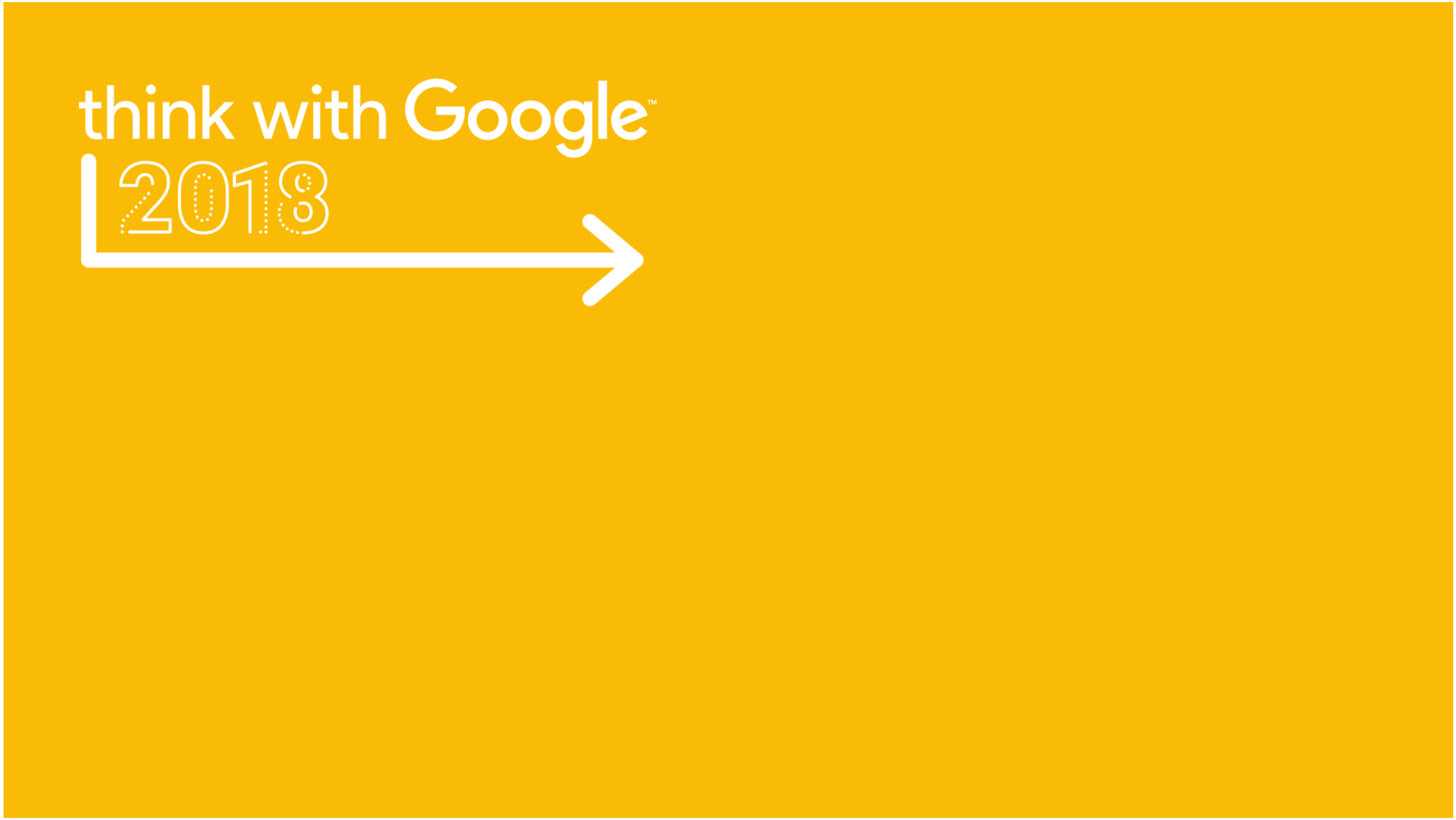

think with Google™
2018

Drawing 2/6

Draw

nose

in under 20 seconds

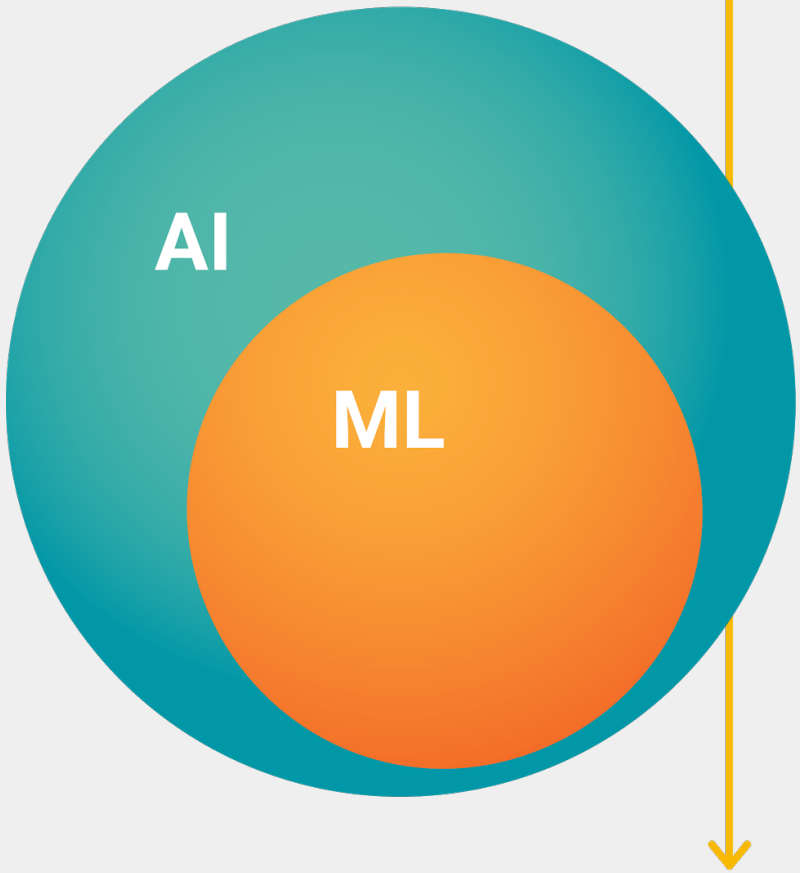
Got It!

