

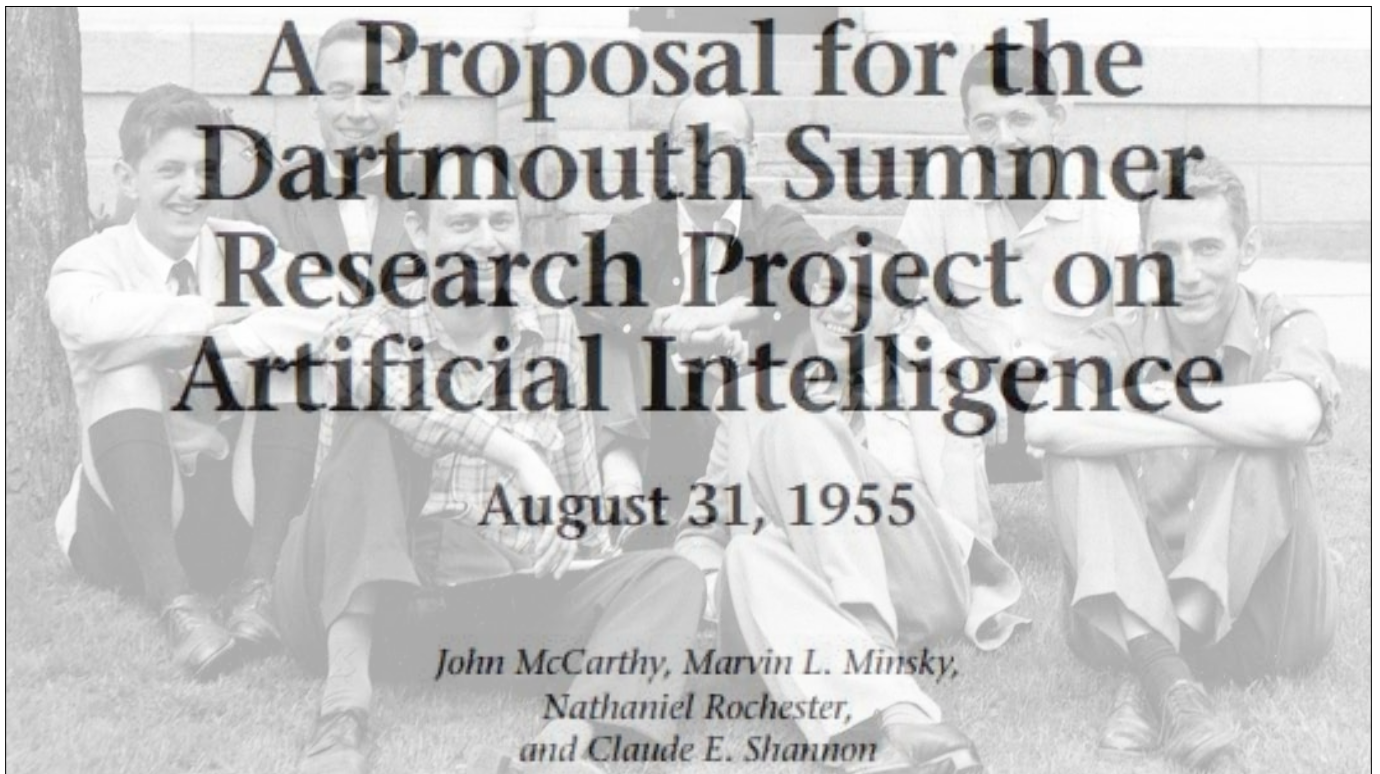
La Mentalidad Digital

Más allá de las modas tecnológicas

Prof. Javier Zamora

Programa de Continuidad de Alumni del IESE enChile
ESE, Santiago de Chile, 16 de mayo de 2019





“We propose that a **2 month, 10 man** study of artificial intelligence be carried out during the summer of 1956 at Dartmouth College in Hanover, New Hampshire.

The study is to proceed on the basis of the conjecture that **every aspect of learning or any other feature of intelligence** can in principle be so **precisely described that a machine can be made to simulate it**.

An attempt will be made to find how to make machines use language, form abstractions and concepts, solve kinds of problems now reserved for humans, and improve themselves.

We think that a significant advance can be made in one or more of these problems if a carefully selected group of scientists work on it together for a summer.”

AI WINTER TAKES OVER...

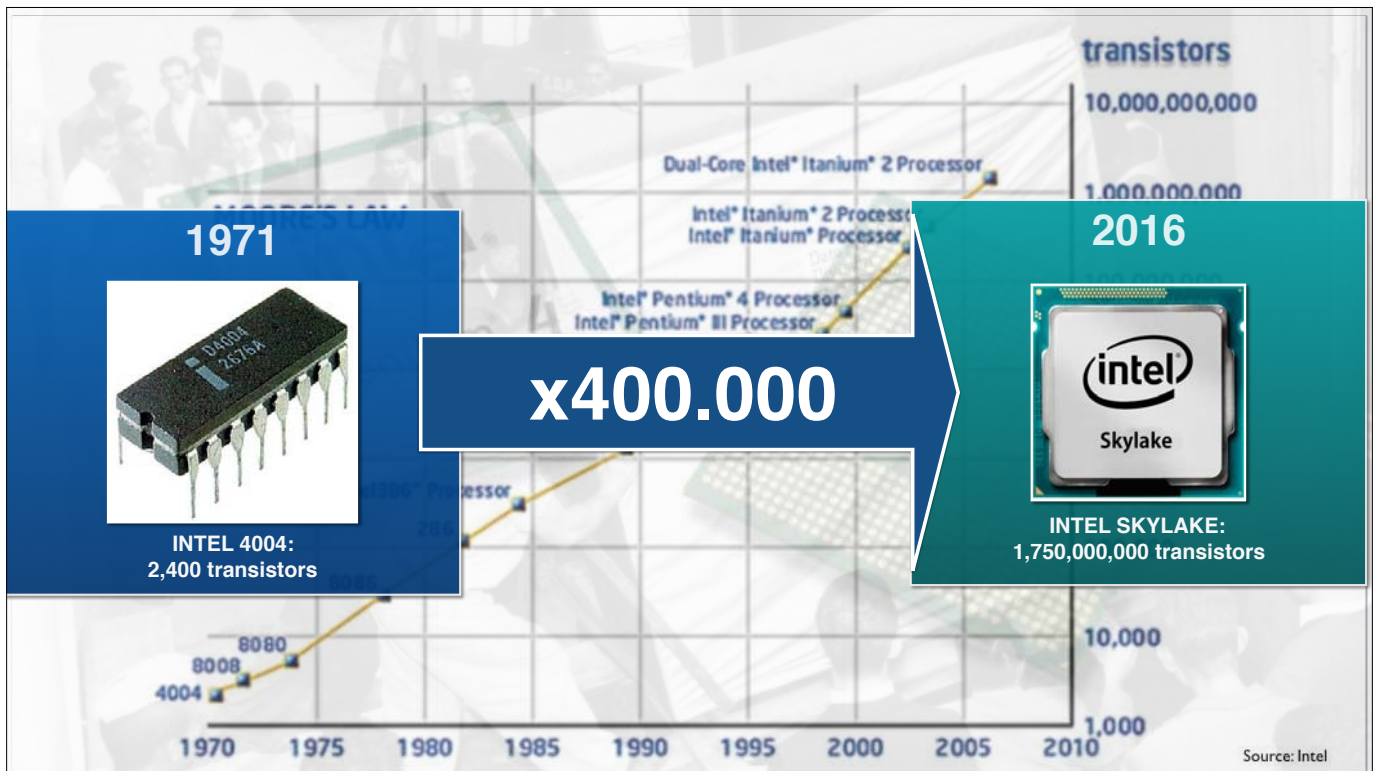


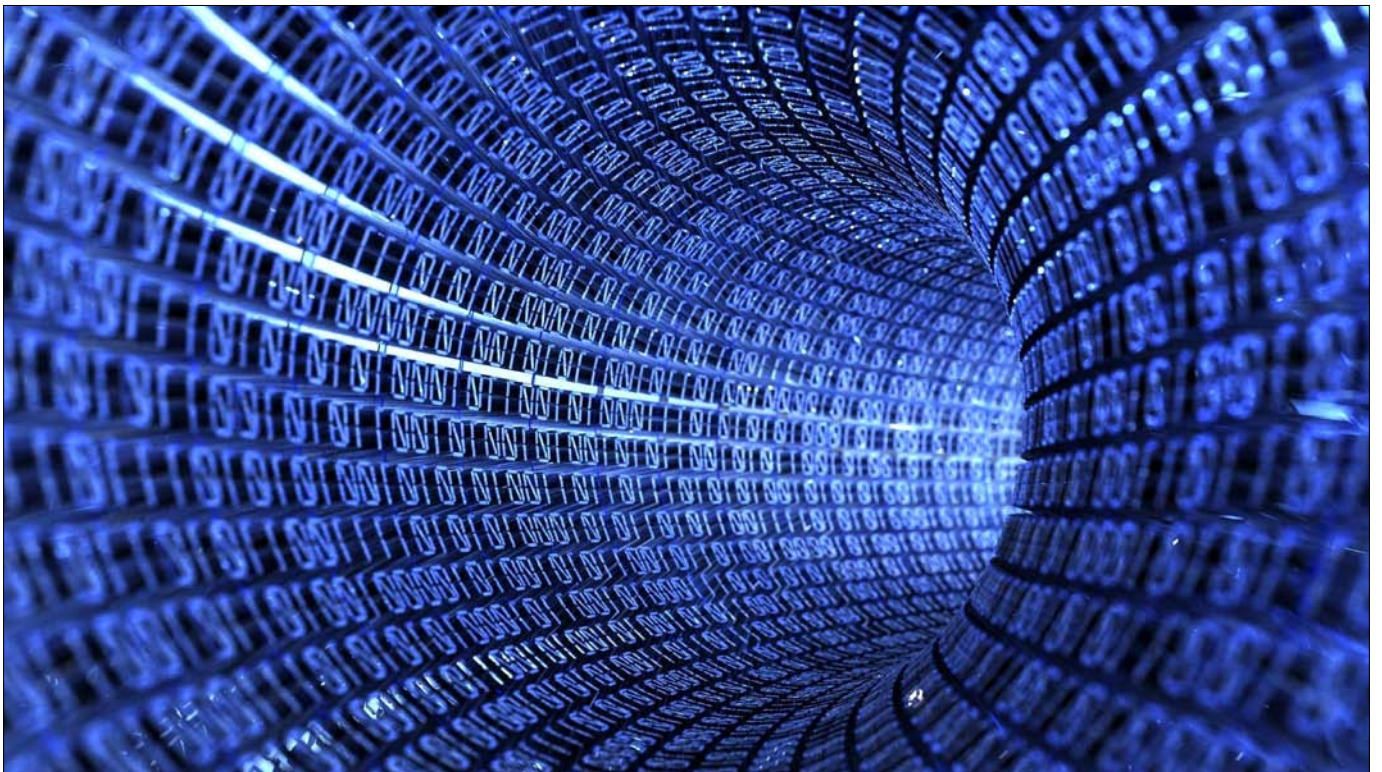
“People tend to overestimate what can be done in one year and to underestimate what can be done in five or ten years.”

