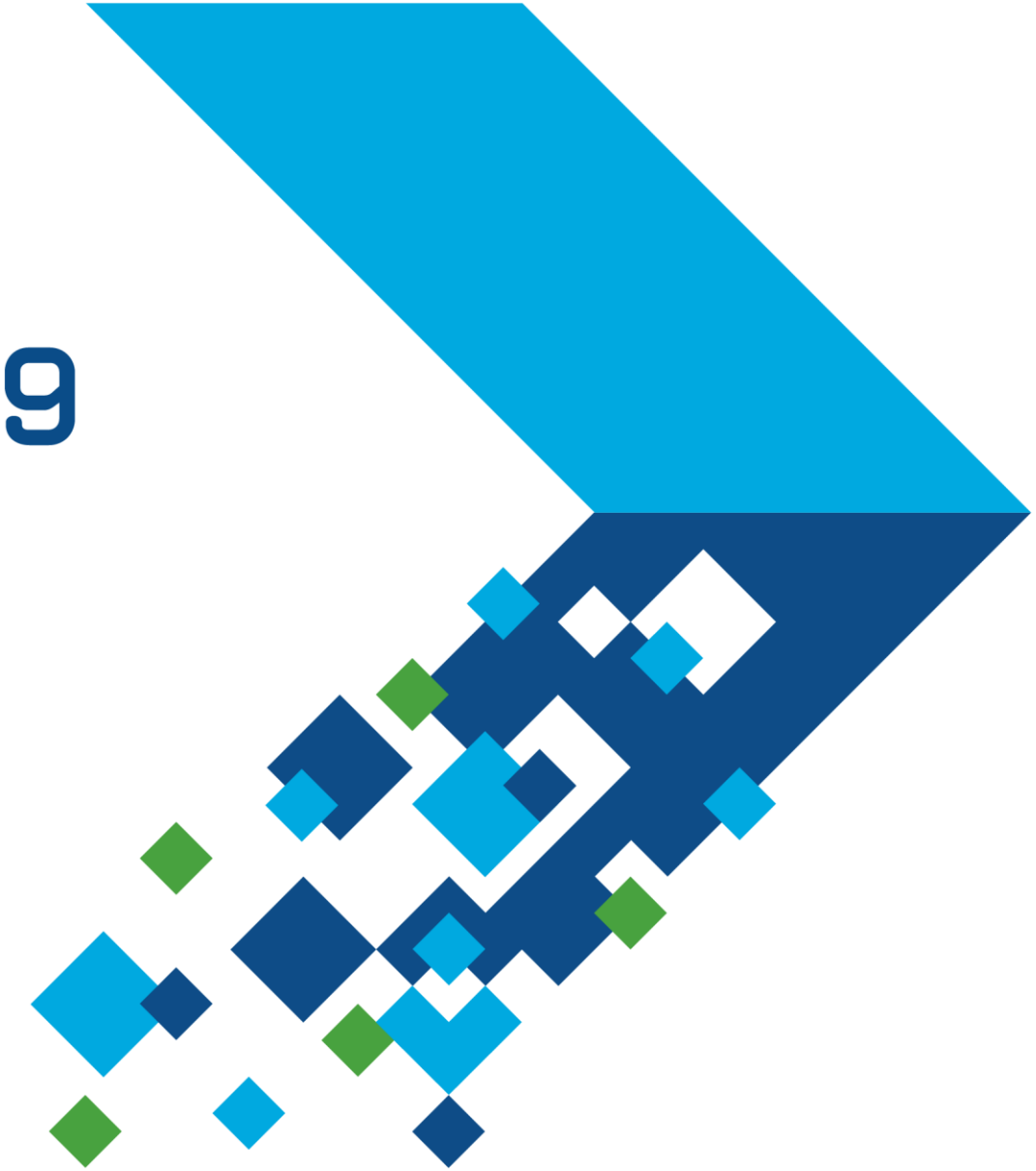
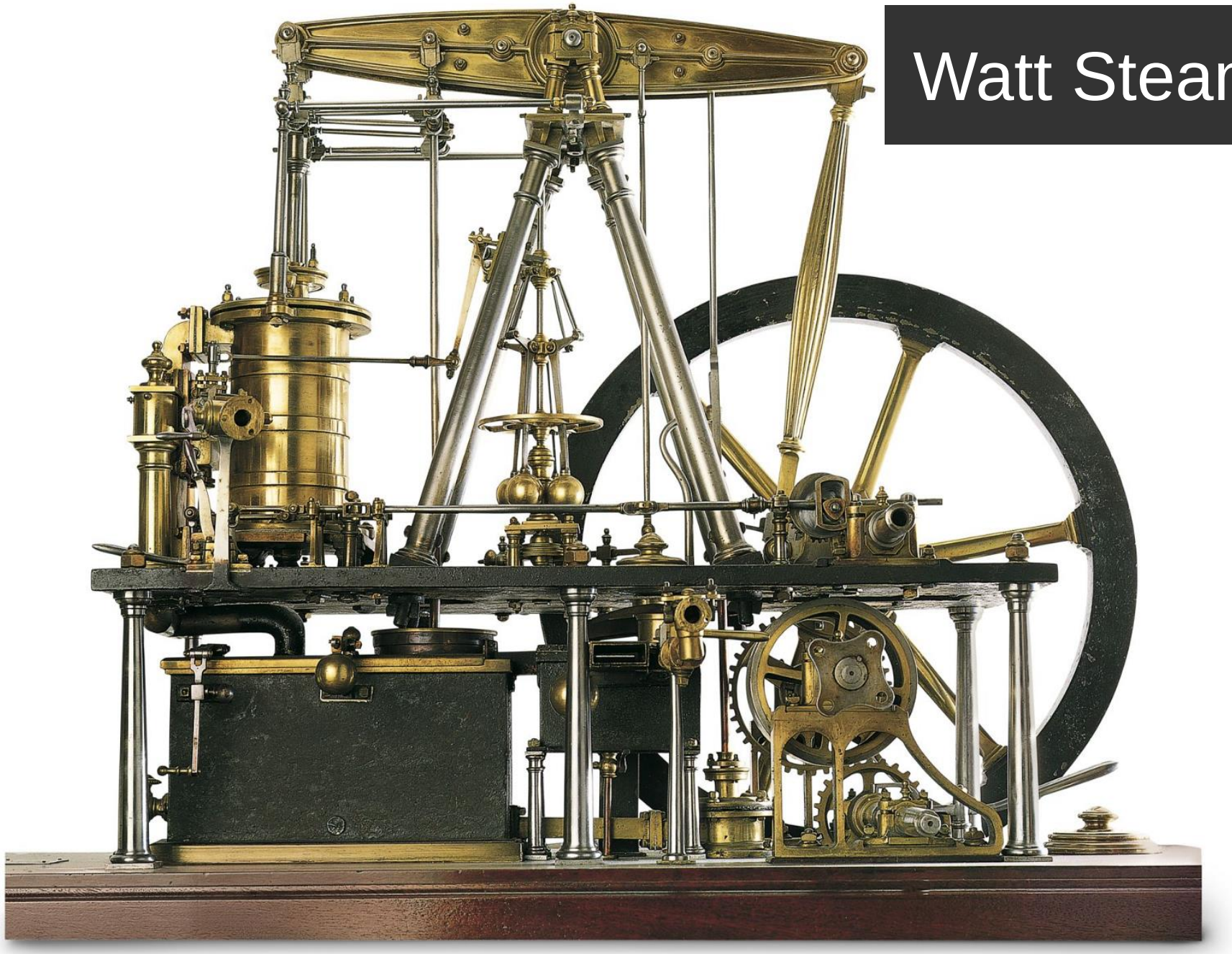
MATLAB EXPO 2019