Artificial intelligence

The science of making things smart.

Machine learning

Making machines that learn to be smarter.

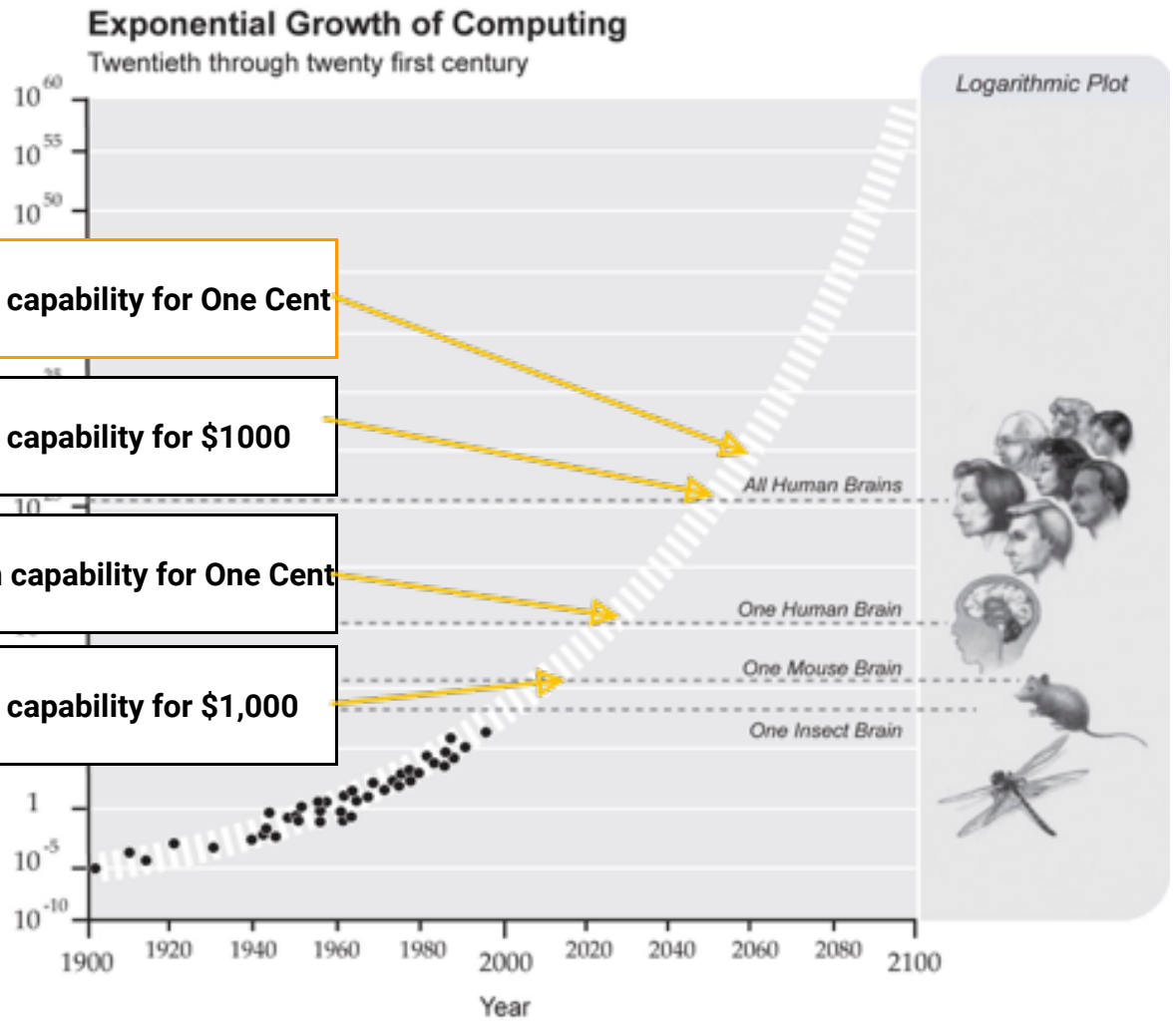


We achieve one Human Race capability for One Cent around the year 2059

We achieve one Human Race capability for $1000 around the year 2049

We achieve one Human Brain capability for One Cent around the year 2037

We achieve one Human Race capability for $1,000 around the year 2023



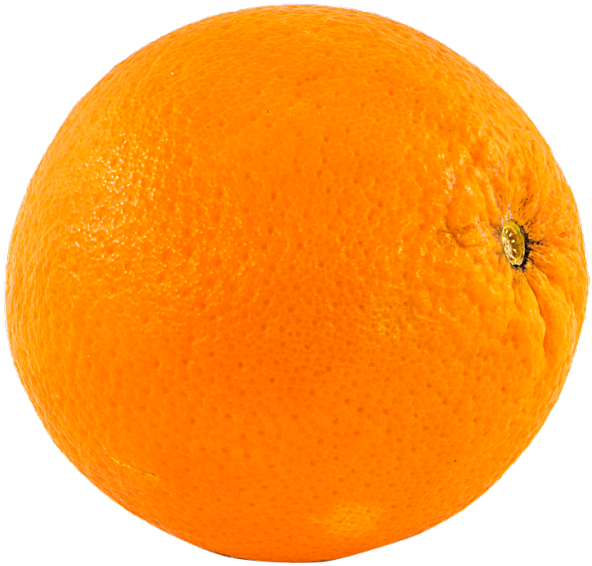
Sources: ComScore

think with Google
2018

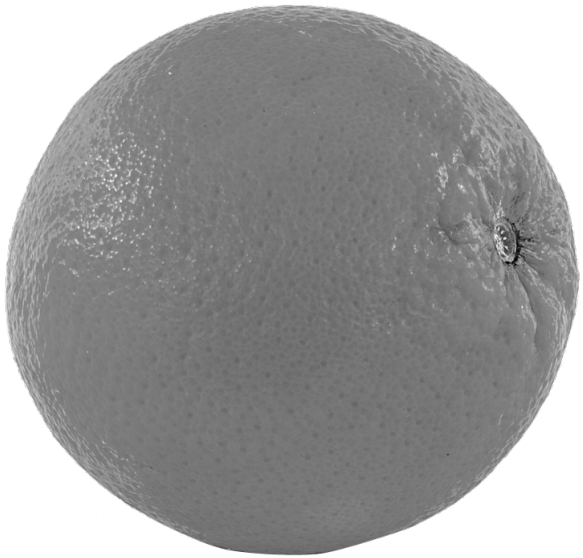
Human-powered image detection

#ThinkNL2018

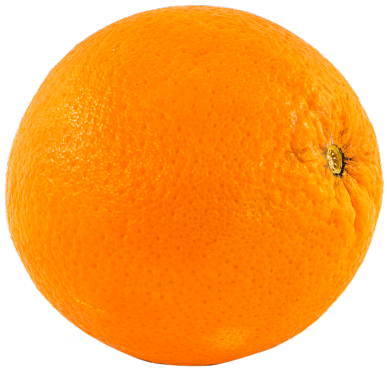
How would we do this without ML?



