



NEW TECH CREATES NEW OPPORTUNITY

Start-up entrepreneurs Brandon Graham and Mike Bender launched their businesses after “seeing” the advantages of using artificial intelligence (AI) technologies to solve old problems. The examples these leaders demonstrate is that AI in and of itself can be its own business. Like the internet made other businesses obsolete and started others, artificial intelligence is taking the same path.

Graham’s company, Arke Aeronautics, uses advanced drone technology with “Computer Vision” that serves as sort of an advance team for first responders. The video information gathered by the drone is communicated to first responders in real time before they get on scene. The information they receive can help them decide what equipment and additional expertise they will need to manage the emergency.

Bender’s company, Impactivate

Networks, is the company behind the development and installment of the smart LED screens up and down the Atlantic City Boardwalk. While transmitting advertising and other promotional messages, each screen is equipped with intense high resolution cameras that help police keep the popular destination safe. Since its installation and by working with the local police department, the technology has helped the city reduce crime in this area by 21 percent.



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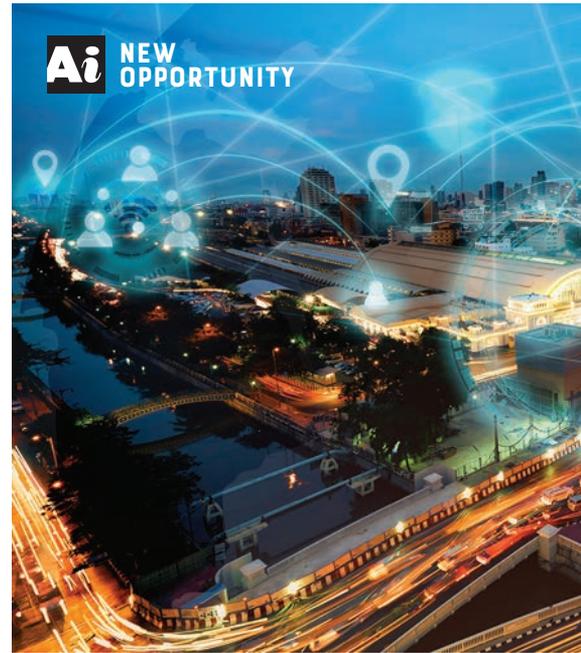
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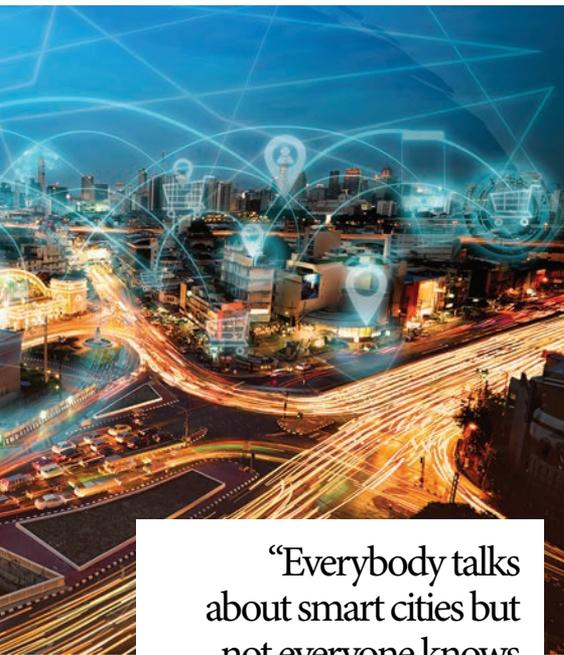
The technology Bender's company offers has a two-fold benefit to cities, he said. While the camera technology assists with security of the public, the camera's ability to translate data into marketing opportunities for businesses and cities is also beneficial. The LED screens along the Boardwalk transmit advertising messages, but because the cameras can determine demographics on a particular area or a particular day, advertising can better target those demographics for any given period of time.

As AI advances, it will provide more opportunities and challenges ahead, both men said.

Other cities can benefit from the technology Impactivate provides, Bender said. It will, however, require additional infrastructure to get cities to become "smart cities."

"Everybody talks about smart cities but not everyone knows how to make them smart. There's a million opportunities out there that are around the corner," he said.

Graham, who recently graduated from Rowan University and spent four years studying, designing, building and testing all kinds of robotic systems, said the technology is advancing at an exponential rate. The young professional said society has to closely monitor its advances to make sure it serves society, rather than the other way around.



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Mike Bender,
Impactivate Networks

“Elon Musk along with many thought leaders on the subject have stated publicly that we must be more mindful of how we are developing the technology and what it will mean for the world. What would happen if an AI was built that was so smart it could re-write its own code? Connect that to an IOT enabled factory and what do you get?,” he said.

While it will be incumbent upon everyone to police the advances of this technology, the opportunities it presents are vast, Graham added.

“While the future of AI is largely out of our control, it does have the potential to enable some pretty amazing technology for good. Even today, AI is helping to identify cancers and other ailments earlier, and then helping identify the most effective treatments. Other applications are endless, from cooking apps and videogames to Genomics, artificial intelligence has the potential to change everything,” he said. ■

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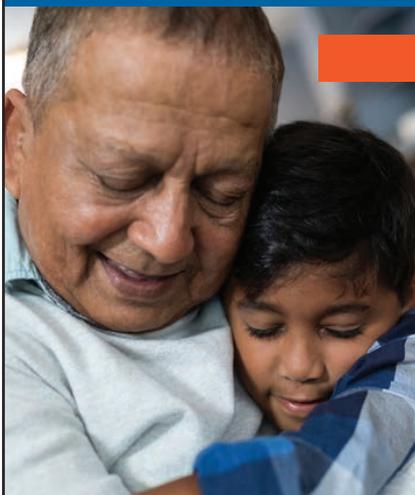
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