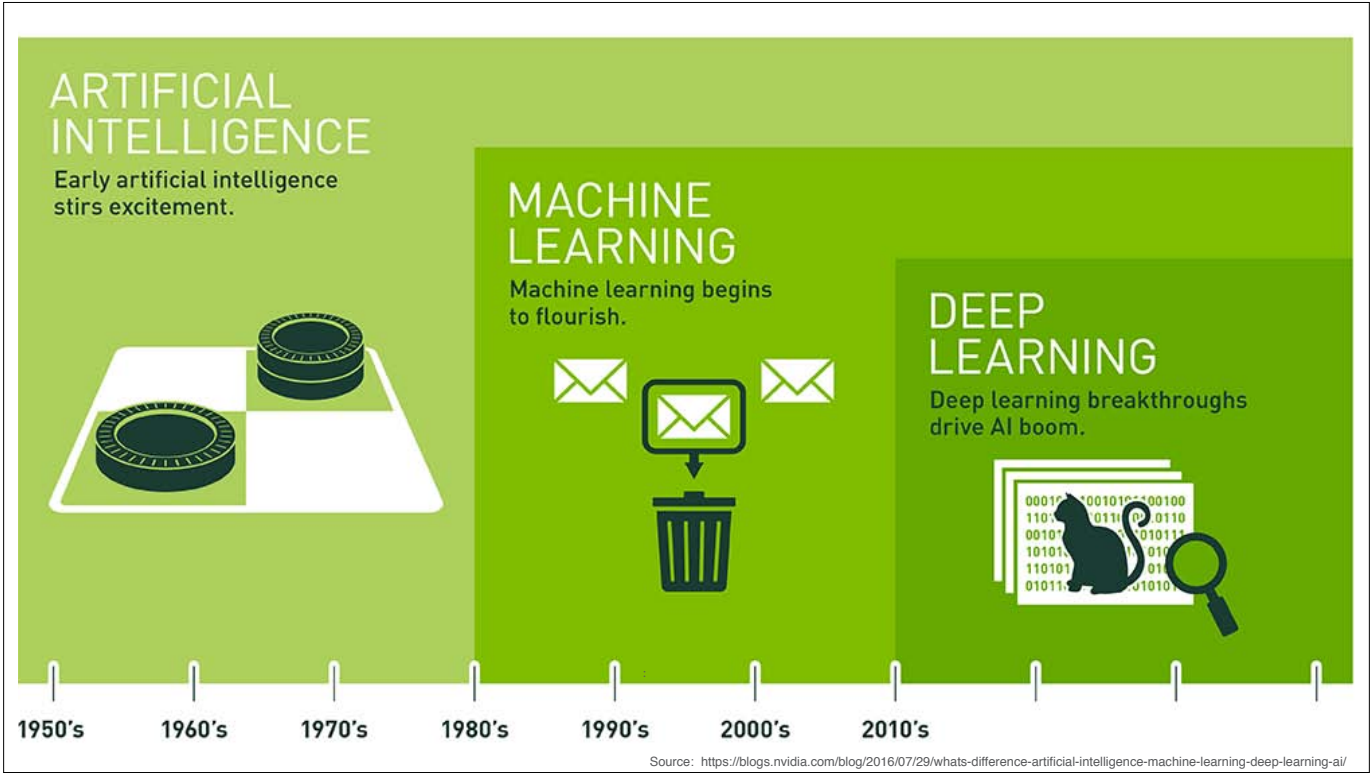
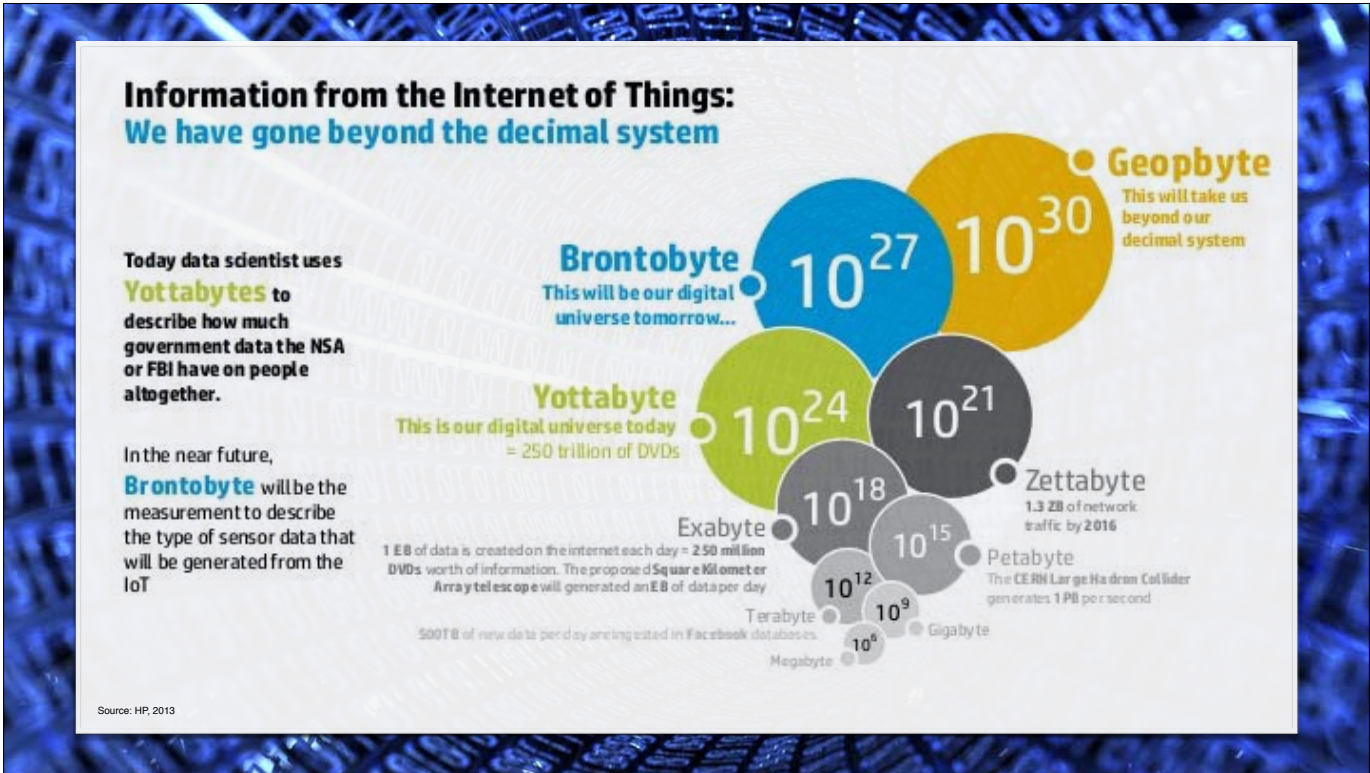
Joseph Licklider

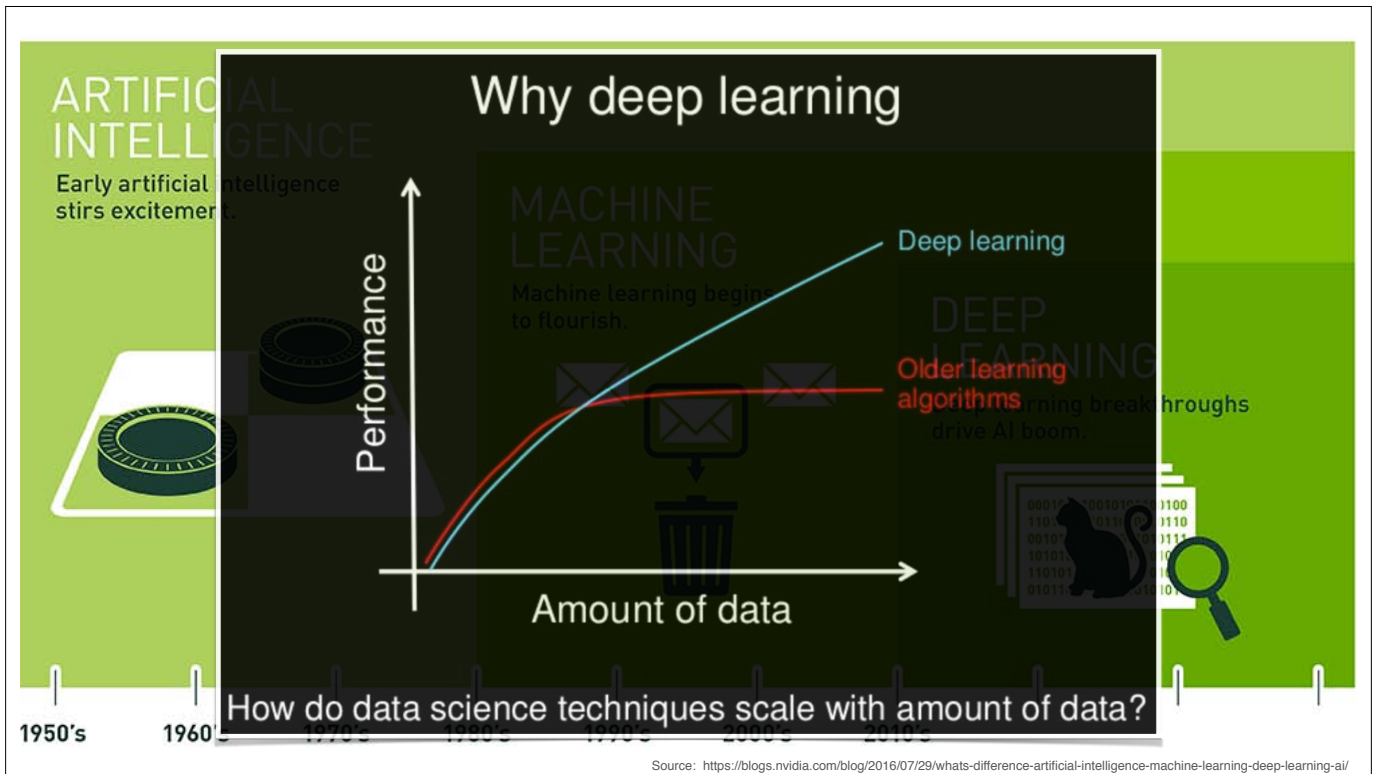
MIT computer scientist and internet visionary

Sergey Brin, Alphabet President
World Economic Forum, Davos, January 19, 2017



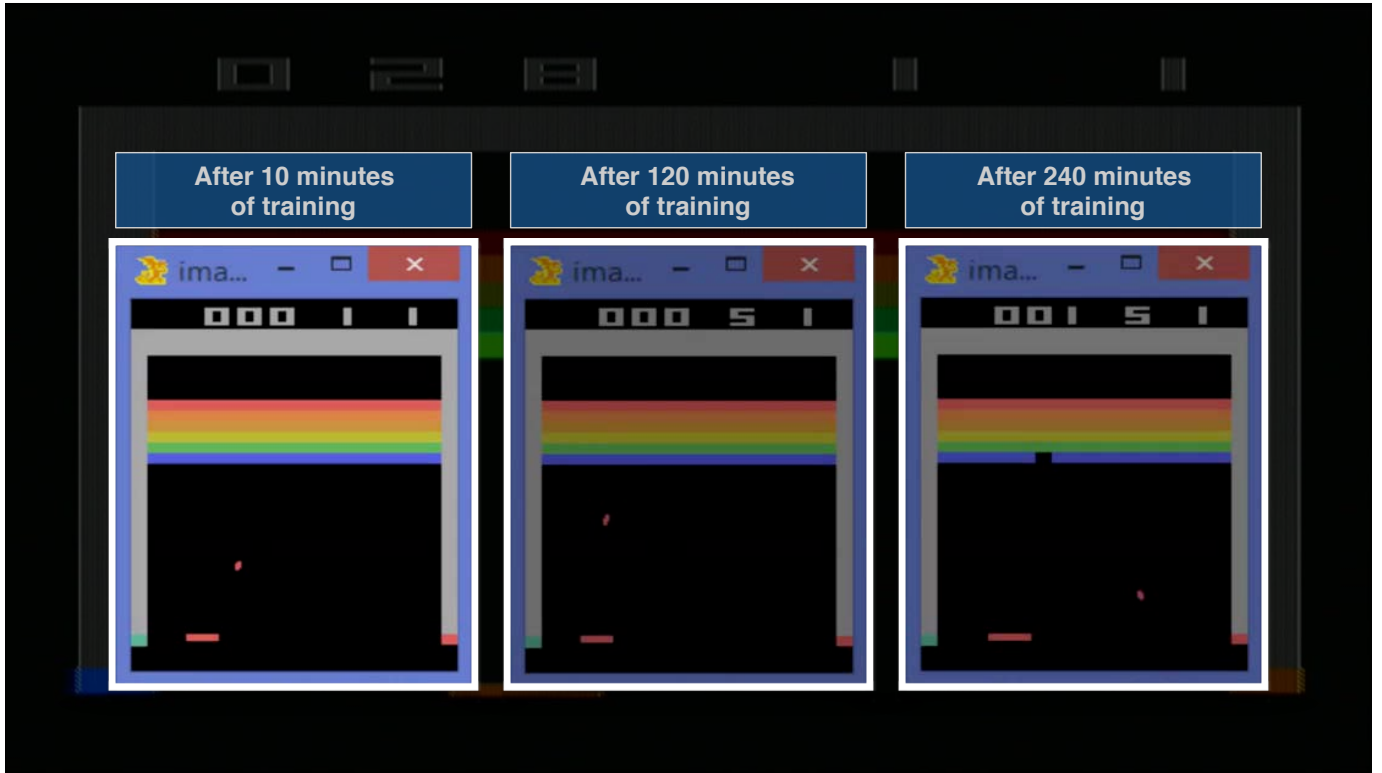






Machine Learning

Google DeepMind's
Deep Q-learning playing
Atari Breakout



Home Moments Search Twitter Have an account? Log in

Andrew Ng [@AndrewYNg](#) [Follow](#)

"AI is the new electricity!" Electricity transformed countless industries; AI will now do the same.