How would we do this without ML?

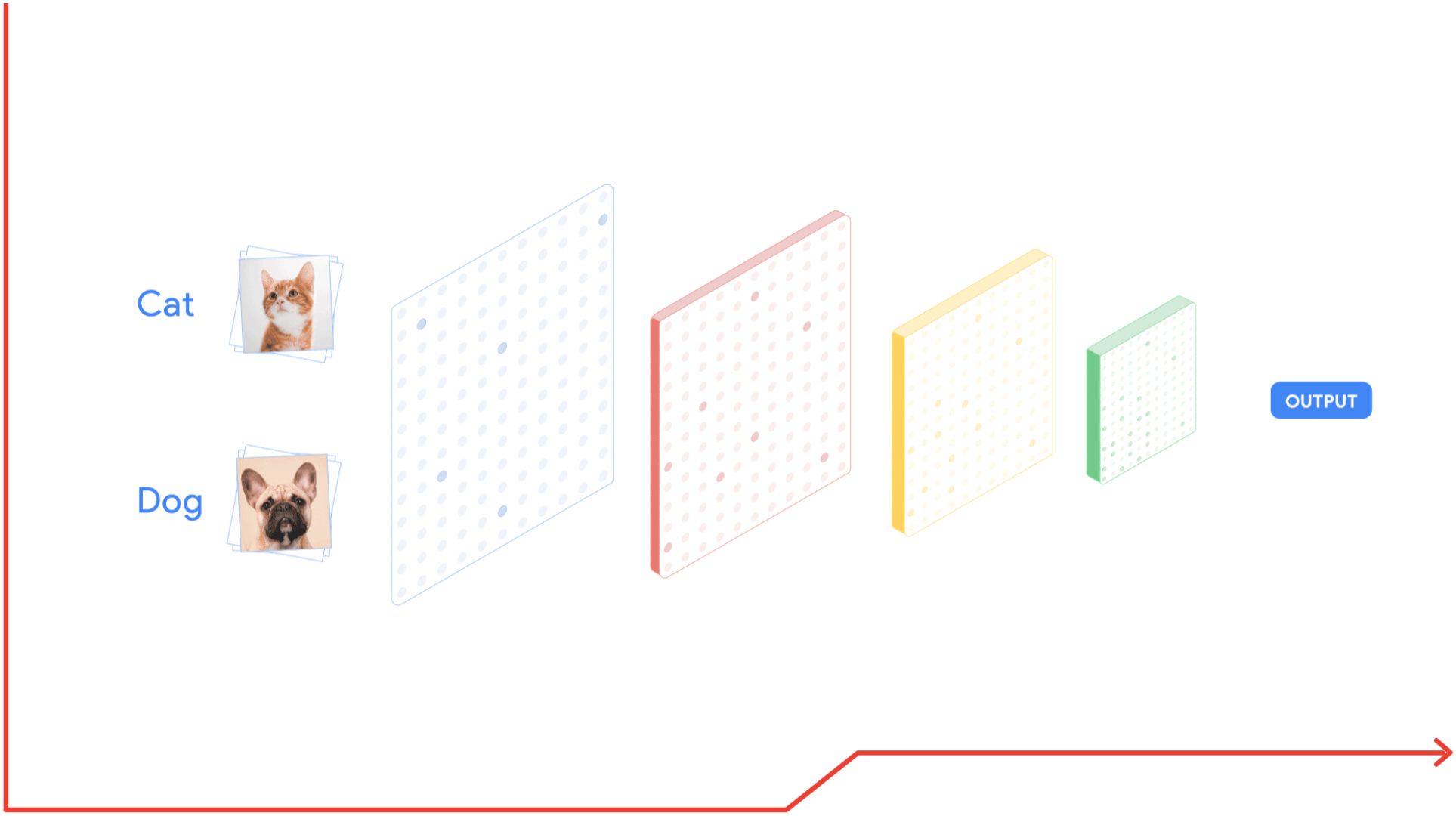


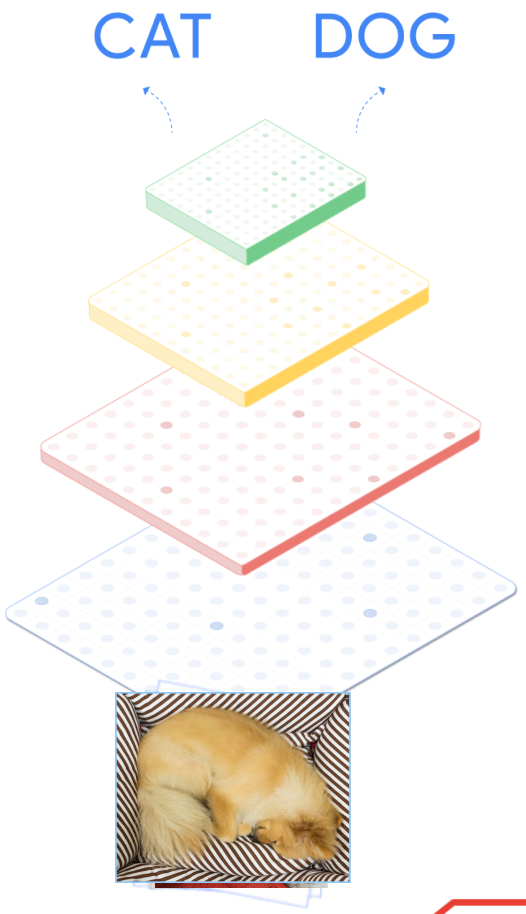
How would we do this without ML?