Beyond the “I” in AI



Mike Agostini
Sr. Application Engineering Manager

Watt Steam Engine



Artificial intelligence is a transformative technology

AI will create $13 trillion in value by 2030

based on McKinsey's latest AI forecast – September 2018

AI has tremendous potential to increase productivity

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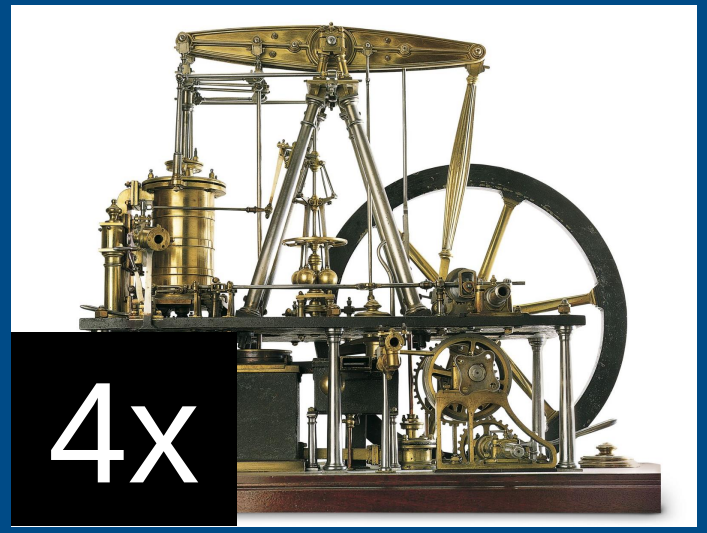
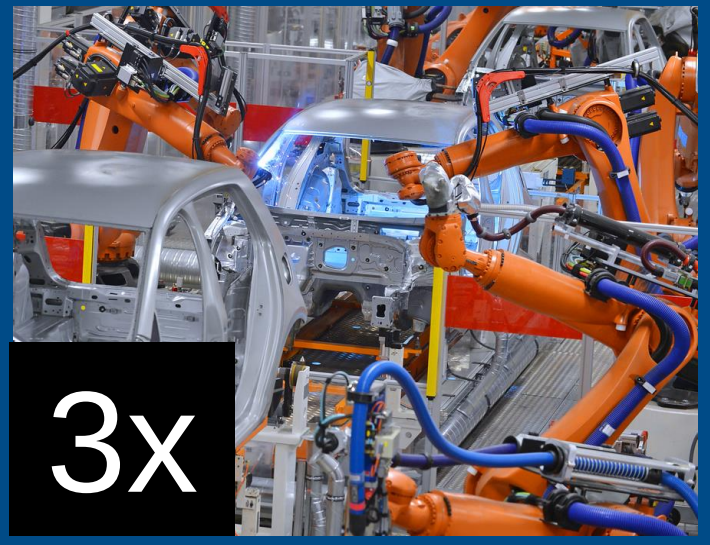




Yet AI is struggling

DigitalTonto
At the Crossroads of Media, Marketing and Technology...

Most AI Projects Fail. Here's How to Make Yours Successful.

July, 2018

DataRobot

Why Most AI Projects Fail

Oct, 2017

CMS WiRE

3 Common Reasons Artificial Intelligence Projects Fail

May, 2018

TayTweets AI project taken down within 24 hours

The New York Times

Microsoft Created a Twitter Bot to Learn From Users. It Quickly Became a [...] Jerk.

