

# Work in the future

How Artificial Intelligence will transform work and life

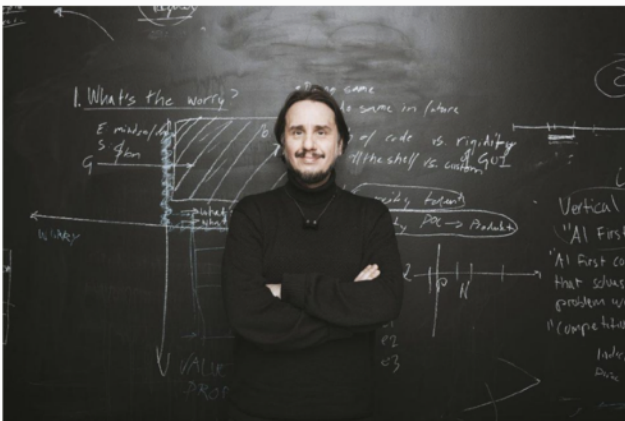


Forbes

# Coders From Spotify, Klarna And Candy Crush's King Have Flocked To This AI Startup



**Parmy Olson** Forbes Staff  
AI, robotics and the digital transformation of European business.



Luka Crnkovic-Friis, founder of Peltarion. IMAGE VIA PELTARION

## 15 years experience

Commercial ai services  
& enterprise software

Over 300 companies have used Peltarion's technology

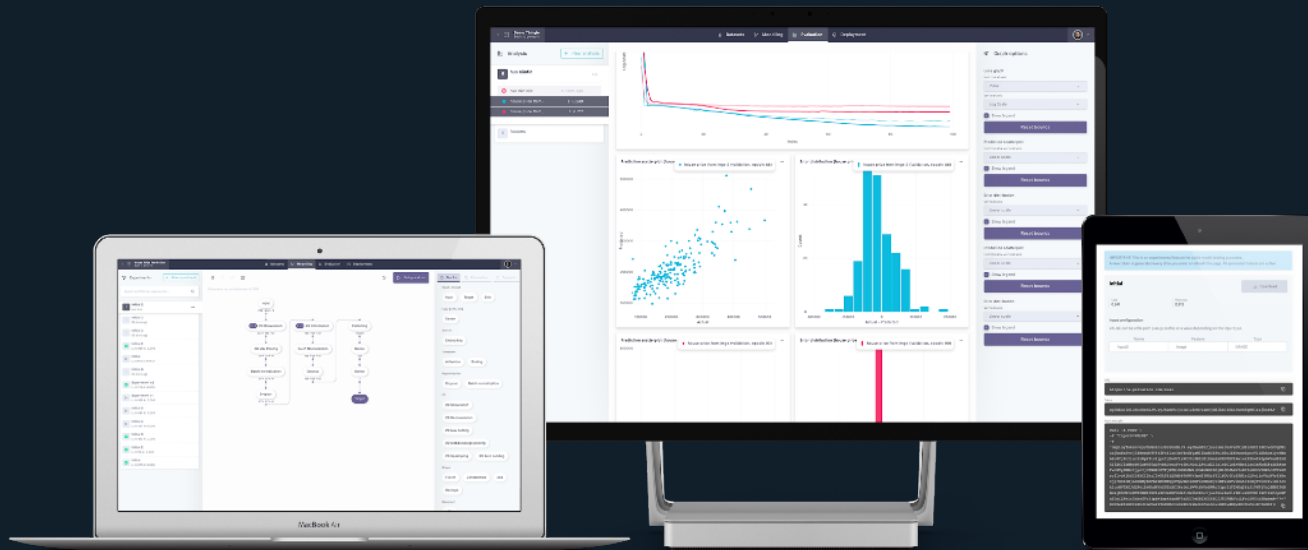


HARVARD  
UNIVERSITY





