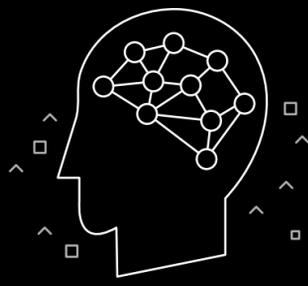


Six ways deep learning is already changing your life



Terms like machine learning and artificial intelligence are increasingly making the headlines – but for many people they still feel confusing and a bit out of reach. More the stuff of science fiction than everyday life.

The truth, though, is rather closer to home. Businesses everywhere are looking for ways to harness the staggering – and growing – volume of complex data the world generates every single day.

Big data is getting bigger and bigger. Every second...*



8,082
tweets are added



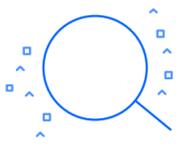
852
Instagram photos are uploaded



3,200
Skype calls are made



74,299
YouTube videos are viewed



67,685
Google searches are performed



2,701,889
emails are sent

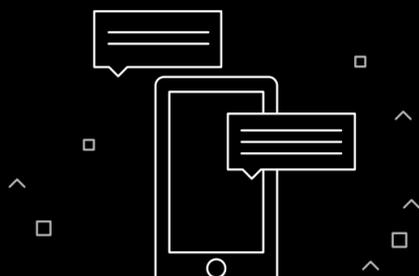
* According to Internet Live Stats: www.internetlivestats.com/one-second

Deep learning is a way of making sense of this ocean of data. Using sophisticated data processing platforms and deep learning software, businesses can derive meaning and insights from even the most human and unstructured of data. Here are six ways you may have already encountered deep learning in action:

1

Voice activation

Deep learning APIs are transforming user interaction by enabling devices to listen, understand and respond.



2

Recommendation engines

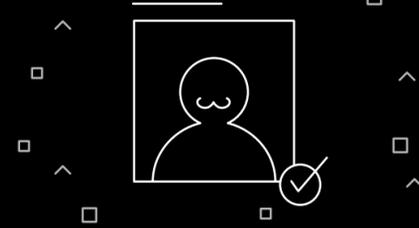
Music, film, news and product recommendations are becoming far more sophisticated thanks to deeper personalised insights.



3

Image recognition

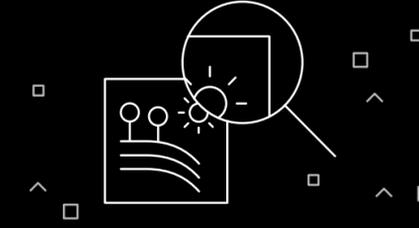
Computers are becoming better at recognising people and objects in photos and videos.



4

Image tagging

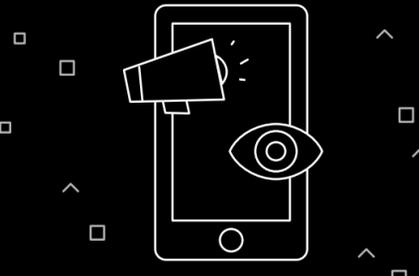
Behind-the-scenes tagging of images on popular platforms is making it easier to search and analyse visual content.



5

Advertising

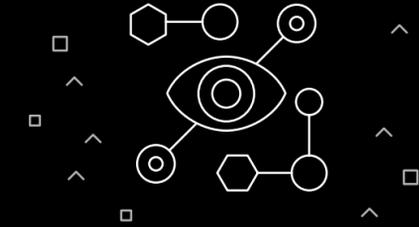
Personalised online ads are delivering better customer experiences as deep learning algorithms learn more about individuals.



6

Pattern recognition

Deep learning is very good at spotting patterns that can help identify fraud or assist with medical diagnoses. And it can do it at a scale far beyond humans.



Deep and meaningful

Your guide to the buzzwords of the moment.



Artificial intelligence

Artificial intelligence is the general concept that machines can be “taught” to mimic human decision-making and learning behaviours.

Machine learning

Machine learning is the application of AI through the creation of neural networks (computational systems that mimic the way the brain operates) that demonstrate learning behaviour by performing tasks that aren't explicitly programmed. The term was coined by Arthur Samuel, a computer pioneer at IBM. In 1959, he created a draughts-playing program that's considered the world's first self-learning computer program.

Deep learning

Deep learning is a type of machine learning in which systems can accomplish complex tasks by using multiple layers of choices based on the output of the previous layer, creating increasingly smarter and more abstract conclusions. Deep learning thrives on Big Data: the more data it is given, the better it performs.