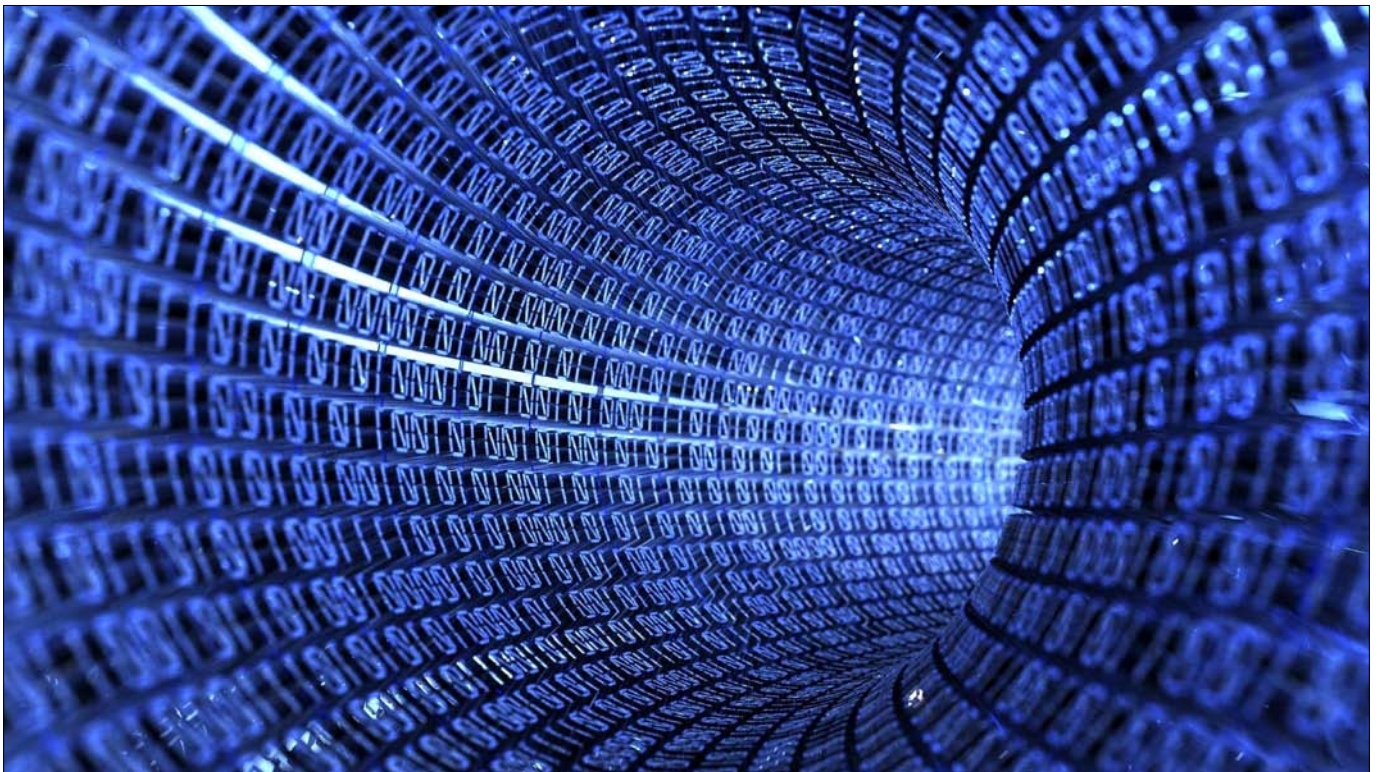
RETWEETS 352 LIKES 369

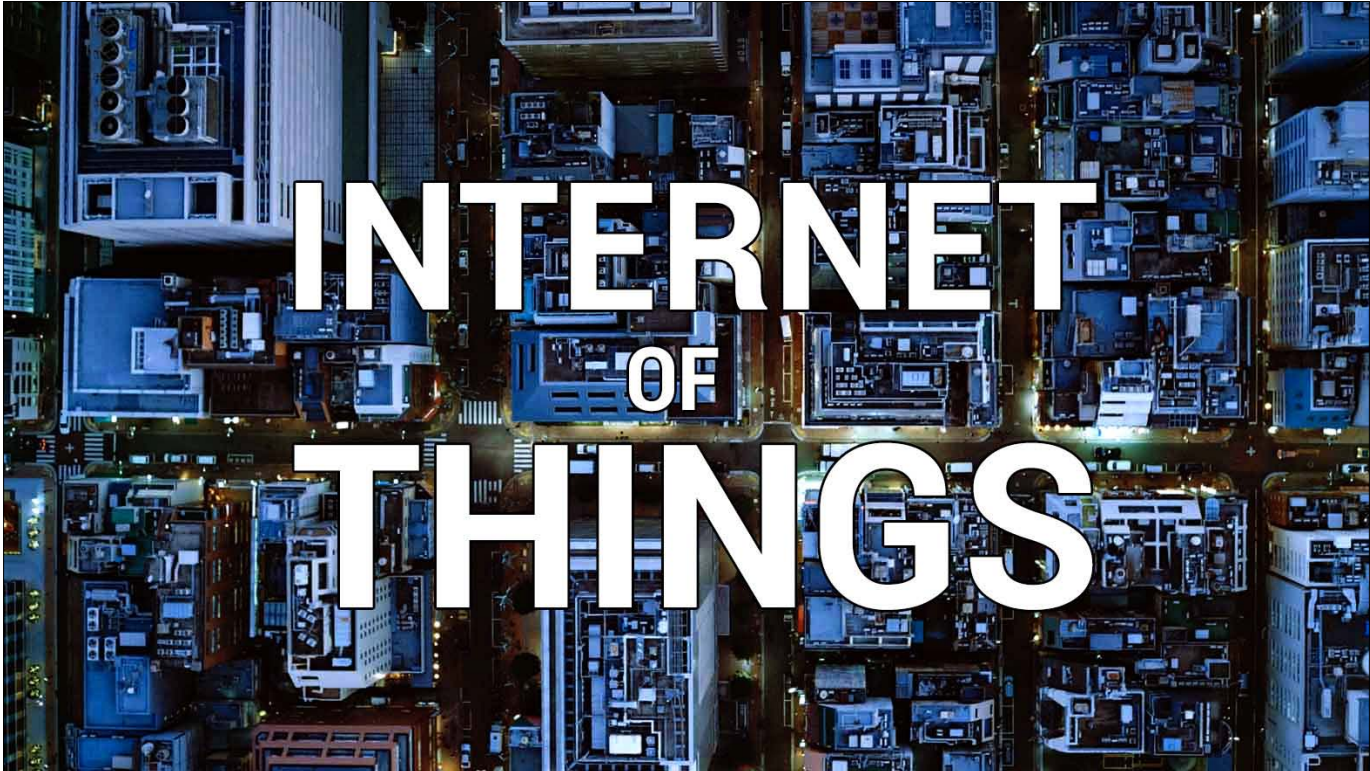
© 2017 Twitter About Help Terms Cookies Ads info

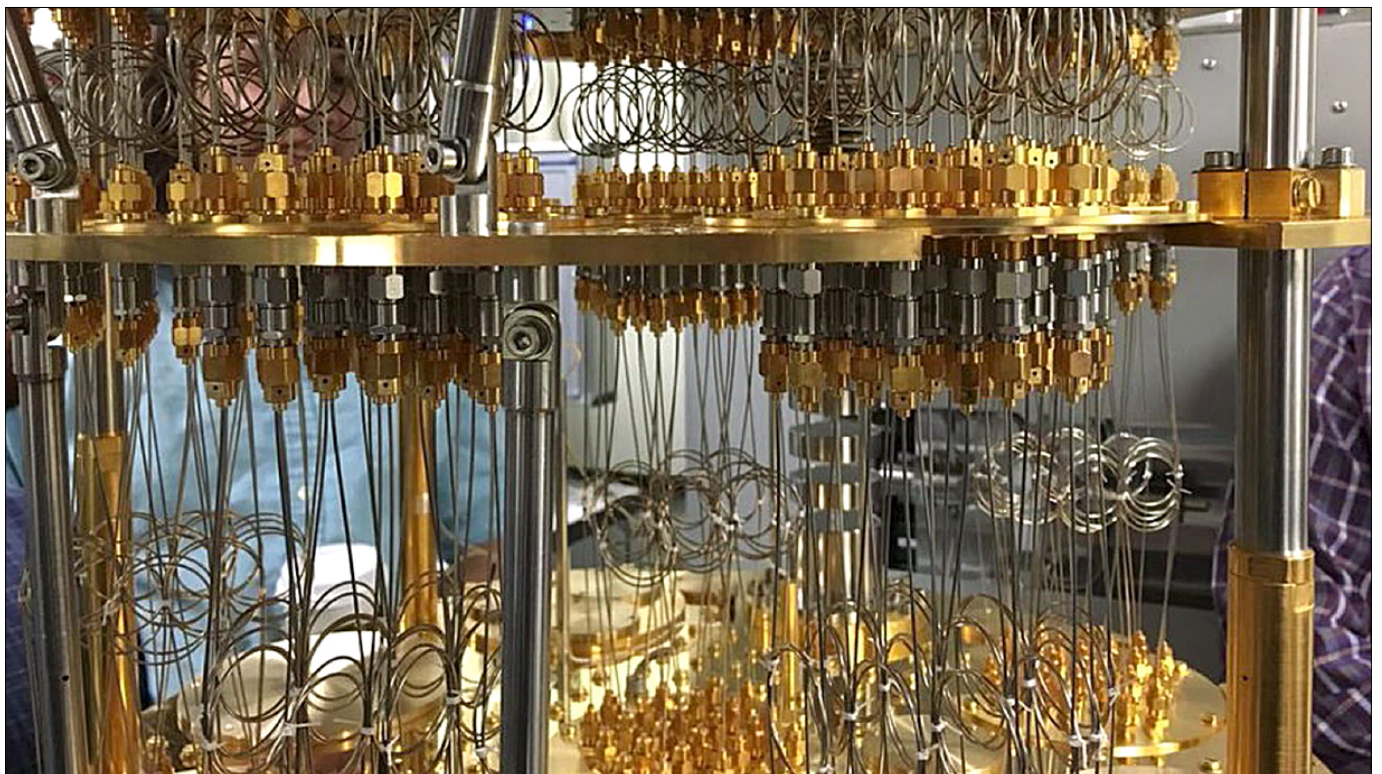
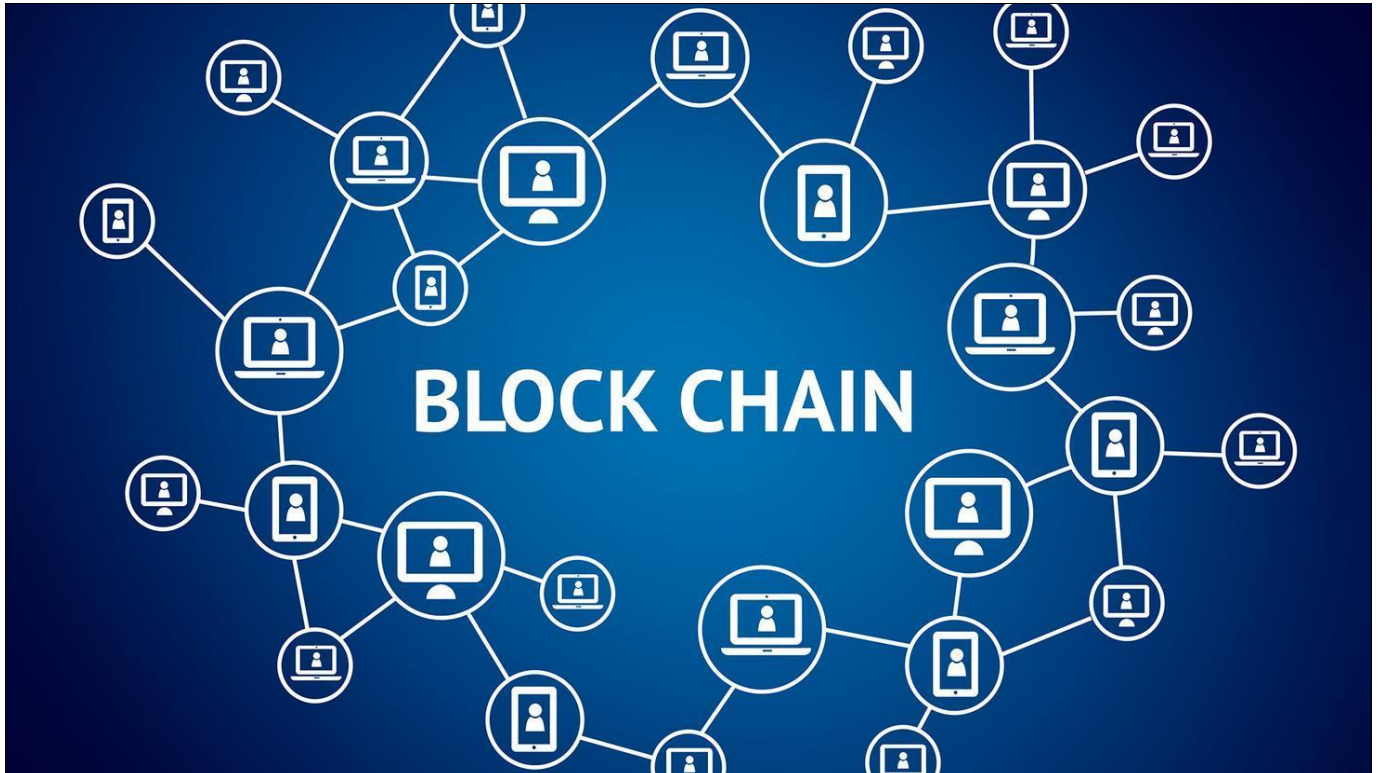
Andrew Ng [@AndrewYNg](#)
Co-founder of Baidu; Chairman and Co-founder of Coursera; Stanford CS faculty. #deeplearning, #MOOCs, [andrewng.org](#)
November 2010