# The operational AI platform for producing real world applications **at scale and speed**



# AI

The technology showing  
greatest progress is called  
Deep Learning

LEFT REARWARD VEHICLE CAMERA

MEDIUM RANGE VEHICLE CAMERA

RIGHT REARWARD VEHICLE CAMERA

MOTION FLOW

LANE LINES

LANE LINES

ROAD FLOW

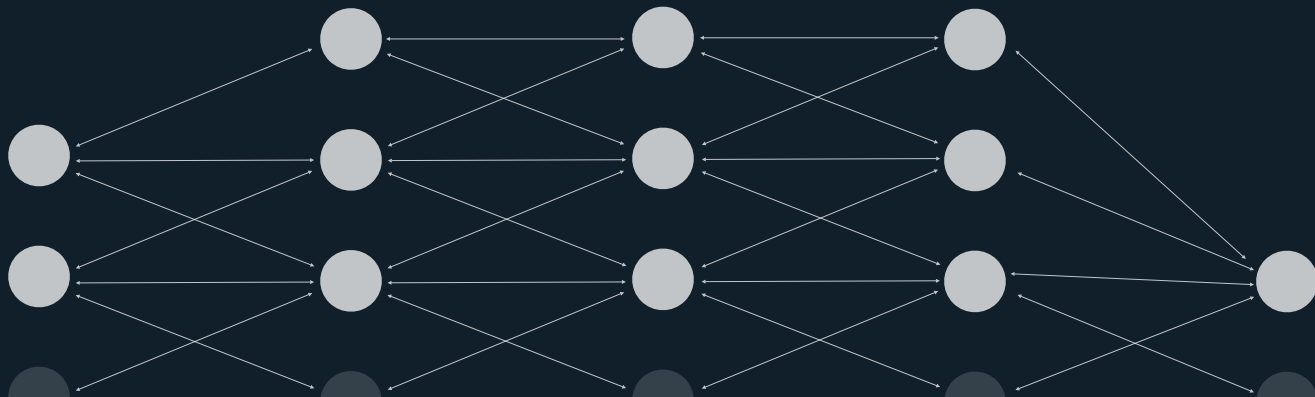
IN-PATH OBJECTS

ROAD LIGHTS

OBJECTS

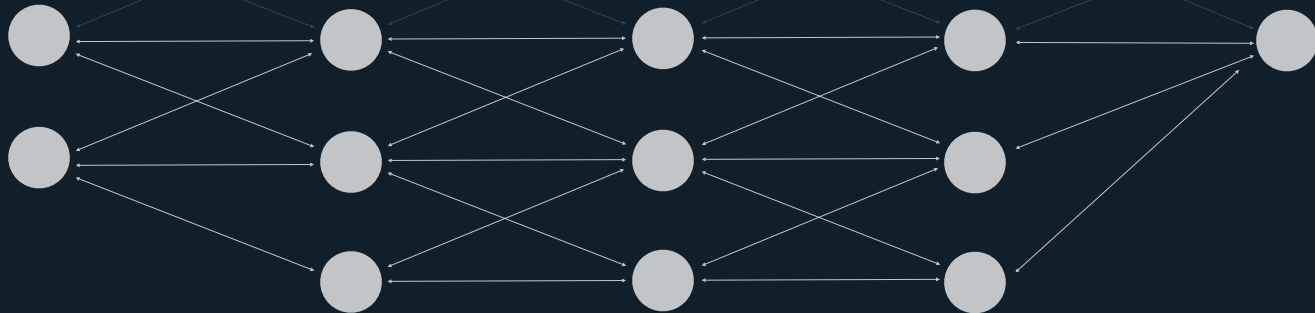
ROAD SIGNS





# Artificial Neural Networks

Can be fed raw data, adapt, learn to interpret and conclude



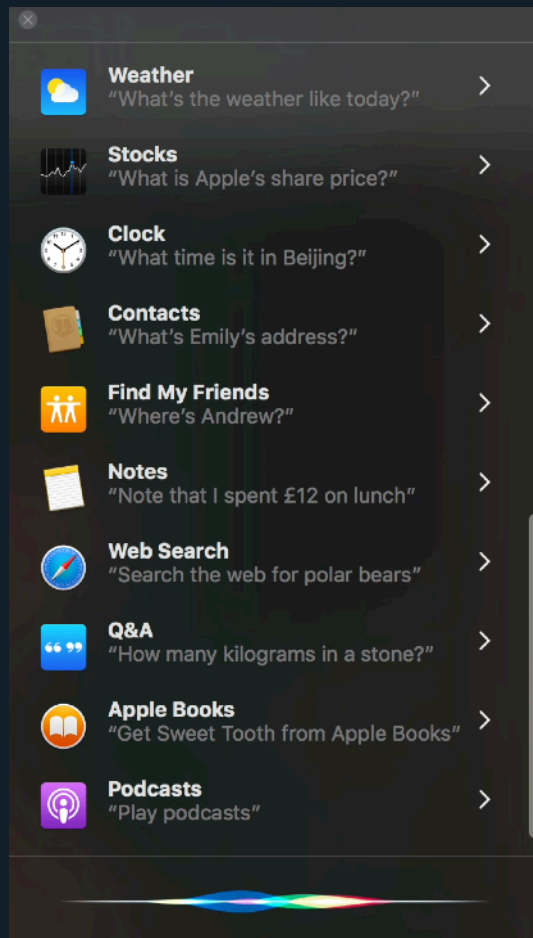
Deep learning is already present in our lives every day

