



## **AI, Now and Next – New Insights from IBM DataScience and AI JungWoo Jun, Executive Architect, IBM**

In recent years, machines have met and surpassed human performance in many cognitive tasks. Long-standing challenges in Artificial Intelligence have been conquered.

IBM defines a new enterprise model for digital innovation as Cognitive Enterprise. The core is defined as AI or Cognitive technology. However, there are many difficulties in changing the business model using this AI. Are machines truly intelligent? Can AI reach or surpass human capabilities? How can AI augment and scale human expertise and aid us in solving real-world challenges? a broader set of AI capabilities is needed to progress AI towards solving real-world challenges.

IBM, which has been doing semiconductor business for a long time, is trying to innovate the existing semiconductor R&D, MES production system and to suggest AI innovation center and approach that can change with robust AI capabilities and new cloud technology.