March 24, 2016

There are many ways Artificial Intelligence can fail

No data scientists

Too much data

Poor ROI

Not enough data

Beyond the skill of the team

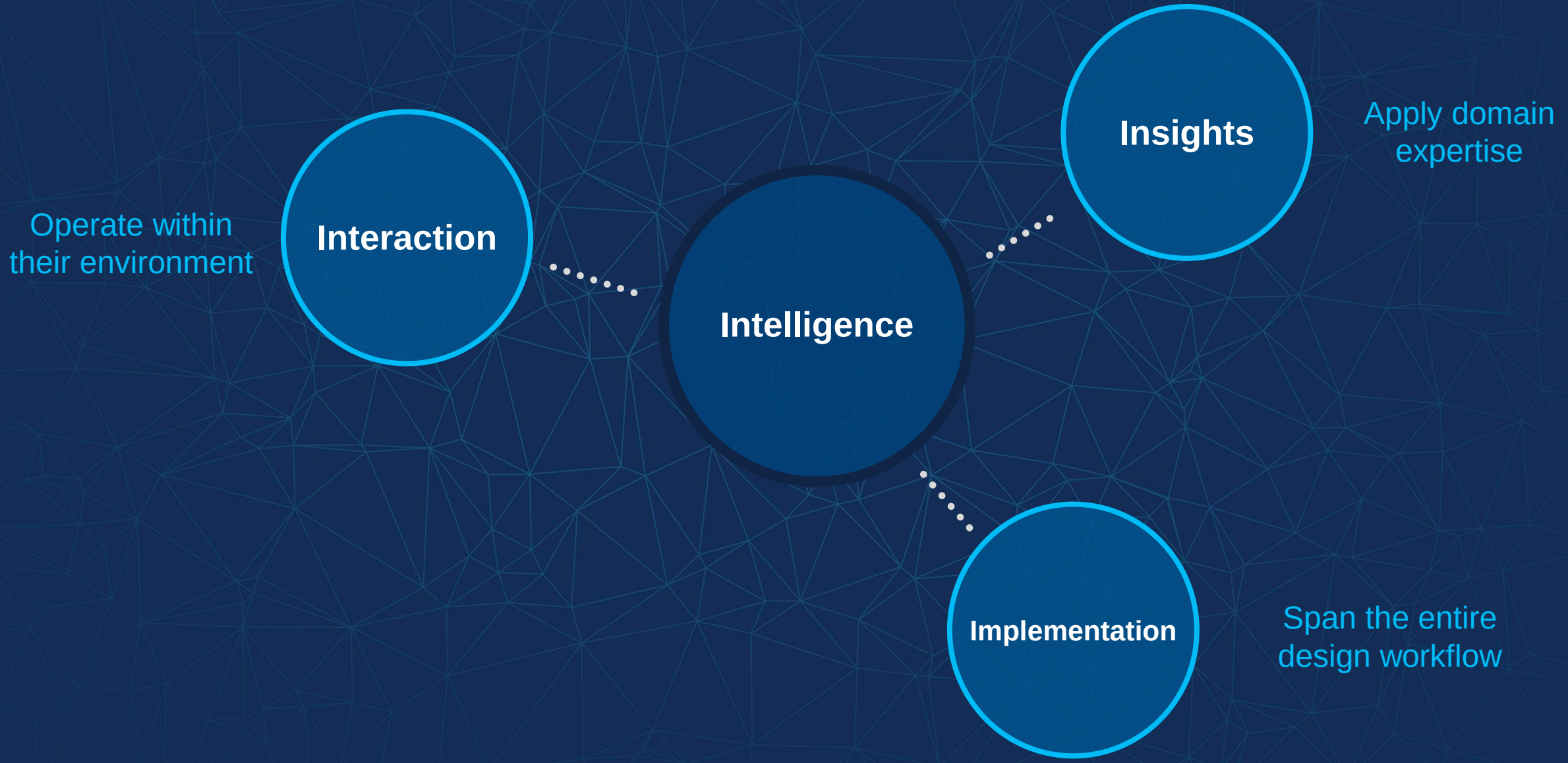
Incomplete tools

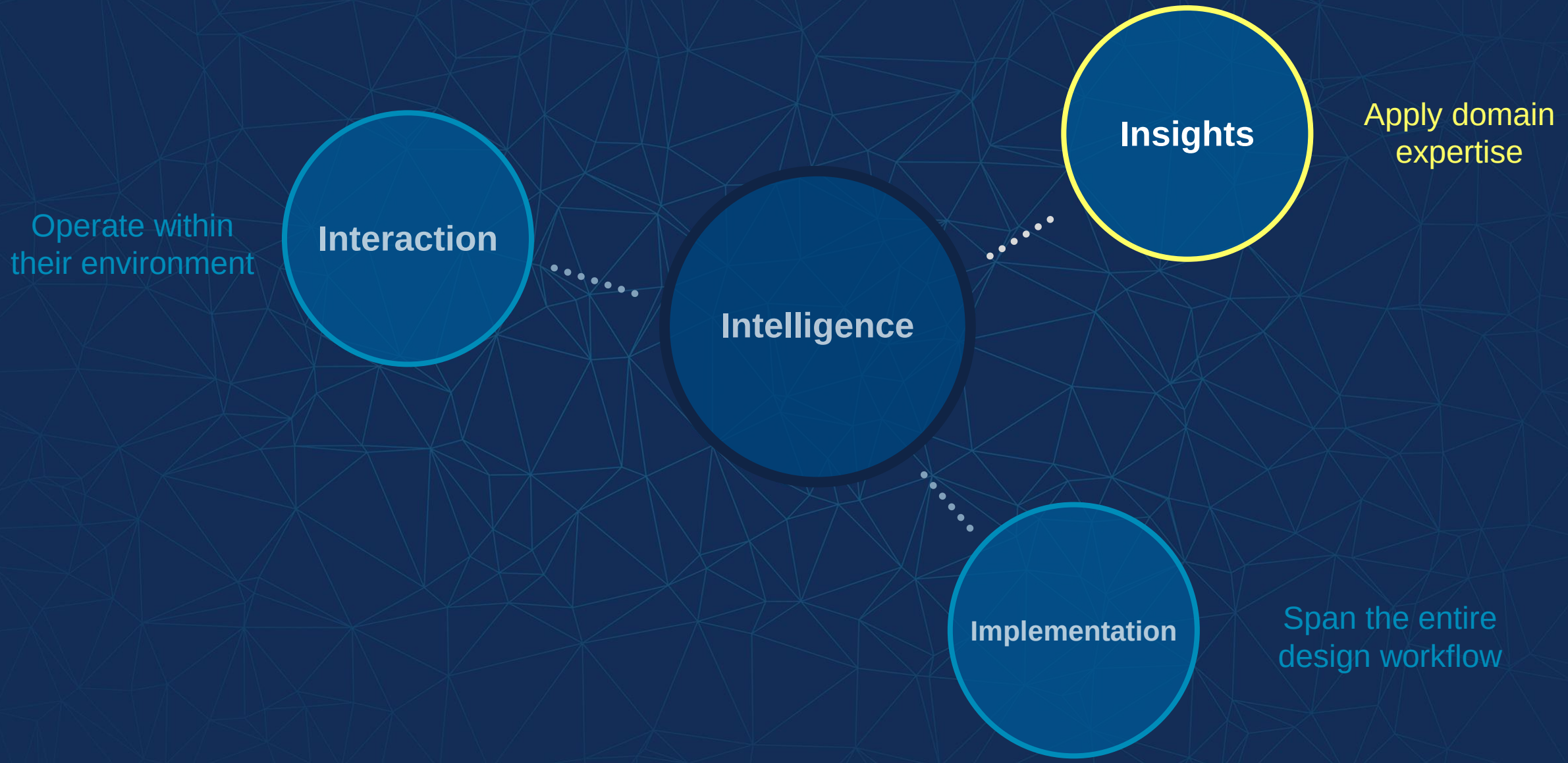
Problem is a poor fit for AI

Can’t integrate with other systems

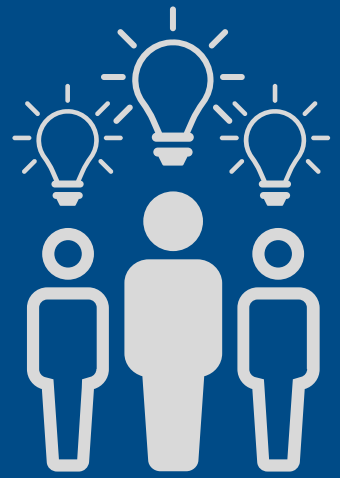
Problem is unsolvable

AI is more than just the intelligence of the algorithm




Operate within their environment
Interaction
Intelligence
Insights
Apply domain expertise
Implementation
Span the entire design workflow