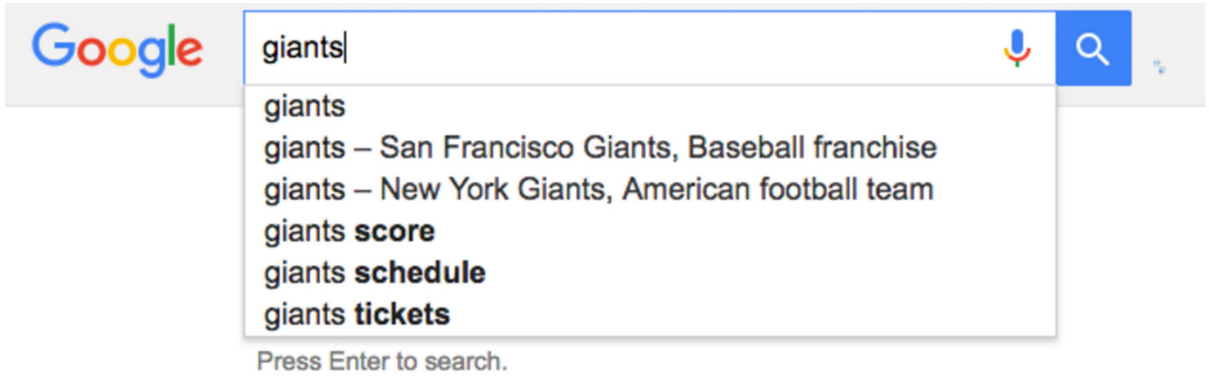


What about a dog and a mop? Easy, right?

Not so fast...

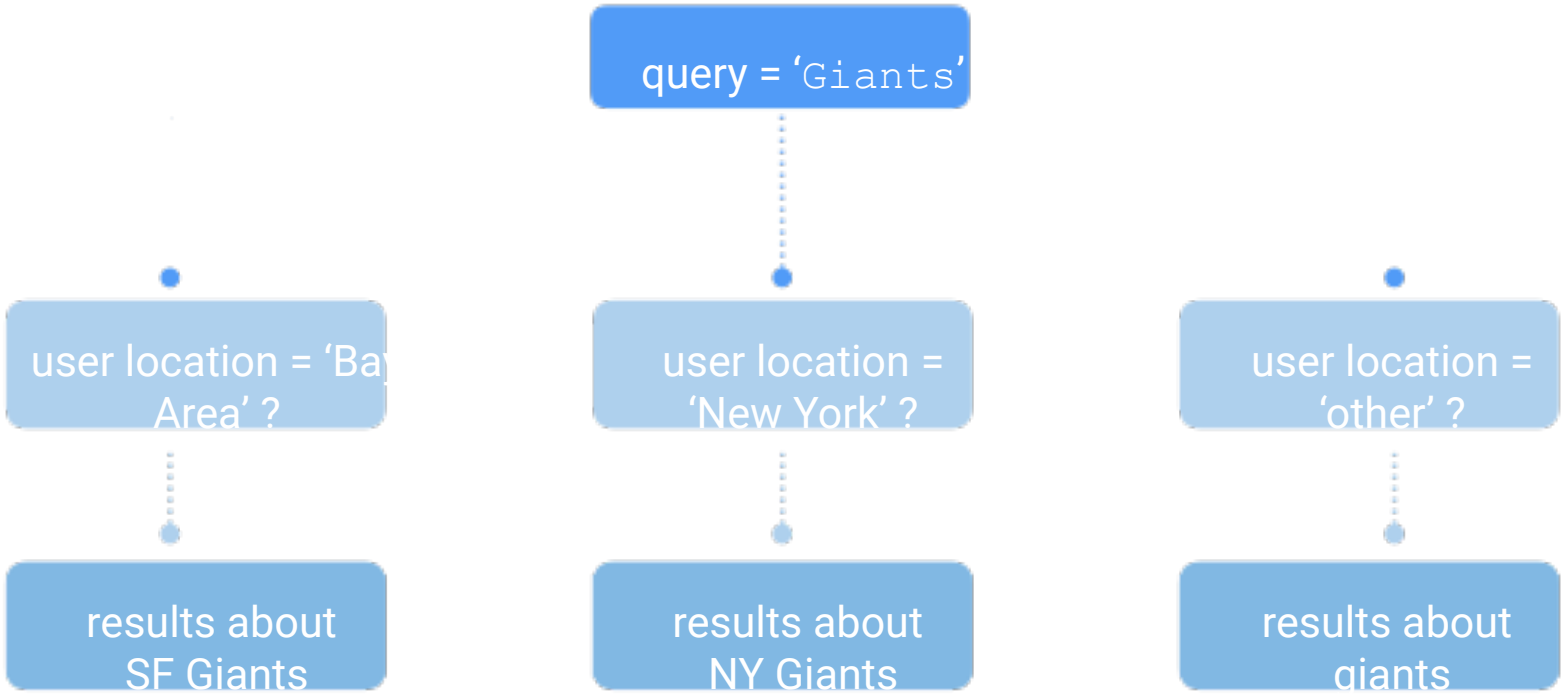

Cat
Dog
OUTPUT

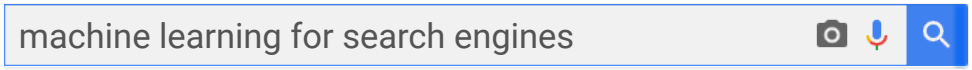

CAT
DOG


Google
giants
giants
giants – San Francisco Giants, Baseball franchise
giants – New York Giants, American football team
giants score
giants schedule
giants tickets
Press Enter to search.

