologist Asia-Pacific, Amazon Web Services discussed the predictions in technology as per Dr. Werner Vogels, Vice President and CTO, Amazon, during a virtual group interview earlier this week. 2021 is going to be a launchpad for change—find out what's coming.

Here's the rundown of the 8 predictions Dr. Vogels believes that we should look at.

## 1. Cloud will be everywhere

Today, cloud-based applications can help boost the performance of ships at sea, aircraft traversing the sky, and in our cars and homes. Access to the cloud's compute and storage is also reaching farther—from rural communities and remote wildernesses to near-earth orbit. Practically speaking, the cloud is accessible nearly everywhere—and it's not just reached that matters, it's the speed of the connections. For example, 5G extends to the edge of the networks and enables real computational work to be done. This matter because tasks can now start to happen where results are needed most. For example, driverless cars become real, you can have more natural conversations with services like Alexa, and factories, homes, and office spaces become increasingly efficient and resilient.

## 2. The internet of machine learning

In 2020, whether you're a data scientist or not, we got a glimpse of this growing data curve as scientific researchers, pharmaceutical companies, governments, and healthcare institutes turned every resource toward developing vaccines, novel treatments, and other means to help the world's population remain healthy during the pandemic. These efforts required generating and processing vast amounts of data. The only realistic way to handle all the information is to use ingestion and aggregation tools, married to machine learning (ML) models, to help make sense of it. It's no wonder that ML went mainstream this year. In 2021, we'll see accelerated adoption of ML models across industries and government. In manufacturing, ML will be embedded on production lines, able to spot production anomalies in real-time. In agriculture, ML models will help farmers intelligently manage precious resources, such as soil and water.



*AWS Lead Technologist discusses 8 predictions in technology that will change our lives*

### **3. In 2021, pictures, video, and audio will speak more than words**

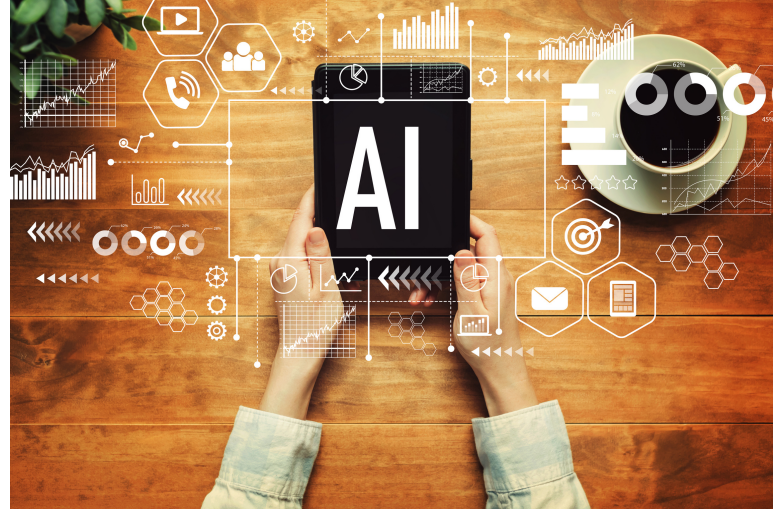
In the past year—as we all entered the depths of lock down—we increasingly communicated via audio, video, and images. As a result, the amount of text we consume on our screens is being reduced as we make more use of multimedia to communicate. Companies that want to remain relevant to their customers need to be keenly aware of these changing habits—rather than expecting customers to interact with their products and services through a keyboard, mouse, or other mechanical ways. When it comes to building relationships and transacting with a brand, customers want to do what’s natural to them. Thus, companies should explore this move towards user interfaces like voice, and other forms of audio and video.”

### **4. Technology will transform our physical worlds as much as our digital worlds**

“In 2020 we were introduced to social distancing. As we spaced ourselves out, we had the chance to take stock and rethink how our cities live, breathe, and flow. Many of the places we live, and work have been built on decades-old assumptions (or centuries-old, depending on where you live) that don’t hold up anymore—or at the very least, don’t perform well in a pandemic. With the help of advanced data analytics, we’ll start to figure out how to design our cities with the advantages of social distancing without the sense of being apart. Our planning will consider how we make our communities healthier and safer, rather than merely denser and more efficient. It’s the true convergence of the digital and the physical.”

### **5. Remote learning earns its place in education**

Technology, and access to it, has played a huge role in children’s education during this pandemic. In 2021, we’ll prove that remote learning can work—and may be a better option for some—and can have a positive and more persistent role in education. We don’t need a global health crisis for online classes to make sense. Having remote schooling (and working) options widely available at any time means that kids can stay home when they’re sick without falling behind. Or what if there’s no school to go to at all? If there’s an internet connection, there’s the possibility for some type of education. No question, I think we should send our kids back to classrooms. But there will be other interruptions. Remote classrooms give school systems the flexibility to respond to unforeseen events—whether pandemics, natural disasters, or man-made calamities—to continue student education.”