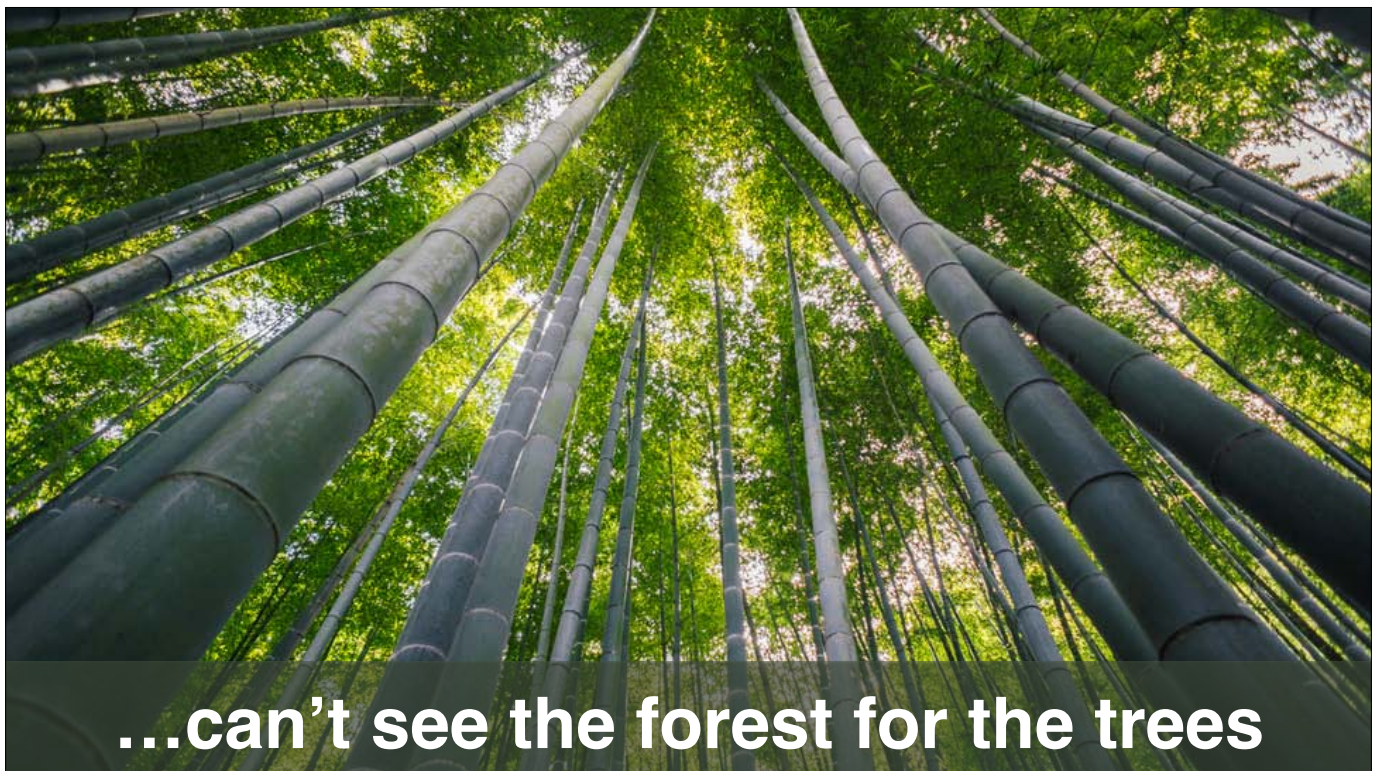








WHAT IS OUR STRATEGY IN IoT (SOCIAL, CLOUD, MOBILE, BIG DATA, AI...)?