GIANTS
San Francisco

GIANTS
ny
New York

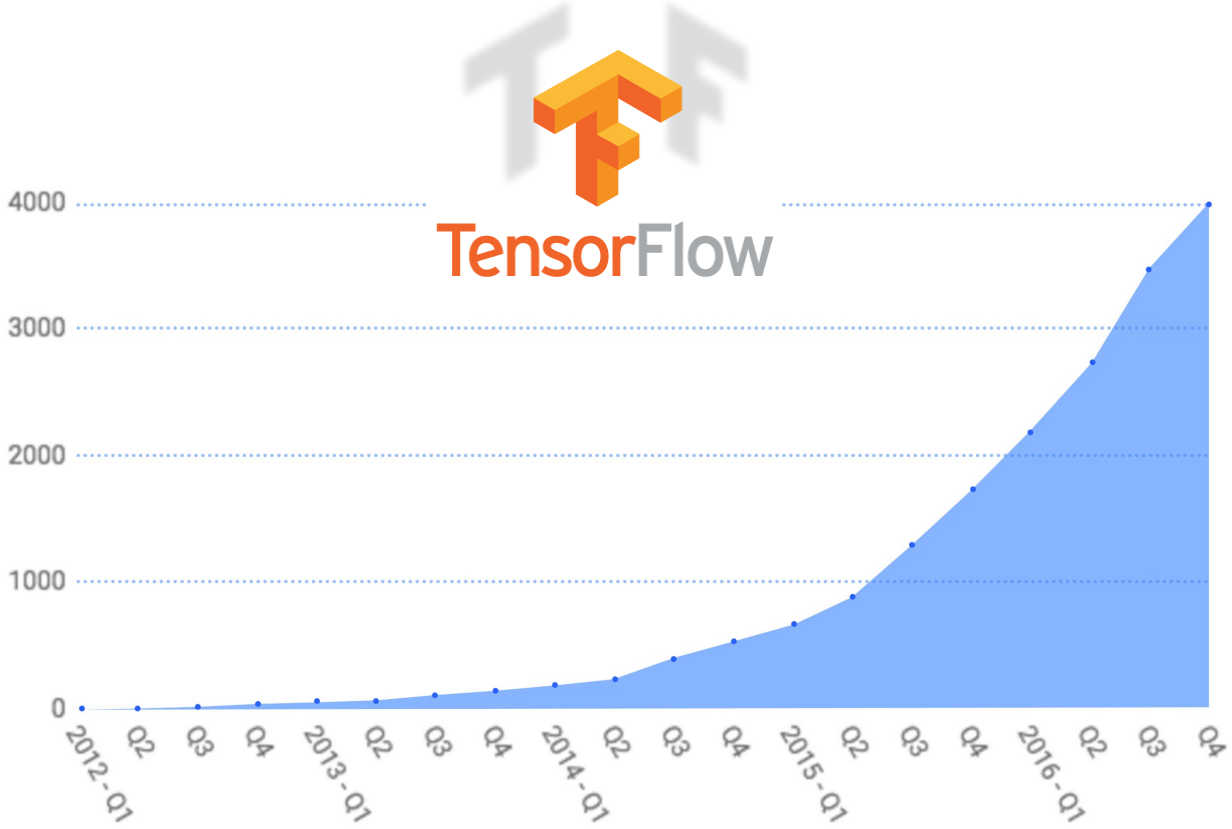

query = 'Giants'
user location = 'Bay Area' ?
user location = 'New York' ?
user location = 'other' ?
results about SF Giants
results about NY Giants
results about giants

