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AI EUROPE by
LONDON 2016

[AI]nfluence   *by* **They Say**

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> **We have found many confusions in the market place. AI is not a magic bullet.**

EXCLUSIVE INTERVIEW

The unprecedented rise of AI and automation is challenging the competitiveness of every industry across the world, offering to all the leaders the opportunity to make their existing processes and businesses more efficient! Even more, we can now be able to predict that the next decade is going to be mark by an endless wave of disruptions, giving to the AI's companies the potential to become tomorrow's leaders. In order to explore the unlimited potential of AI market and understand how companies are implementing AI in their businesses, the editorial team of AI Europe has been thrilled to interview a major leader of this cognitive industry:

Stephen Pulman, *Founder of* **TheySay Limited** *and Professor of Computational Linguistics at the* **University of Oxford !**

AIEUROPE
What is your vision of AI today?

We see AI as a collection of technologies which aim to do two different types of thing:

• Emulate human performance on tasks which we learn as children to do unconsciously, like speaking and understanding a language, recognizing faces or objects, moving around without bumping into things, or planning effective courses of action (all of which have so far proved very difficult for machines).

• **Creating new abilities that are beyond what humans could do in practice** (because of physical or mental limitations), like searching billions of documents for relevant information, predicting the effects of different therapies on heart conditions, detecting the likely occurrence of jet engine failures, and so on. We do not share the views (ill-informed, we think) that are predicting that AI will lead to the demise of humanity: rather the opposite we are optimistic that AI will improve things for the human race, and many of the other species on our planet.

AIEUROPE
Why did you decide to create TheySay Analytics?

In the course of academic research at Oxford University in sentiment analysis we showed that using sophisticated linguistic modelling could improve on the performance of standard machine learning algorithms on detecting various kinds of signals in text. Although this was already a crowded landscape, we thought our solution's greater accuracy and explicability had some commercial possibilities. We have built up a solid customer base in a variety of areas from health care monitoring, customer and complaint management, through to financial modelling and quant trading algorithms. We have continued to explore a combination of deep learning and linguistic modelling to detect emotion, risk, intent, demographic properties like gender and political orientation, and have also combined these technologies with information extraction, topic detection and classification, and knowledge graph construction and exploration.

AIEUROPE
Can you tell us more about your products and solutions?

We have two main products :
• PreCeive is our API: clients stream text to it and get the text back almost instantly analyzed with sentiment, emotion, risk, intent etc. added as layers of metadata. This is a fast, cloud-based, scalable service available on a subscription basis (free trial period).

• MoodRaker is our dashboard product: you decide what «insight streams» companies, individuals,

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or issues - you want to track, choose the data sources (Twitter, FB, or news feeds, blogs, review sites) you are interested in, and MoodRaker will then use the API to analyze all texts in those sources mentioning your insight streams and deliver the results in easy to follow graphs and charts, or as Excel downloads. MoodRaker will even generate ready-made text and graphical summary reports of trends and movements over a specified time period.

We also have various products in beta - almost ready for release is EvaMind, an emotional knowledge graph for discovering emotional and causal connections between entities based on analysis of millions of documents.

same thing. The landscape is confusing, some of the technologies are quite difficult to understand properly, and so it is not surprising that non-experts find it difficult to work out what is the best direction to go in.

We try to work with clients to help them understand which technologies can really help them: our origins in - and continuing close connections with - Oxford University's Computer Science department mean that we have expertise in the latest developments in machine learning, neural networks, probabilistic modelling and related technologies, as well as having now several years of experience of deployment in challenging, large-scale, real-world applications.

AIEUROPE
What are the main clients' expectations of AI?

We have found many confusions in the market place. AI is not a magic bullet. It is not synonymous with Deep Learning, nor has it necessarily got anything to do with Big Data, but the terms somehow get thrown about as if they are all the

AIEUROPE
Why do you think AI Europe is a good opportunity for companies?

As we have noted, there is confusion. AI is a very broad topic and covers technologies and techniques that form the machinery to build AI systems, and the application of those systems. **It is in**

all stakeholders' interests to have clarity between AI developers and investors in, and consumers of, AI applications. Otherwise expectations simply won't be met. AI Europe provides a forum for learning, improving understanding and clarity which can only be a good

thing. Also, it's the right type of forum to help stimulate further ideas and enthusiasm about the incredible possibilities provided by AI.

AI EUROPE 2016 is the premier European conference & exhibition that will highlight the tremendous business opportunities AI is bringing. Within two days of high-level, practical discussions and network with 1000+ leading business strategists, decision-makers, practitioners, IT providers, and visionary start-ups.

This trendsetter event will expose you to a world of endless opportunities! **Get ready for the new revolution and book your spot at the European AI event www.ai-europe.com**