Bring human insights into AI



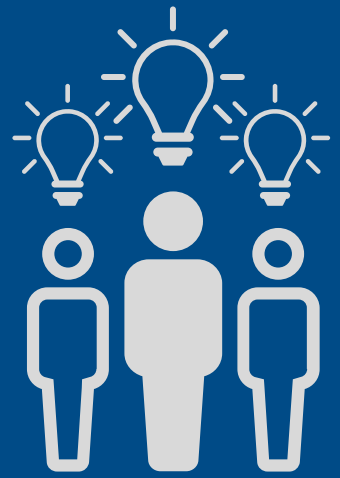
Select data

Make tradeoffs

Evaluate results

AI

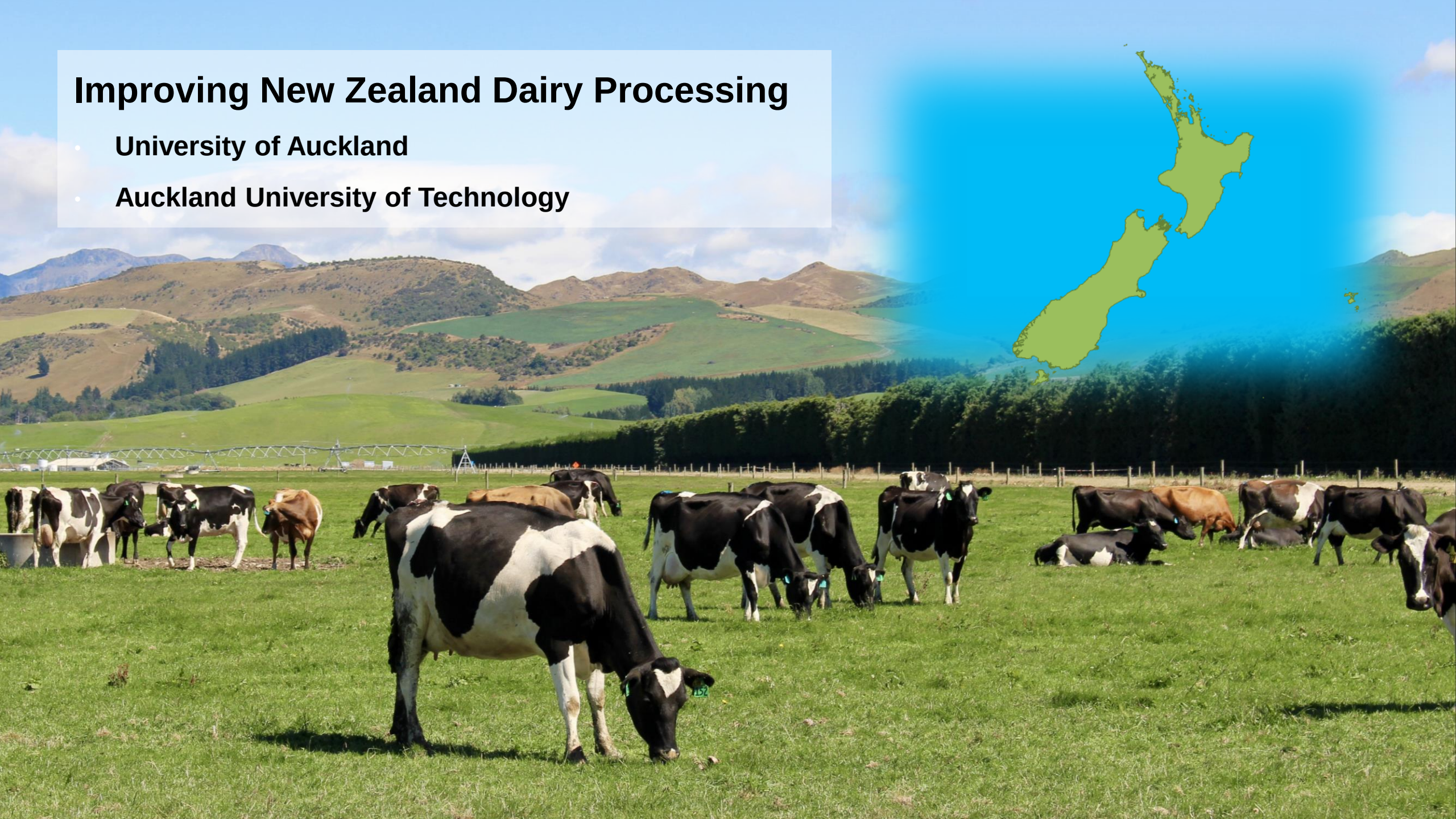
Bring human insights into AI



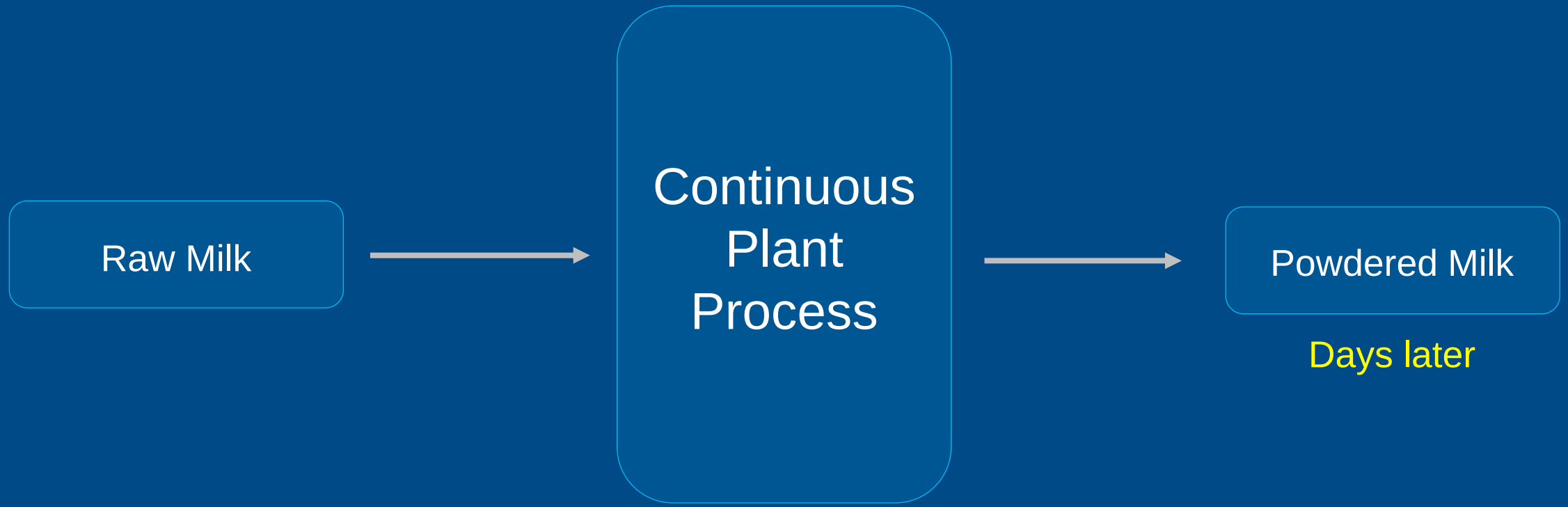
- We are the domain experts
- Shortage of data scientists
- We need the right tools