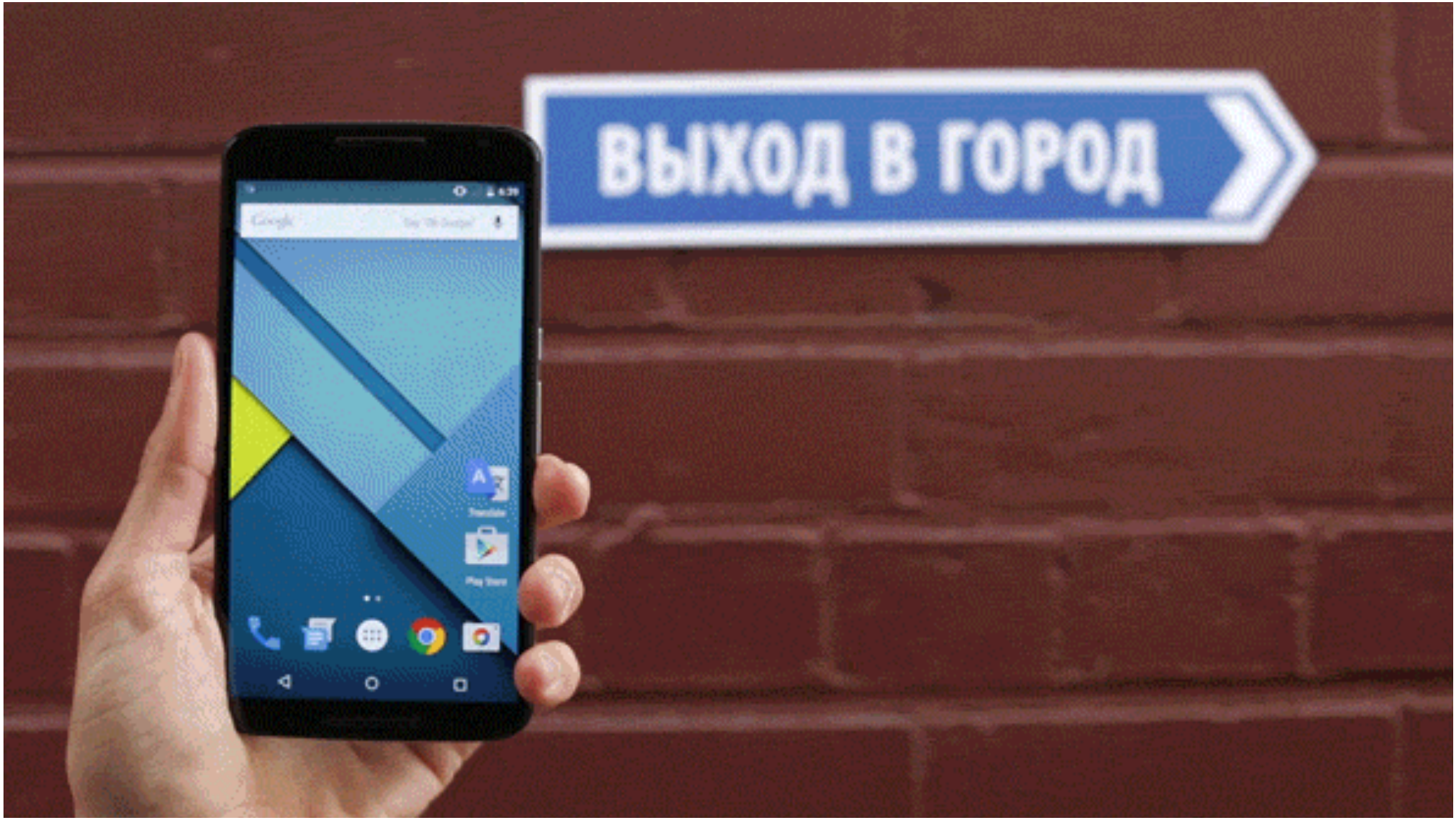


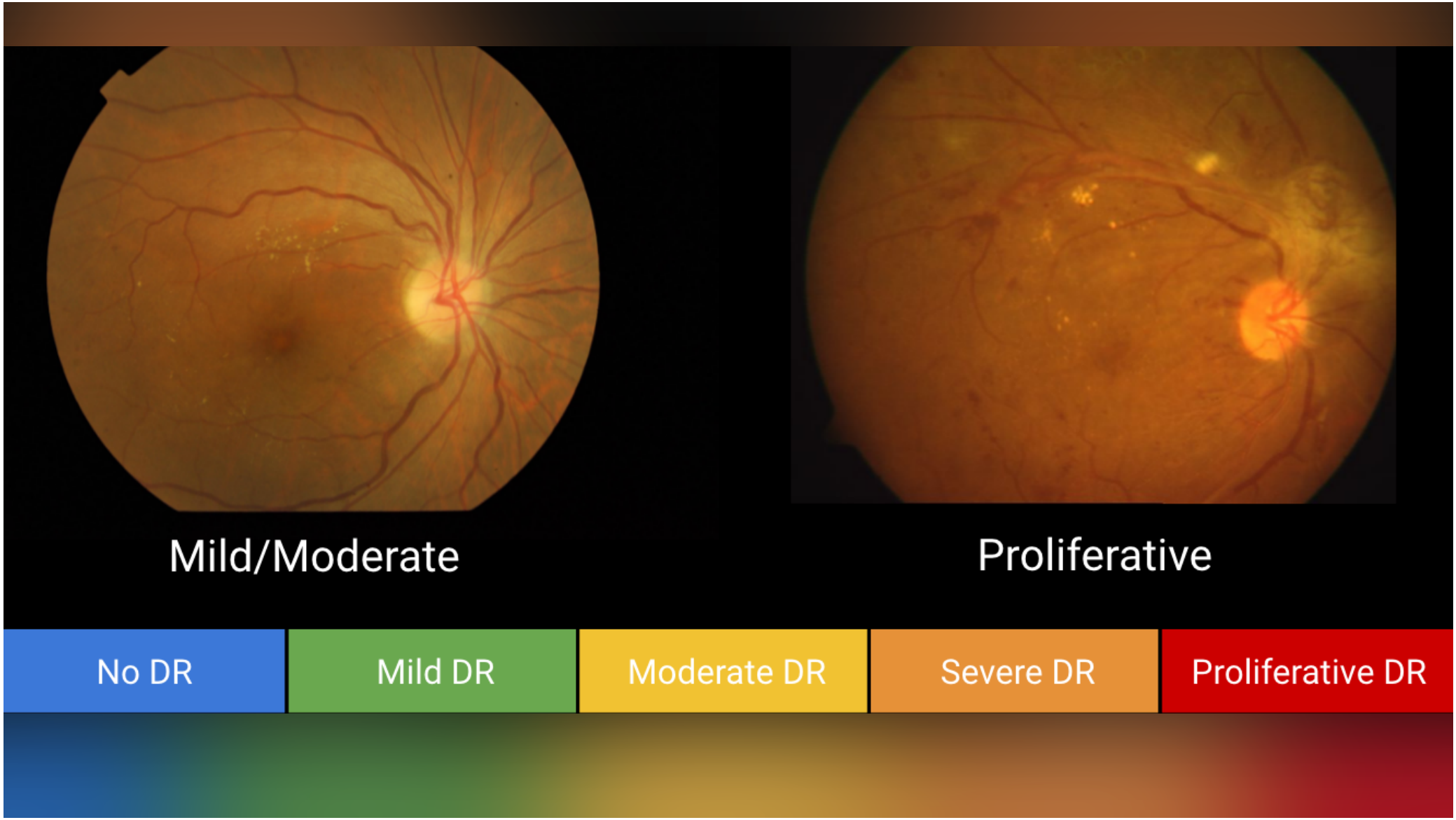
RankBrain helps process Google search results and provides more relevant search results for users

