



CONFERENCE NOTES

From AI to VR: the impacts of the latest technology on your business

Presenter: Jyll Saskin Gales, Export Consultant, Global Expansion Team, Google Canada

Further Resources:

[Jyll Saskin Gales](#)

New from Google: Marketfinder.thinkwithgoogle.com

Emerging technologies:

1. Artificial intelligence
2. Augmented reality
3. Assistance

Virtual reality – a simulated environment that is so lifelike, the user interacts with it as if it's real. Snapchat is augmented reality – overlaying digital images on top of your actual surroundings.

Augmented Reality:

- Technology is great but it tends to take us out of our reality. With Google Lens, it is a “heads up” experience – searchable and interactive.
- Used when there is a need “to try before you buy”.
- B2B (business-to-business) uses as well. DHL “pickers” increased their efficiency 15% and increased their accuracy when using the technology in their warehouse

Can you offer potential customers the opportunity to “try before you buy” with an AR experience?

Moving from a “mobile” first to an “AI” first world.

AI is getting computers to perform human tasks and the study of how to make machines intelligent. Machine Learning is teaching computers to learn without programming them by using algorithms that iteratively learn from data, machine learning allows computers to find hidden insights without being explicitly programmed where to look... They make their own inferences based on receiving tons of data. Google Translate has vastly improved through ML making translations closer to actual “normal” language. There is now machine learning diagnostics - Inputting huge quantities of both healthy and diseased eye scans. Diagnostics are often faster and more accurate than humans.

Example: DOGS

An AI computer would have trouble differentiating between dogs and cats (i.e. both have 4 legs, 2 ears, tail, fur, etc.). Humans spend time labelling things so even a small child could identify a dog from a cat.

Is your company ready to leverage artificial intelligence and or machine learning? What repetitive job tasks could you train a machine to do instead? Freeing up your time and value for your business.

Who wants to train the machine?

Can a neural network learn to recognize doodling? Help teach it by adding your drawings to the world's largest doodling data set, shared publicly to help with machine learning research. [Quickdraw.withgoogle.com](https://quickdraw.withgoogle.com)

Assistance

Assistance is having our needs not just met but anticipated. Human nature has changed - We are more curious, impatient and demanding than ever before.

Historically we used to type in search engines the same way we would type in natural language now 2/3 smartphone users use assistance, fundamentally changing human nature.

The following companies are using assistance:

- Dominos Pizza – knows your payment information, address, and favourite pizza
- Mercedes Benz - the ability to turn on/off car, lock/unlock car
- EBay – the ability to upload a photo of your things and find out how much an item is worth and if it is worth selling

Google analytics – go beyond reports automatically surfaces actionable insights based on your data.

Do you provide content that answers your users' top questions regarding your products and services? Make sure that you have that content online. Make sure it is indexed and searchable – to ensure that your answer is relevant.

New from Google: [Marketfinder.thinkwithgoogle.com](https://marketfinder.thinkwithgoogle.com)

Sell to the whole world to find on a global market. No matter what you sell, what size you are, or where you're based, you can take your business to new customers around the world.

Market Finder recommends the best markets for your business

Create your global business plan using detailed market insights. How do your potential customers use the internet? What's their disposable income? Market Finder recommends the best market for your business, and gives you all the insights you need to research your next global market.

Prepare to go global

Once you've decided on your next market, use our tools, guides, and resources to plan the next steps of the

journey to your new global market. We'll help you navigate areas like localization, international payments, and logistics.

Reach global customers looking for what you sell

Every successful global business needs a watertight marketing plan. What is the best language to advertise in? Which devices are your customers using and what's the best way to reach them? We'll help you make your marketing decisions with data and customer insights, and suggest the best tools to put it all into action.

Presented in partnership with:

Platinum Partner



Silver Partners



Feature Partners