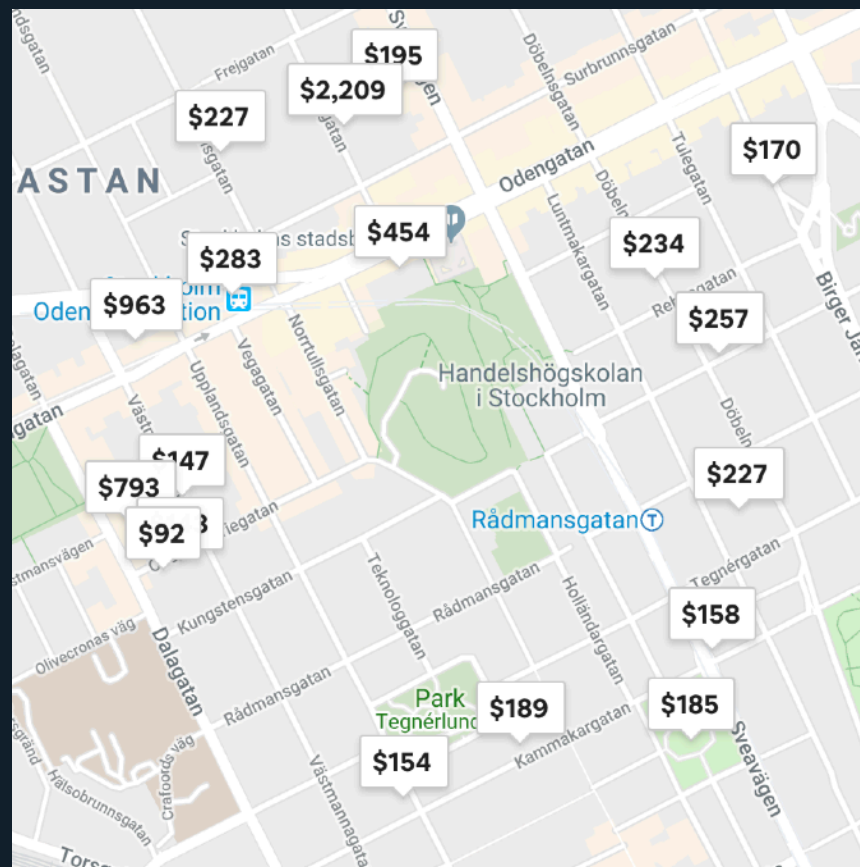
A long, thin, light gray search bar with a thin border. A mouse cursor is positioned in the center of the bar. On the right side of the bar, there is a small, colorful microphone icon.

Google Search

I'm Feeling Lucky

Google offered in: [svenska](#)







Opportunities for use of AI are all around us

II



/01

Twenty  
thousand  
people die  
of skin cancer  
**each year**

Millions have to go through  
harmful chemotherapy



# /02 Heavy industry is responsible for **22%** of the CO2 emissions

Making industries more efficient is key to meeting the climate goals



/03

One million  
people die  
in car  
accidents  
each year

An additional 50 million,  
disabled or injured





Change will never be this **slow again**



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# Digital leaders are winning the battle for market share and profit growth

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/Digitally advanced sectors show

**3x**

higher profit  
margin growth

**1.6x**

profit margin spread between  
leaders and laggards



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The race to digitize is accelerating and digital transformation initiatives will reach **\$1.7tn by 2020**, totalling 60% growth from 2016 levels - **40%** of these initiatives will **involve AI**

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AI makes perfect **business sense** for our customers





You must be brave, and **make AI part of your core business.** It will make your business 10x better.

Do not dismiss it to a niche business area or as R&D.

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Oscar Höglund, CEO EpidemicSound

## Key steps to get your **business ready** for an AI-first future



Establish company-wide basic knowledge of AI and its potential to excel business



Identify which opportunities AI should address.



Data inventory



Review AI competence & tools





# Thank you

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For society questions, event participation, PR or related questions, please contact Kye Andersson, [kye@peltarion.com](mailto:kye@peltarion.com)