#1
improvement
to ranking quality
in 2+ years

#3
signal
for search ranking
out of hundreds

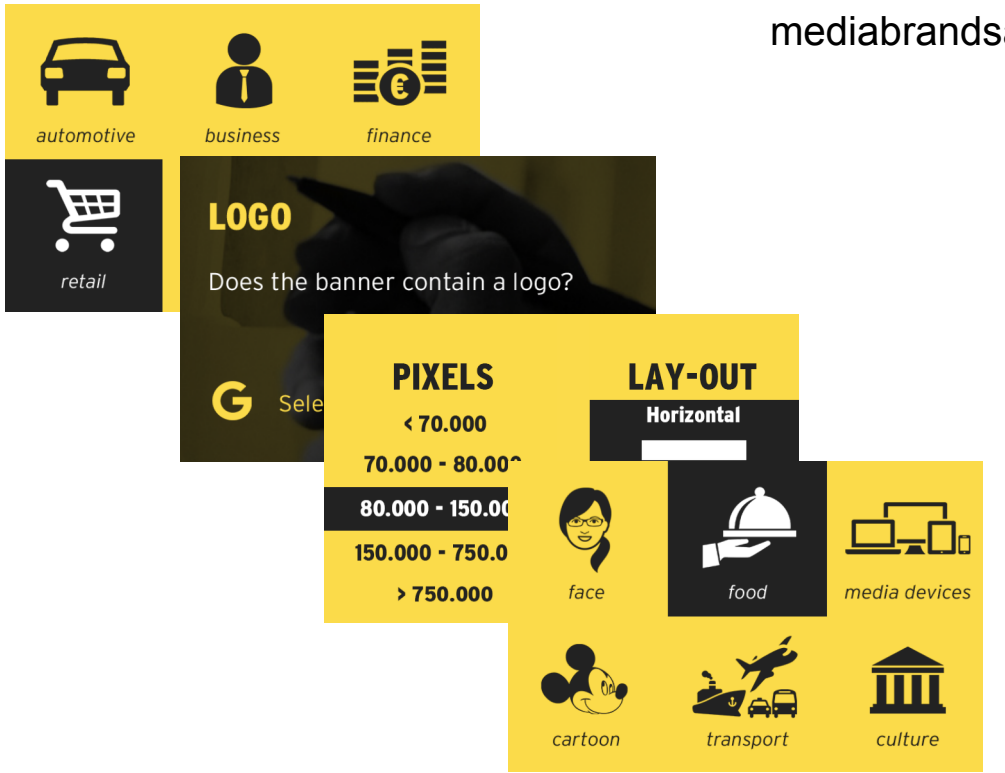

TensorFlow
4000
3000
2000
1000
0
2012-Q1
Q2
Q3
Q4
2013-Q1
Q2
Q3
Q4
2014-Q1
Q2
Q3
Q4
2015-Q1
Q2
Q3
Q4
2016-Q1
Q2
Q3
Q4


ВЫХОД В ГОРОД


Mild/Moderate
Proliferative
No DR
Mild DR
Moderate DR
Severe DR
Proliferative DR

IPG MEDIABRANDS

mediabrandsadvision.nl

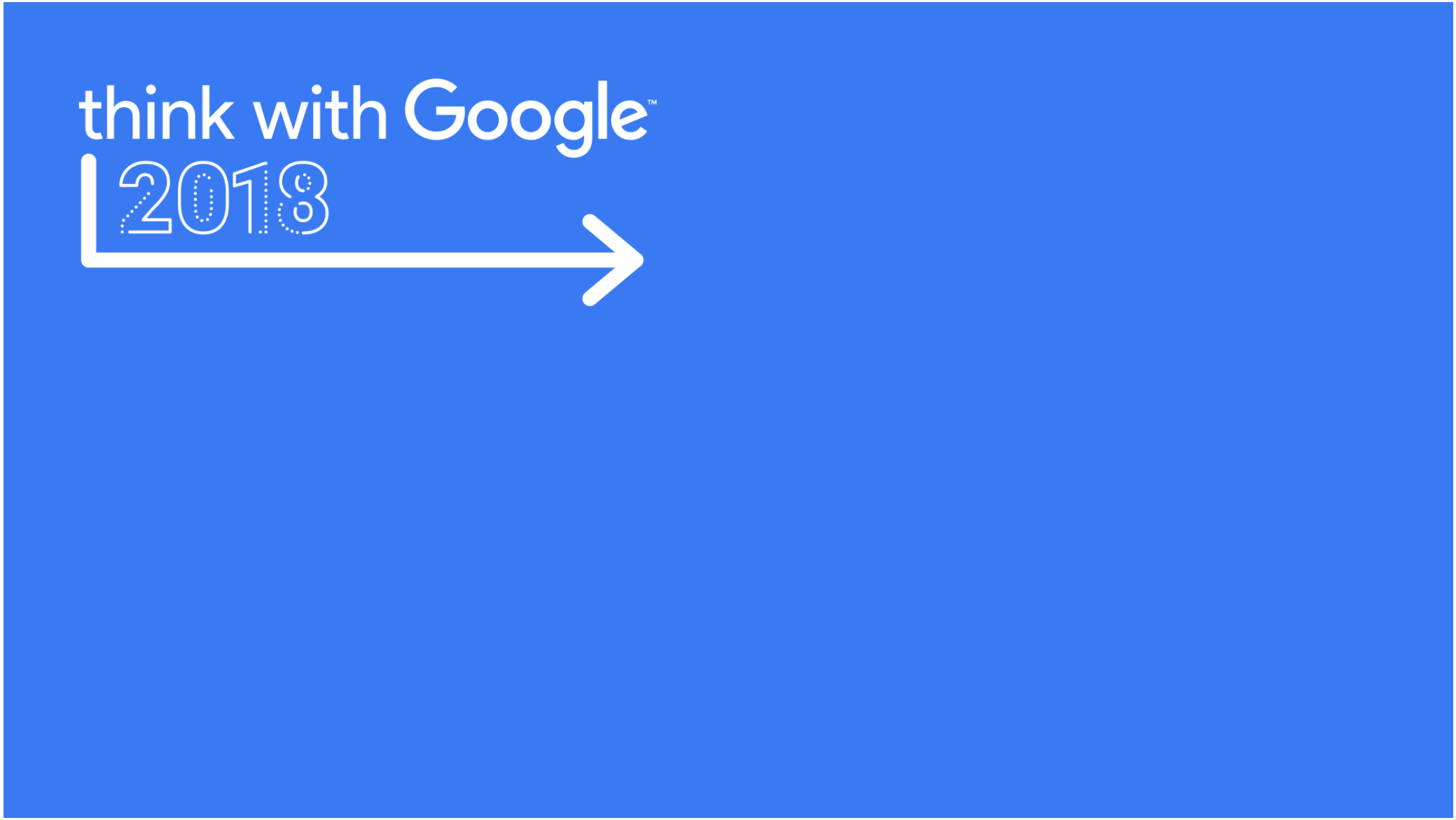


CTR% Current State

0.219%

Train your own

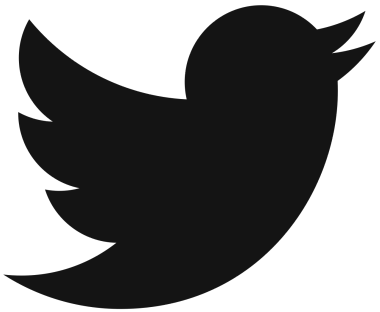
Pre-Trained Models


think with Google™
2018

think with Google
2018

#ThinkNL2018

“Which sport is the most popular in the media, lately?”