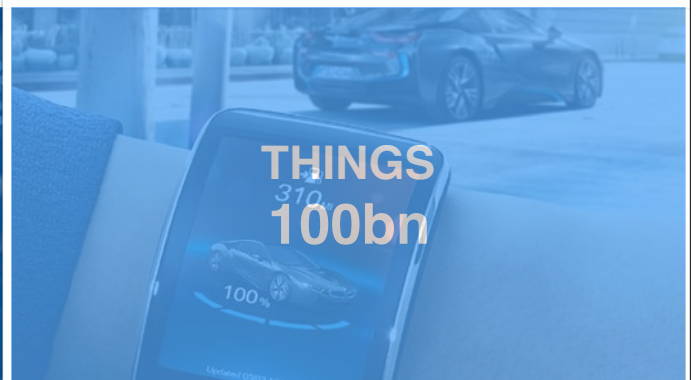
...can't see the forest for the trees

1

Connections

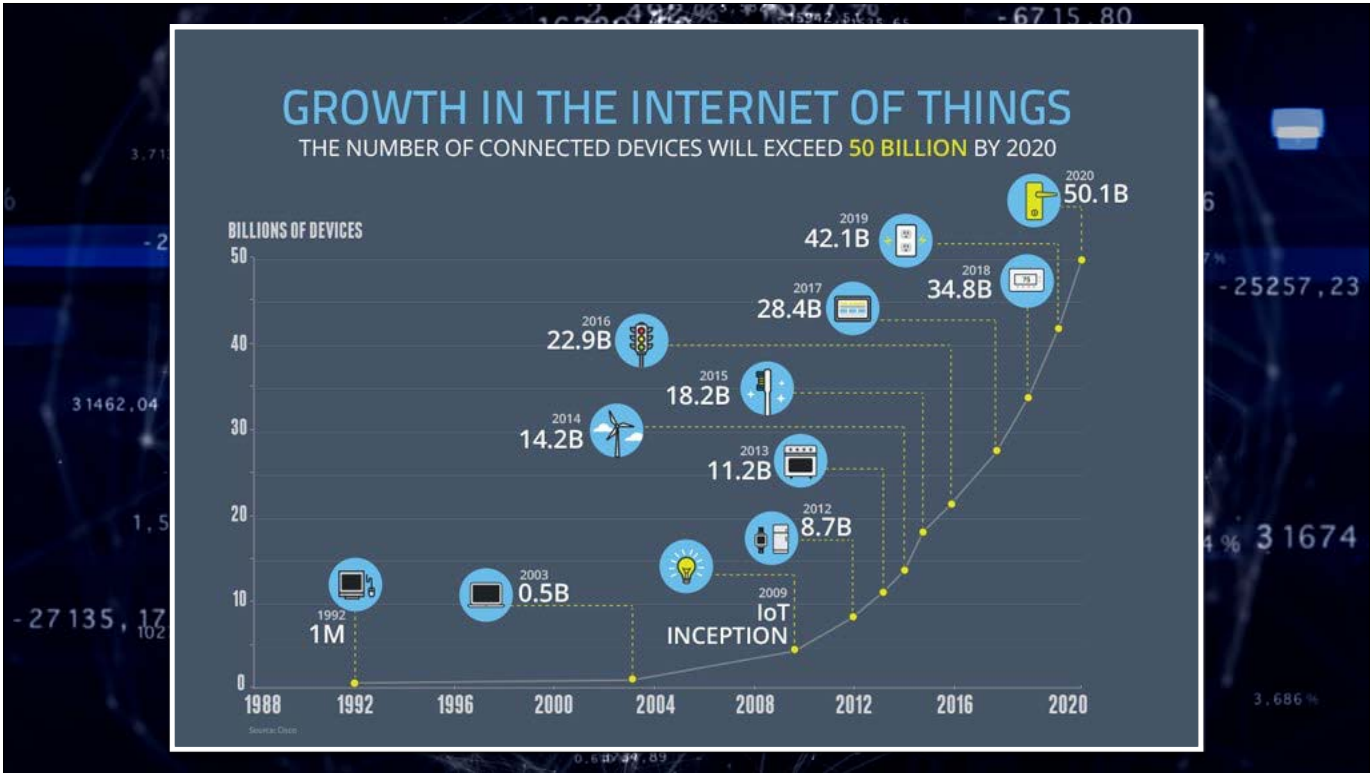
29

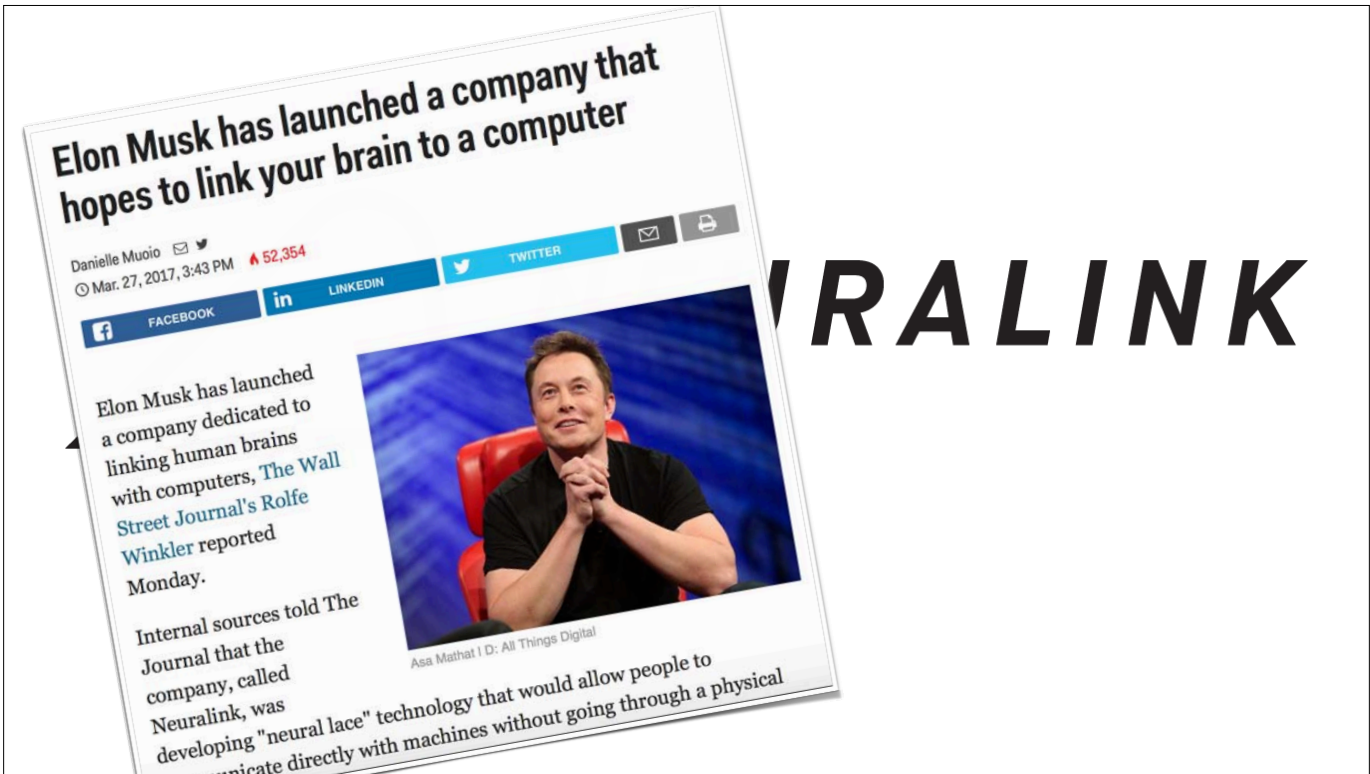
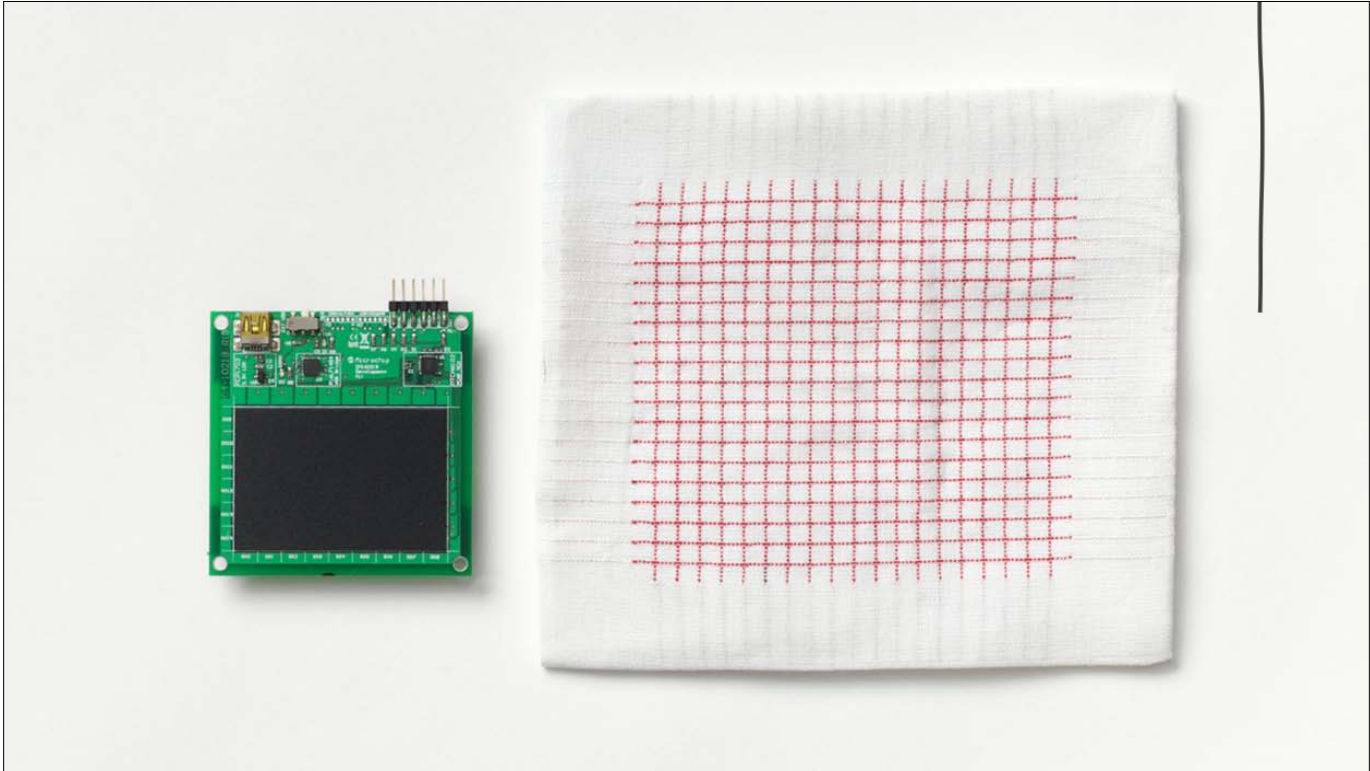
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30

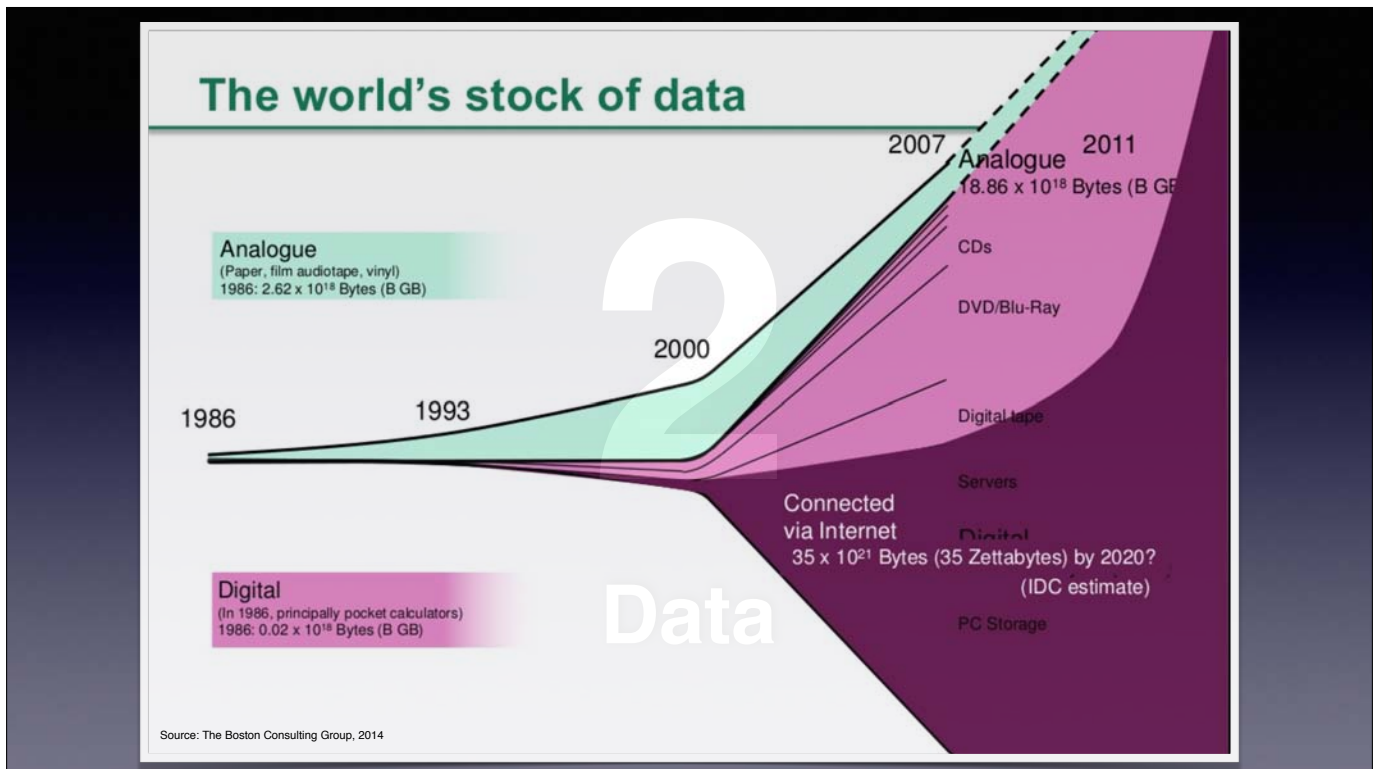
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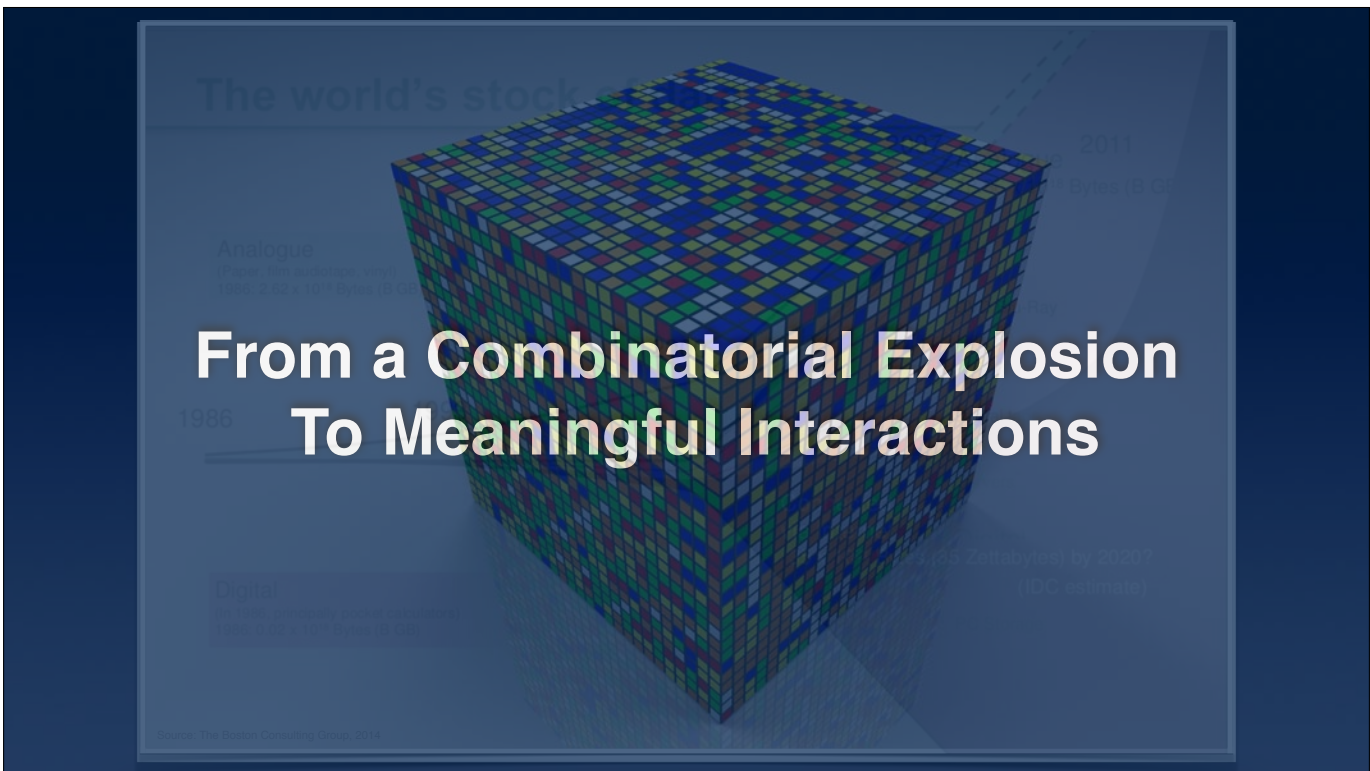
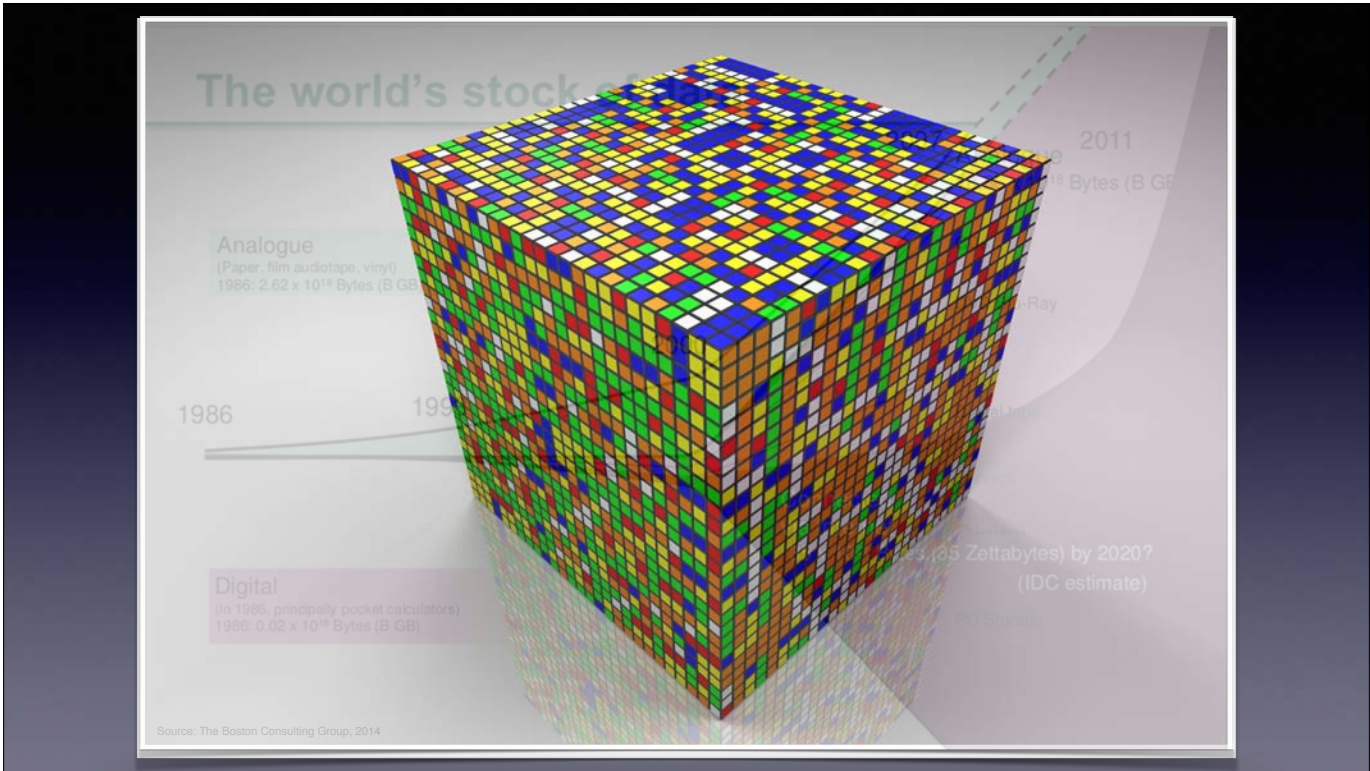