Improving New Zealand Dairy Processing

- University of Auckland
- Auckland University of Technology



Wanted to detect a bad product earlier



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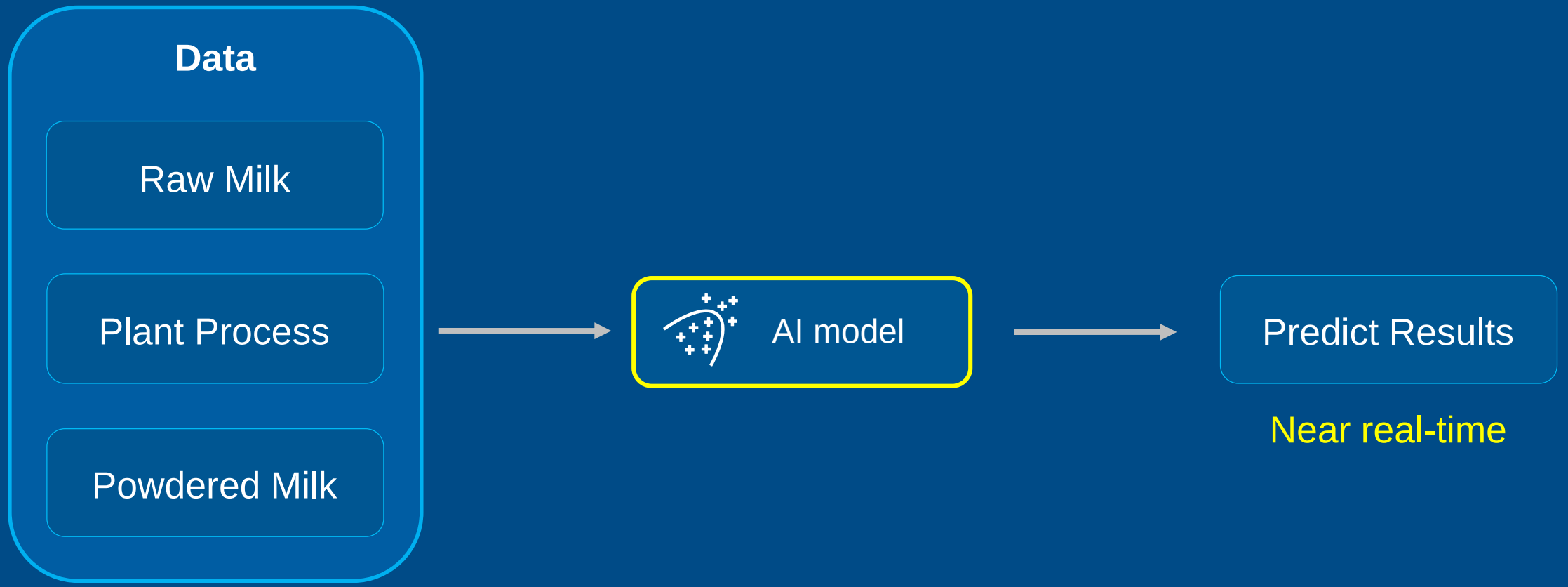
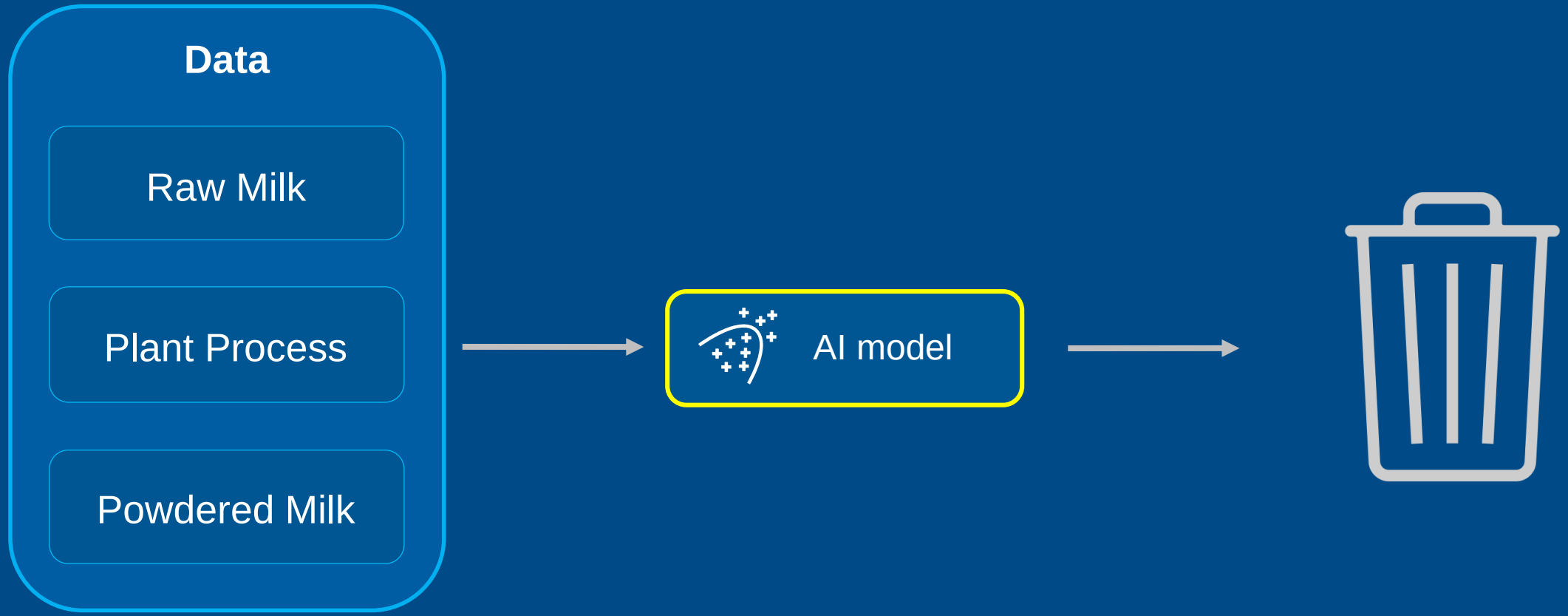