## **6. Small businesses will race to the cloud, and Southeast Asia and sub-Saharan Africa will lead the way**

"In a massive shift, small businesses will begin to make use of advanced cloud technology to reach their customers. We'll see an explosion of higher-level technologies and service providers that cater to these small businesses. In turn, this will help small business do everything—from spinning up a chatbot to help answer frequently asked questions, to getting a customer relationship management system in place and running within minutes. Small businesses get the benefits of sophisticated architectures and applications without having to invest the time and expense of building it themselves. The "cloud everywhere" trend described above is enabling this shift alongside the experience that most small businesses faced this past year. In many cases, the difference between surviving-or not—was an ability to leverage technology. Only 47% of small and medium businesses in the U.S. have their own website. Expect this number to grow in 2021. As this trend expands globally, we should look to nations in Southeast Asia—like Indonesia, the Philippines, Thailand, Vietnam, and Africa, like Kenya, Nigeria, and South Africa—to lead the way."

## **7. Quantum computing starts to bloom**

There's no question we're at the early stages of this mind-bending approach to computing, but that's the point of Braket. It's especially important in this exploratory time that we let as many people as possible get their hands dirty and their brains wrapped around quantum computing. As companies and institutions begin to experiment with quantum for the first time—and as that expertise starts to move beyond the academic world—we'll see business plans and the early seeds of products and services that center around a quantum future."

## **8. The final frontier...**

"For technology to help everyone around the world live a better life, we shouldn't go out and around the world as much as we should go up and above it. In 2019, we launched a service called AWS Ground Station. It enables the ability to control satellite communications, process data, and scale operations without having to worry about building or managing a ground station infrastructure. We're already seeing the ability to access and process satellite data helping researchers track glacial recession, maritime agencies protect vulnerable marine reserves, and agronomists better predict food supply. Startups are looking to establish a new breed of fast, secure networks in outer space. By making access to space affordable and accessible to every developer, I'm looking forward to seeing the innovations that come back down to earth and help us grow and prosper." ■

Source: Manila Bulletin





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Modelling of Palm Oil Biomass Briquette Storage Processing System for Sustainable Electricity Grid Supply



 Dr. Izatul Husna Binti Zakaria  
 School of Technology Management and Logistics  
 Universiti Utara Malaysia (UUM)

”

**LEGEND:**  Research Title  Researcher  Faculty  University



“



RoboAdvisor to predict and measure the impact of palm oil biomass processing on company's ROI; includes ESG and SDG reporting on energy and waste management at board level, arising from the process.

- MyFinB ”

For partnering opportunities, please email: [ceai@myfinb.com](mailto:ceai@myfinb.com)

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UIP is an AI-as-a-Service (AIaaS) platform for educators in Universities to convert their areas of expertise into prototypes, curriculum, industry-friendly collaboration models and develop new areas of research with AI-enabled engine. From prototyping stage, UIP helps to expand and develop the research and prototypes into fully-ready, AI-based expert systems for industry adoption and commercialisation.



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Alternative Financing Models for Higher Learning Institutions in Malaysia: Socially Responsible Investment (SRI) Sukuk, Social Impact Bond (SIB) and Public Private Partnership (PPP) (2016)



 Prof. Engku Rabiah Adawiah Binti Engku Ali  
 Institute of Islamic Banking and Finance  
 International Islamic University Malaysia (IIUM)

”

**LEGEND:**  Research Title  Researcher  Faculty  University



“



RoboAdvisor to design, recommend and manage financial strategies and reporting for Higher Learning Institutions; with actionable insights and customised roadmaps.

- MyFinB ”

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- 14 The Future of Education
- 15 The Future of Cooperatives

## THREE WAYS YOU CAN BUILD & OWN AI WITHOUT CODING

### ➔ You have an idea



Yes - this idea must originate from a pressing need, pain point or an opportunity that is associated with your current operations and/or industry dynamics.

There must be a ready demand for that idea to be transformed into a system - otherwise it has to be incubated or "cook" to be ready for the market.

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MyFinB is an award-winning, high growth AI start-up with core operations in KL/SG and serving more than 30 markets globally.

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MyFinB uses its proprietary NLGU and Cognitive Analytics capabilities to serve 10 core segments: Financial institutions, Enterprises / SMEs, Accounting and Auditing Firms / Consultants, Government Agencies, Credit bureaus, Stock Exchanges, Insurers, Trade Associations and Business chambers, Universities and Investment Promotion Agencies.

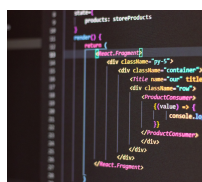
We manage a "digital factory" model where we help organisations build in-house capabilities via the Digital AI Labs (DIAL) programme. DIAL is a scheme of arrangement that helps organisations build and own A.I. expert systems – to solve a specific issue with a commercial goal in mind.

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2. Technological Blueprint
3. Roadmap
4. Prototype
5. Case Studies
6. 1-min Demo Video
7. Press Release
8. Pitch Deck

### ➔ We both ....



jointly own the IP in accordance to a pre-agreed ratio where MyFinB funds the full capex while you cover the costs of the prototype

We commercialise and launch them to the market based on the pre-agreed specifications and after the full system development is completed by MyFinB. Roles and responsibilities would have been detailed out, and a long-term partnership is forged.



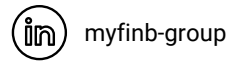


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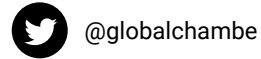
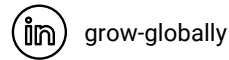
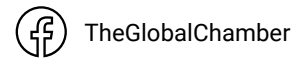
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