2

Data





3

Interactions

39

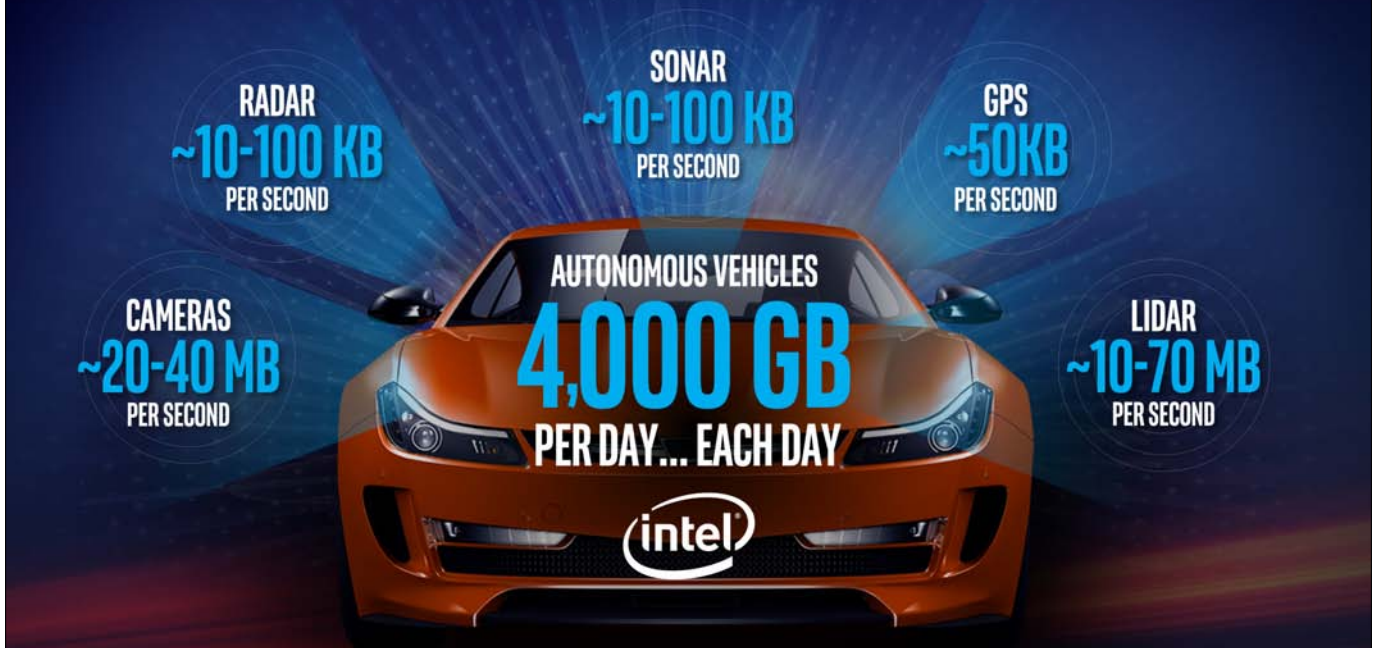
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40

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THE COMING FLOOD OF DATA IN AUTONOMOUS VEHICLES



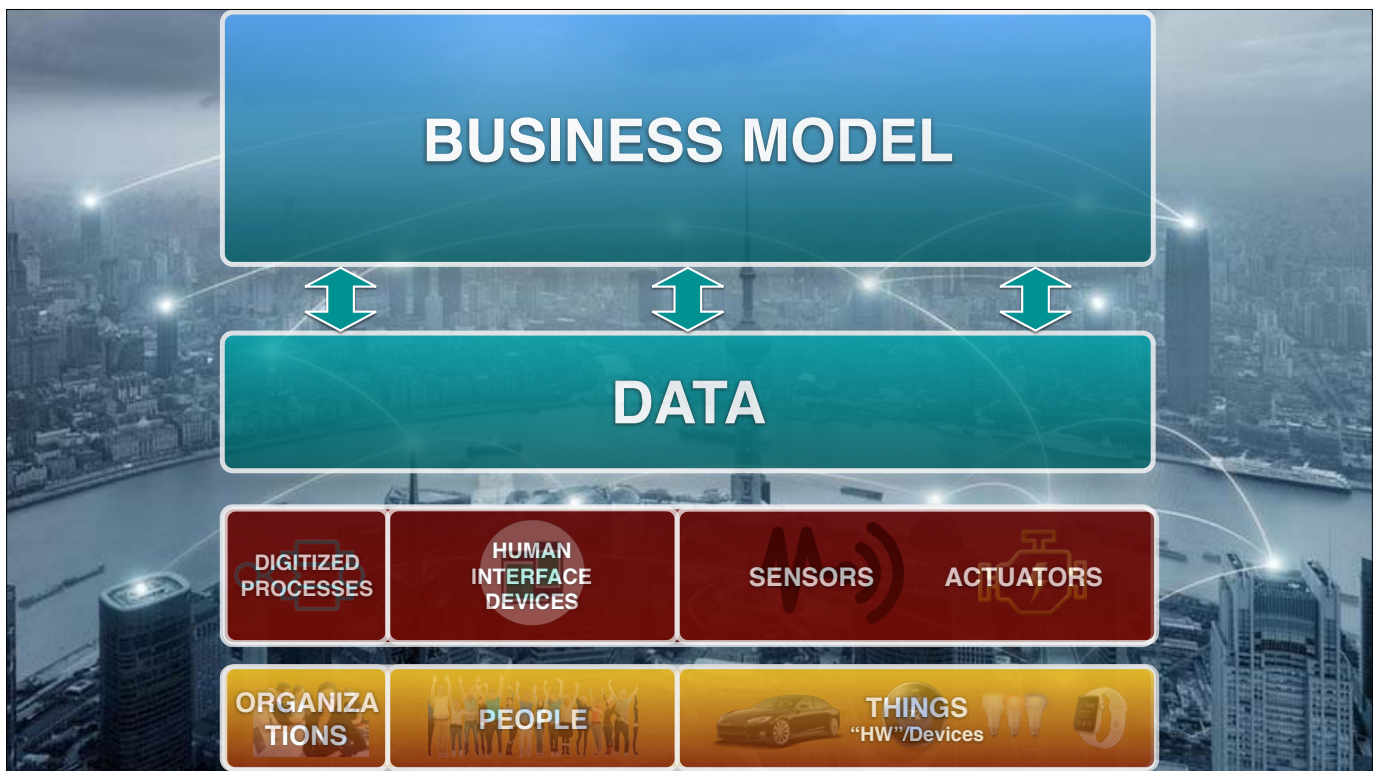
Raw data captured from a Luminar sensor while driving along San Francisco's Embarcadero
Source Luminar Technologies (New York Times, May 25, 2017)



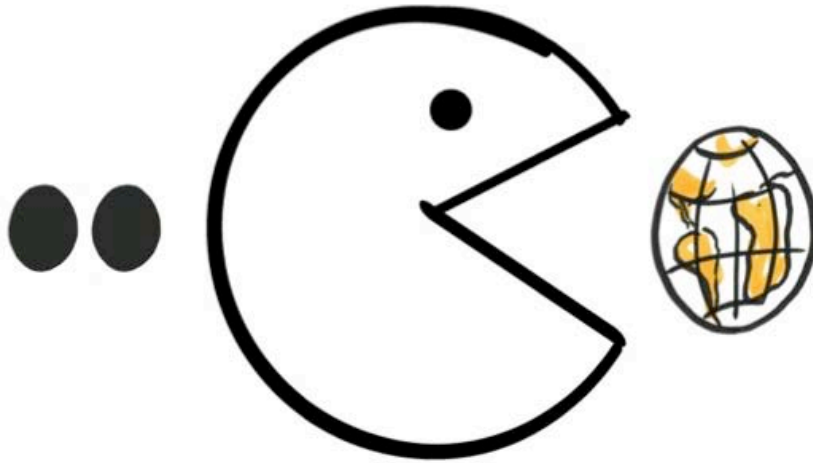
Raw data captured from a Luminar sensor while driving along San Francisco's Embarcadero
Source Luminar Technologies (New York Times, May 25, 2017)