They had lots of data

- Millions of data points
- 6 years
- 3 plants

But…



They made several key insights

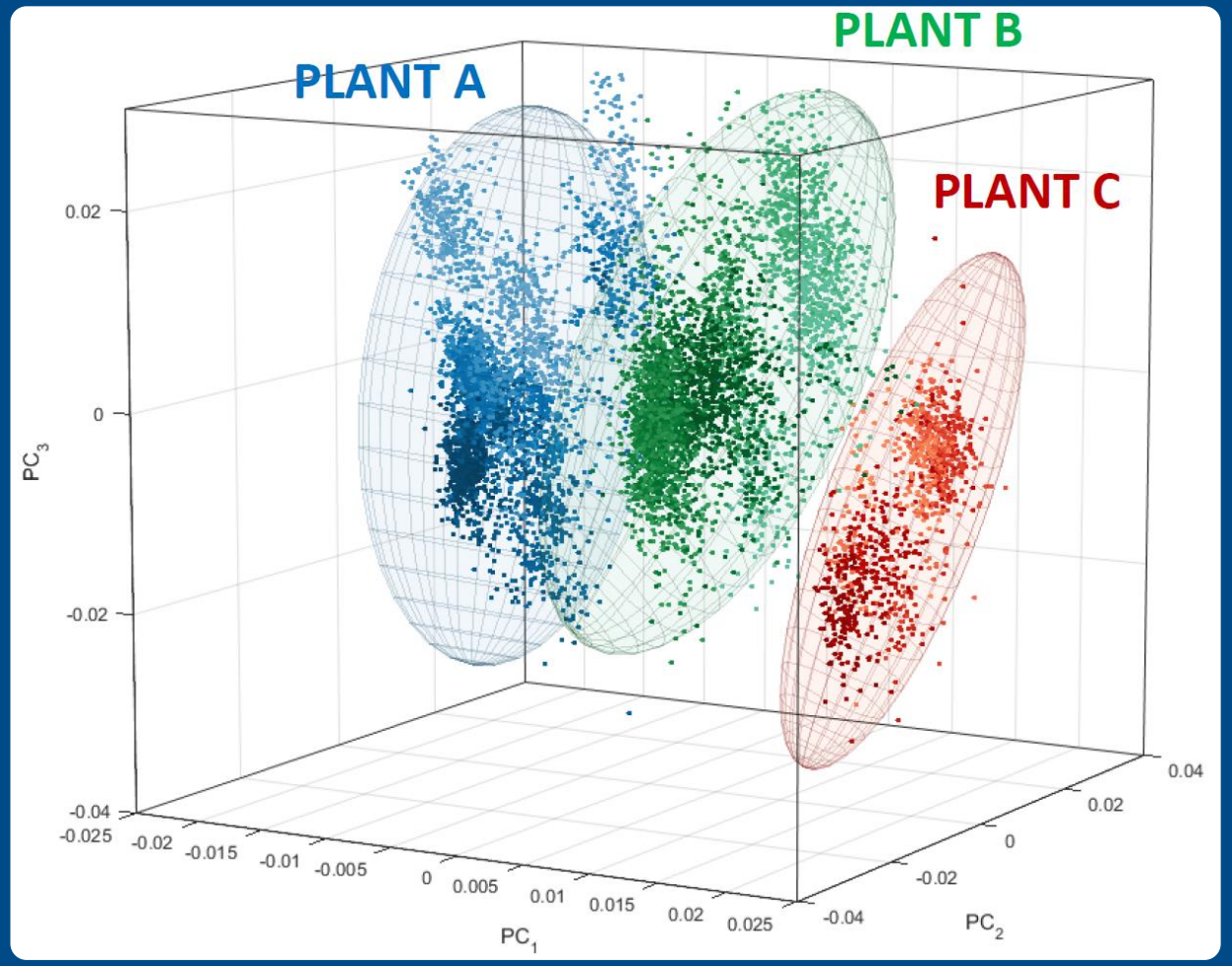
1. Results were wrong

They made several key insights

1. Results were wrong

2. Need to build a separate model for each plant

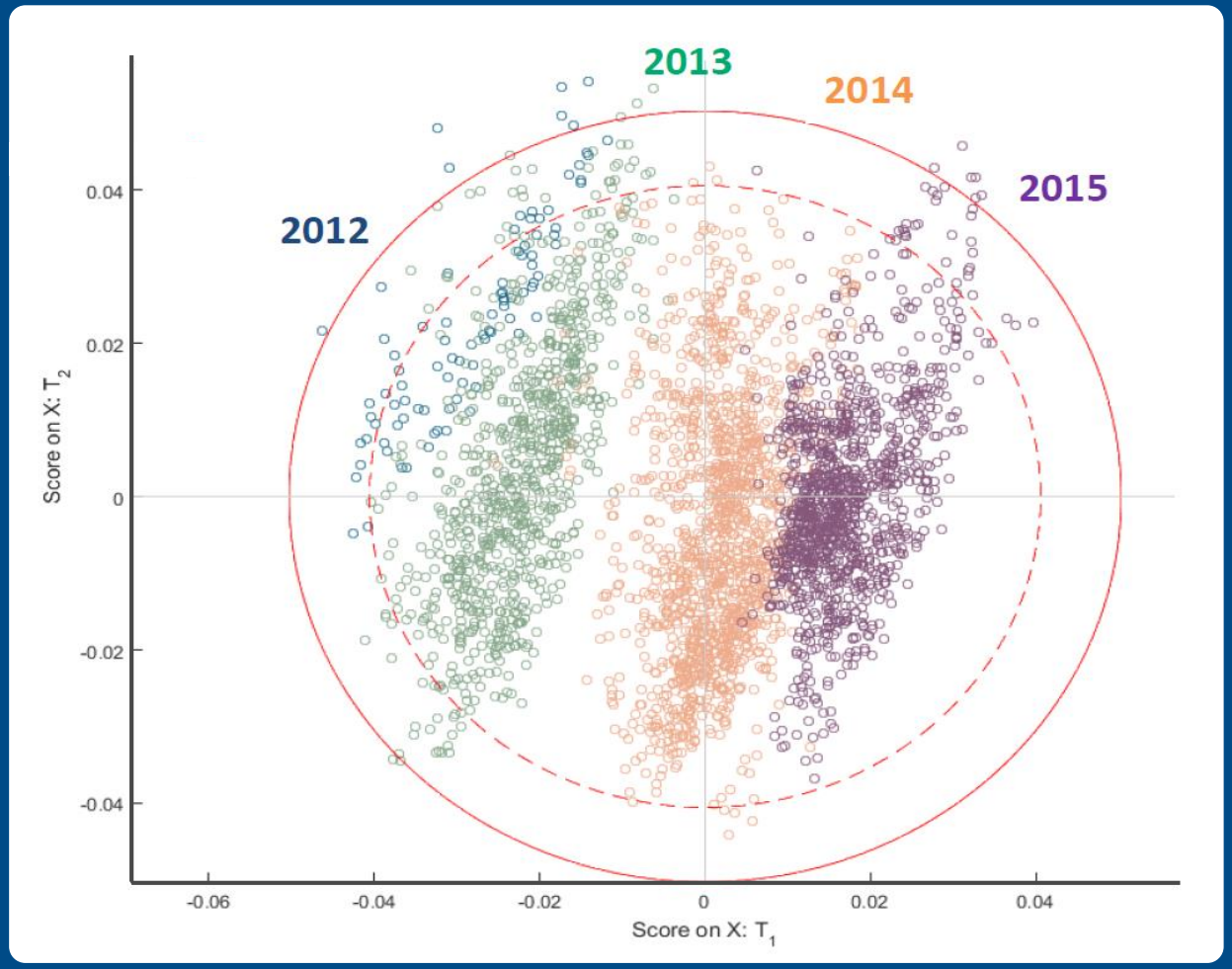
Plants behaved differently from each another