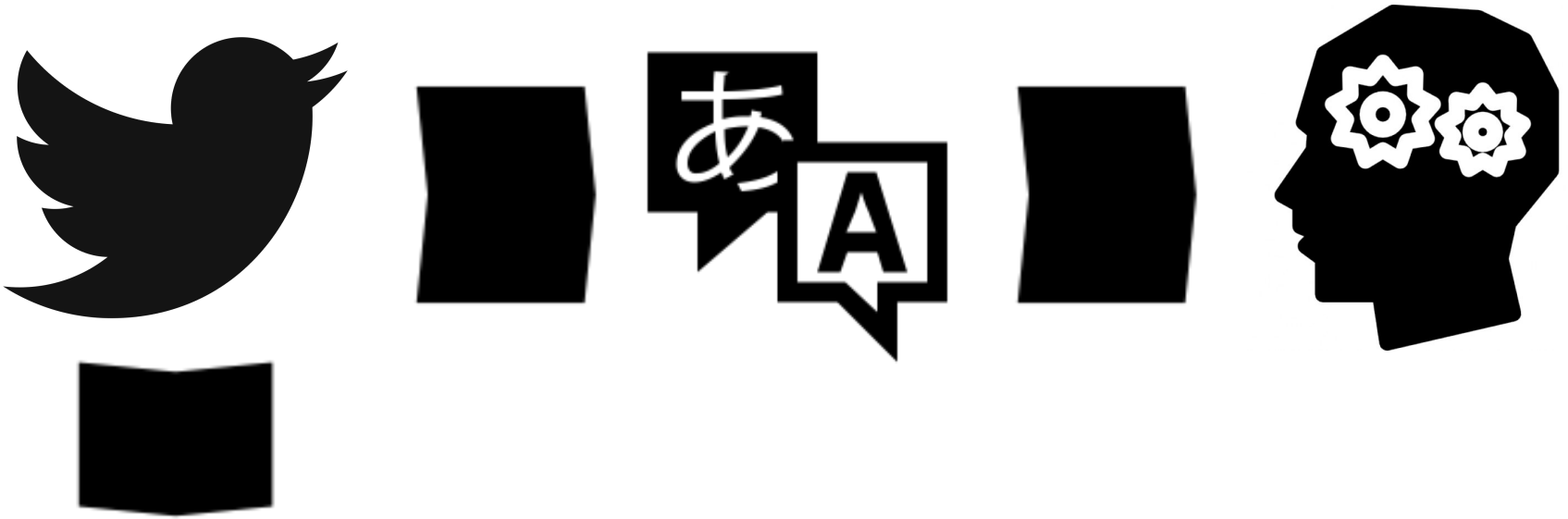


Collect on social media
all news published by
News Providers in real-time.

Translate all messages

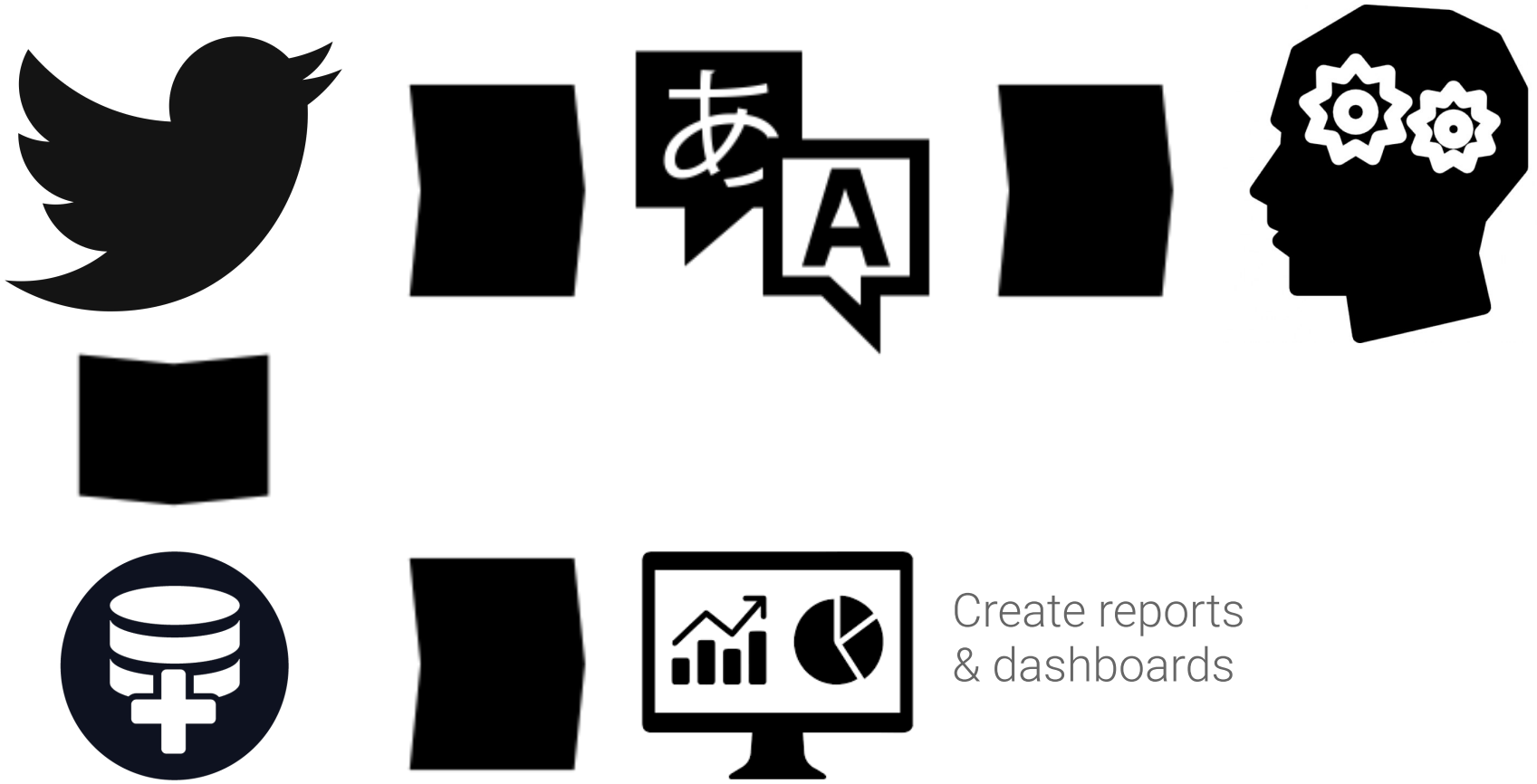
with Machine Learning to English

Understand the text
with NLP



Store all data

In a data warehouse


Create reports
& dashboards

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2018

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Demo

Powered by Google Cloud Technology

Translate API

BigQuery

NLP API

Data Studio

Google Cloud

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Thank You