Digital Density

Percentage of connected data
per unit of activity



Software is eating up the world*



* Marc Andreessen
in Wall Street Journal



Eric Schmidt, Google Chairman
World Economic Forum, Davos, January 22, 2015

Eric Schmidt, Google Chairman
World Economic Forum, Davos, January 22, 2015

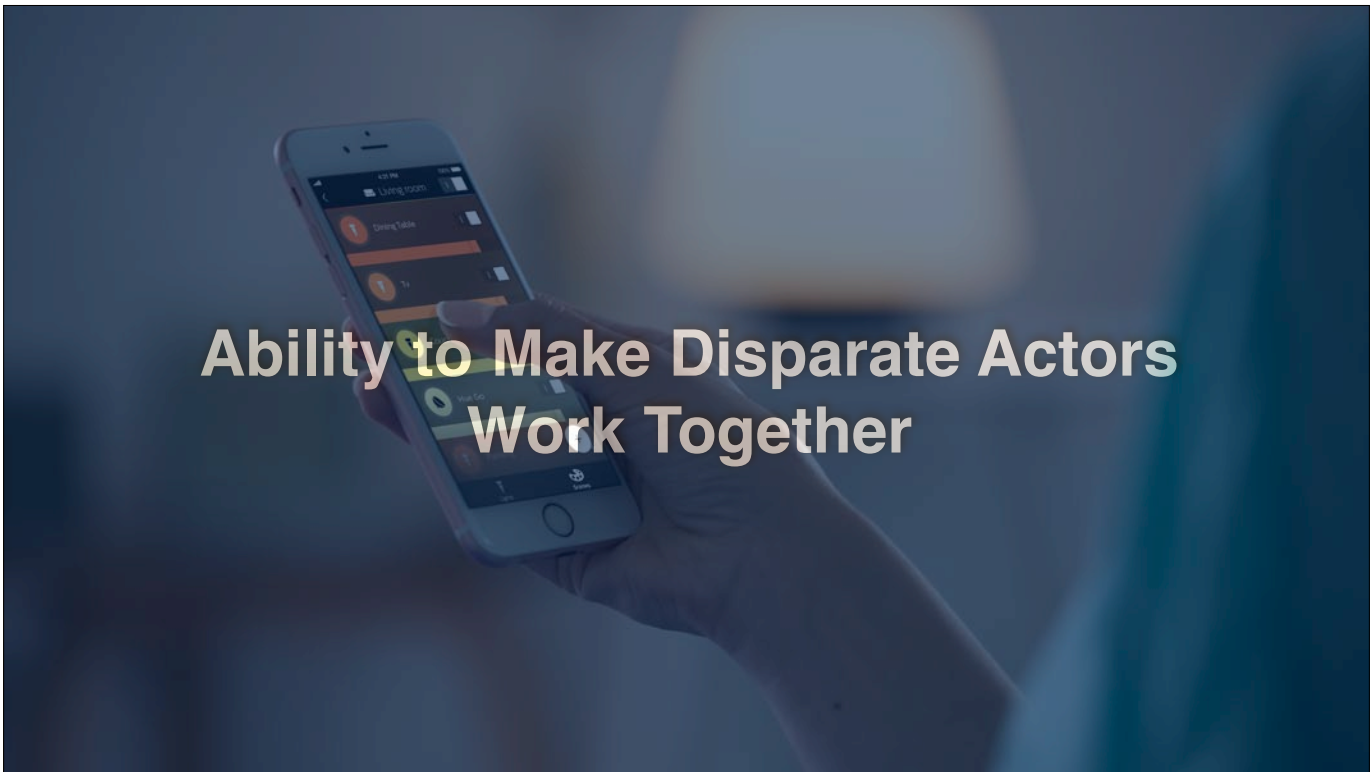
How will your organization look like in a world where the Internet has disappeared?












**Ability to Make Disparate Actors
Work Together**



☰ MENU
PROGRESSIVE
CLAIMS [LOG IN](#)



Snapshot[®]

Your safe driving habits can boost your savings

Zip Code

Quote & Start

Snapshot Results

30-Day Trial

The fair way to pay for car insurance

MENU **PROGRESSIVE** CLAIMS LOG IN

Snapshot®
Your safe driving habits can boost your savings

Ability to Meet Needs Better

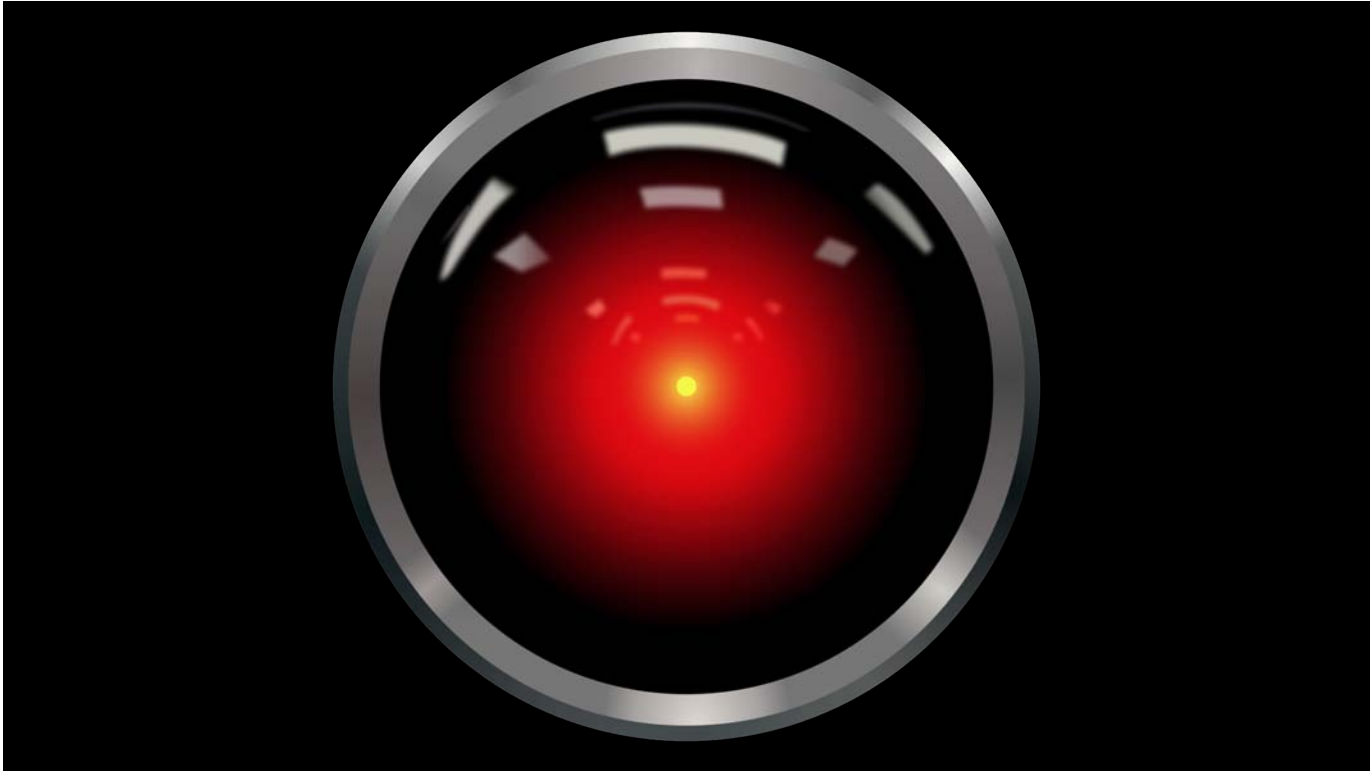
Snapshot Results 30-Day Trial

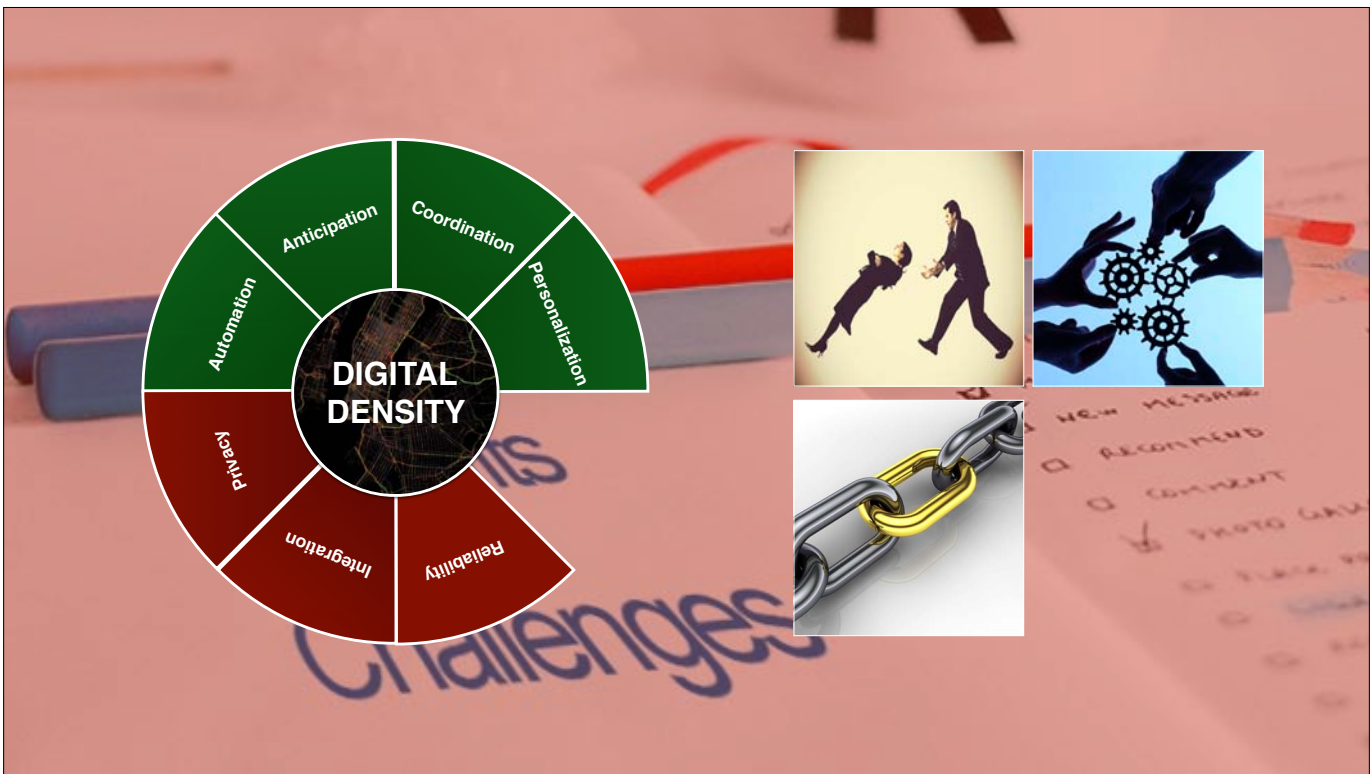
The fair way to pay for car insurance

DIGITAL DENSITY

- Automation
- Anticipation
- Coordination
- Personalization

Benefits & Challenges





A problem has been detected and Windows has been shut down to prevent damage to your computer.

THREAD_STUCK_IN_DEVICE_DRIVER

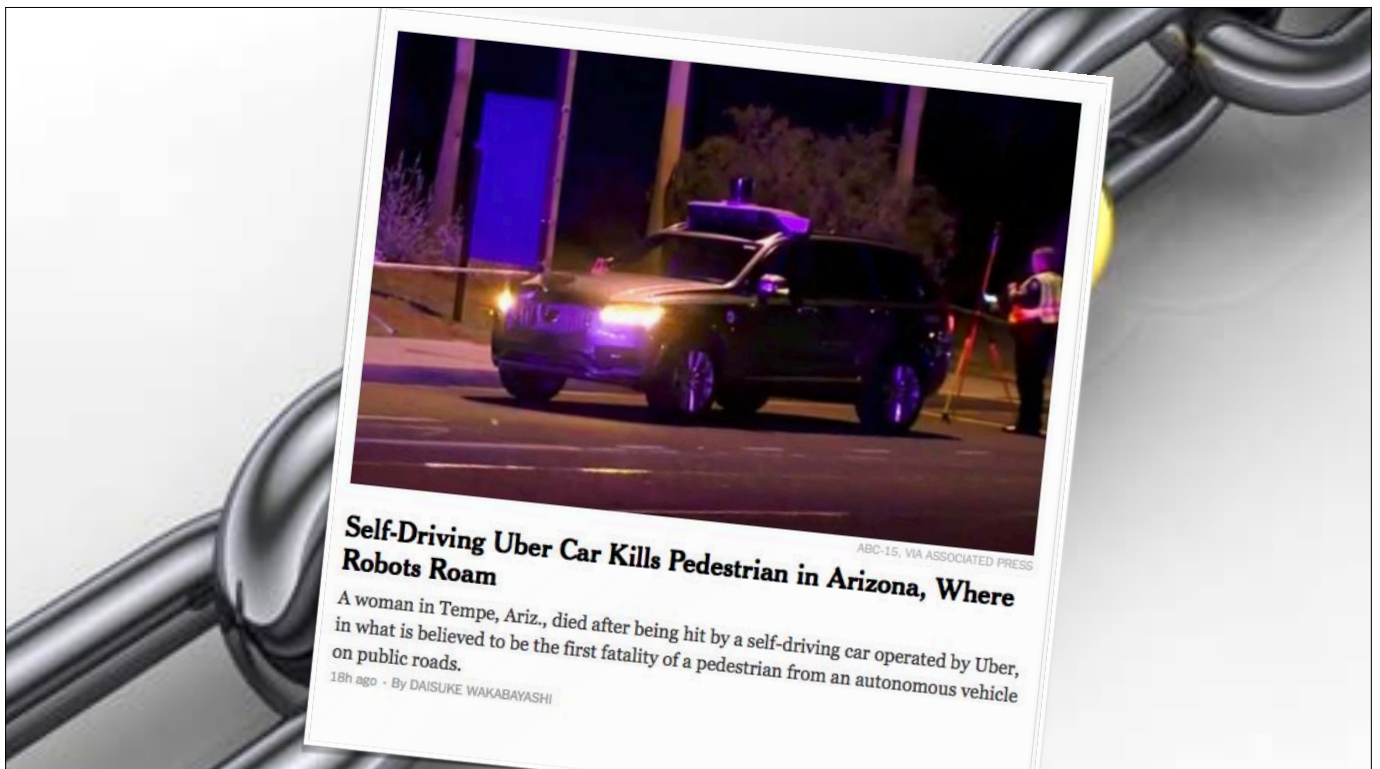
If this is the first time you've seen this Stop error screen, restart your computer. If this screen appears again, follow these steps:

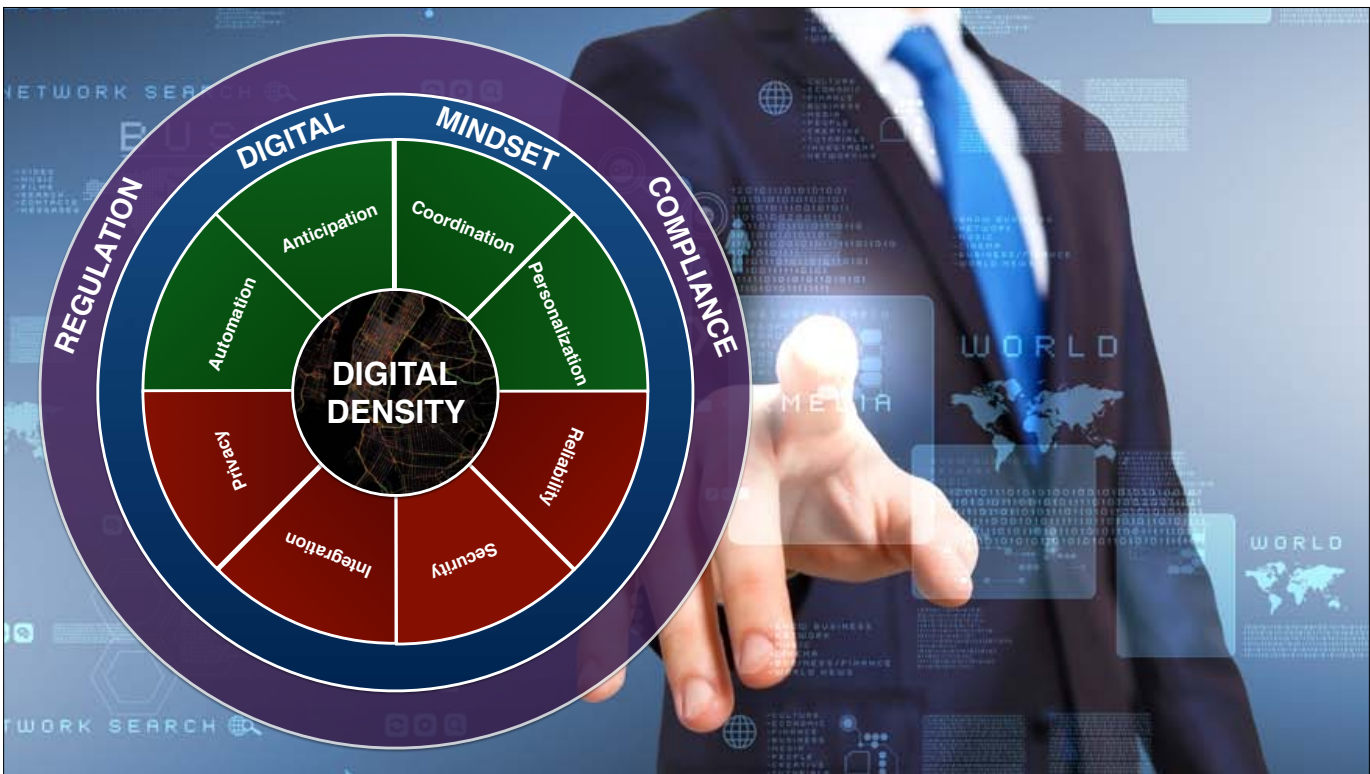
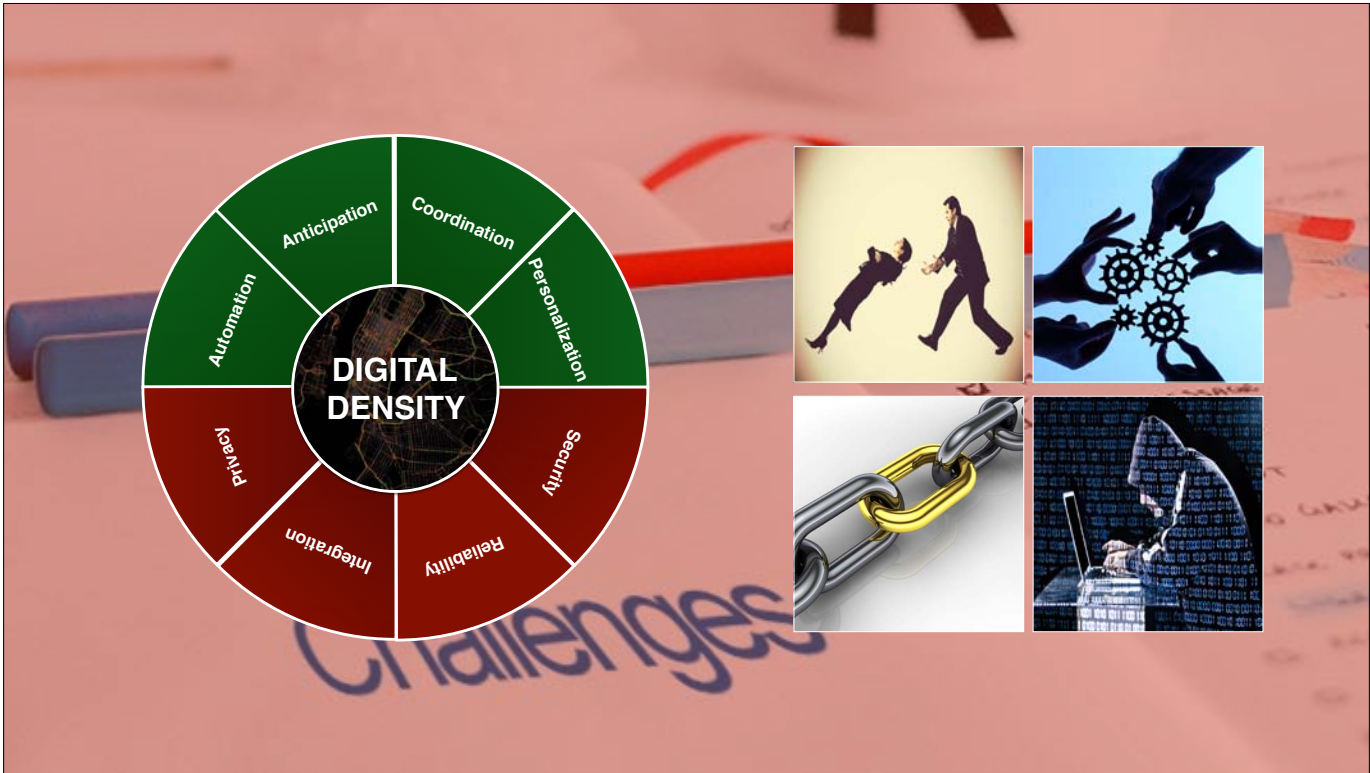
Check to make sure any new hardware or software is properly installed. If this is a new installation, ask your hardware or software manufacturer for any Windows updates you might need.

If problems continue, disable or remove any newly installed hardware or software. Disable BIOS memory options such as caching or shadowing. If you need to use Safe Mode to remove or disable components, restart your computer, press F8 to select Advanced Startup options, and then select Safe Mode.

Technical information:

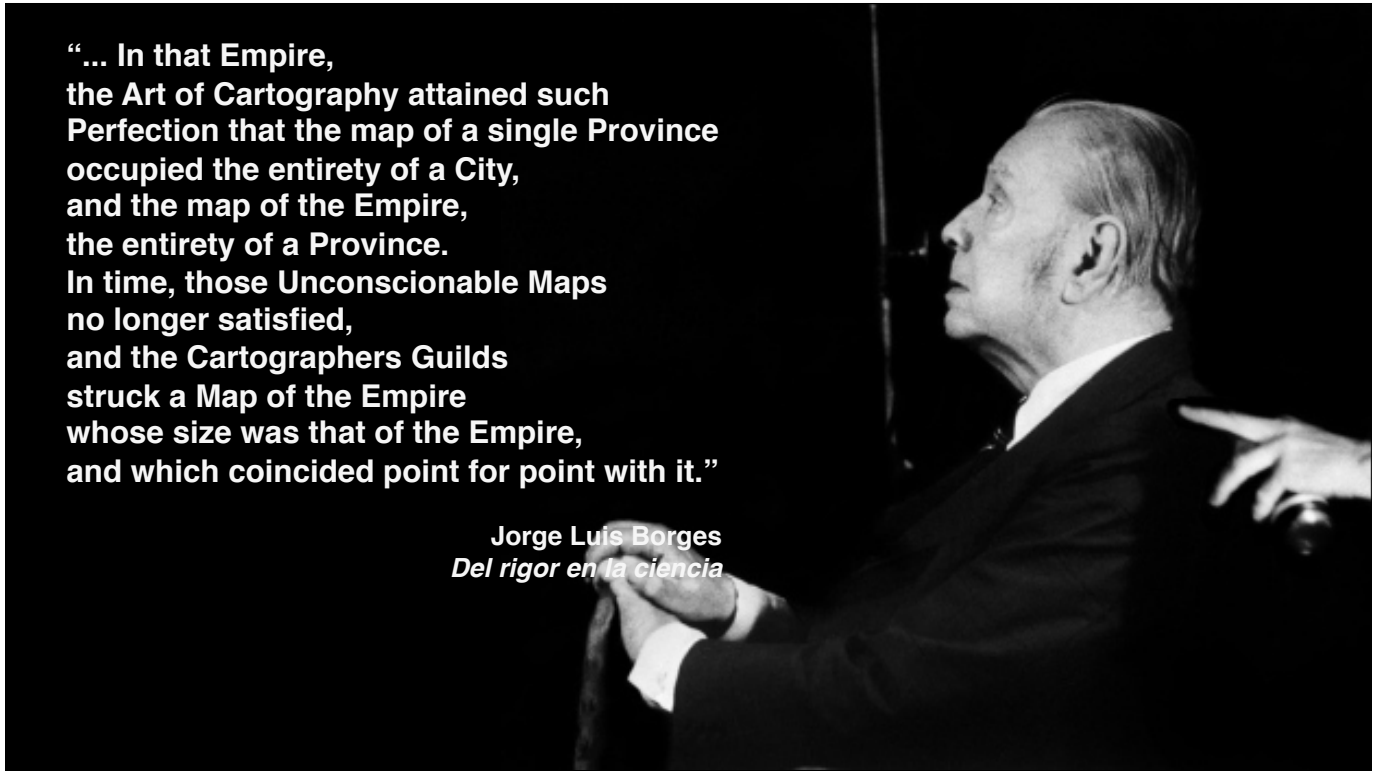
*** STOP: 0x000000EA (0x00000000, 0x00000000)





**“... In that Empire,
the Art of Cartography attained such
Perfection that the map of a single Province
occupied the entirety of a City,
and the map of the Empire,
the entirety of a Province.
In time, those Unconscionable Maps
no longer satisfied,
and the Cartographers Guilds
struck a Map of the Empire
whose size was that of the Empire,
and which coincided point for point with it.”**

Jorge Luis Borges
Del rigor en la ciencia



00:00 - 09:00

Programming Business Models

**Blurring the Borders Between the
Digital and Physical Worlds**



¡Gracias!

 **@JavZamora**
email: jzamora@iese.edu