They made several key insights

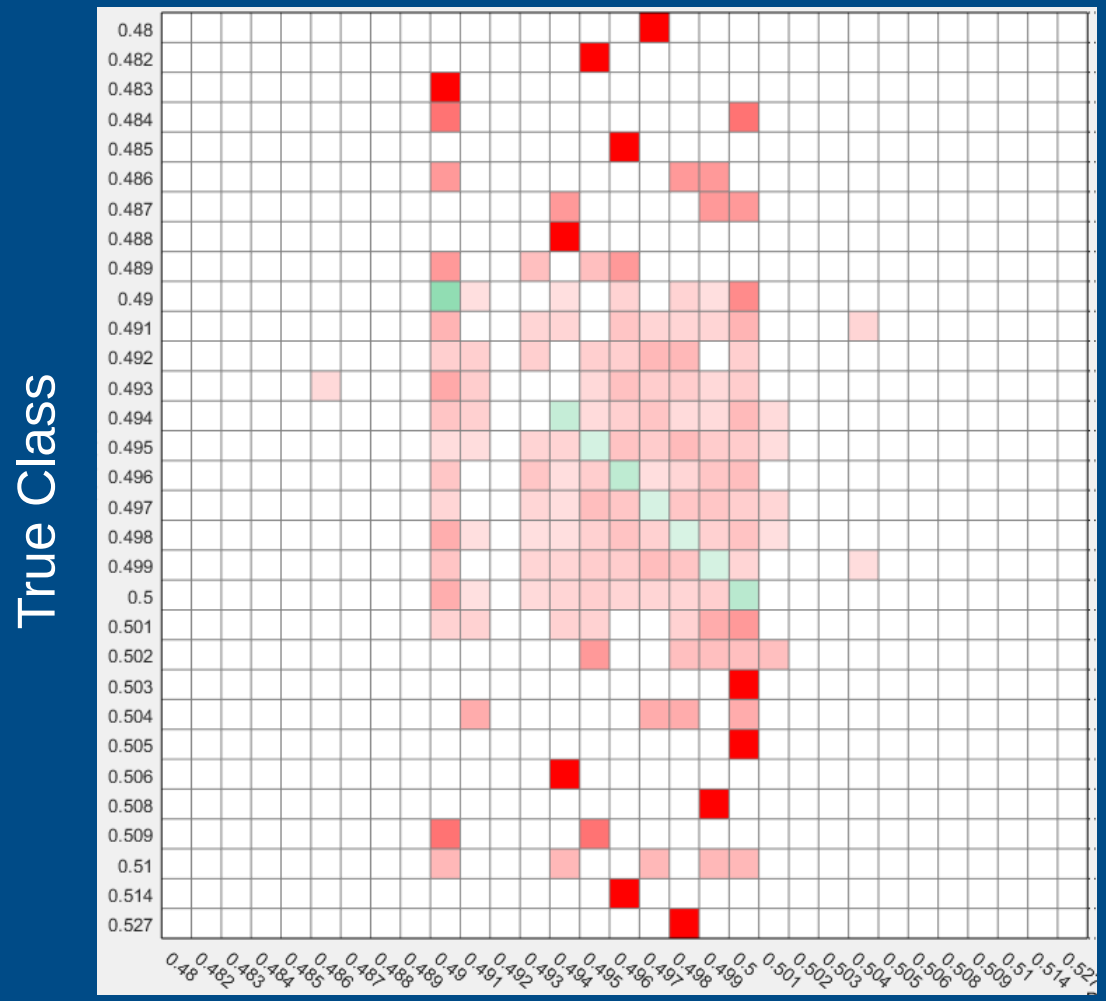
1. Results were wrong
2. Need to build a separate model for each plant
3. Plant's operating state changes each year

Each year was like a completely different plant



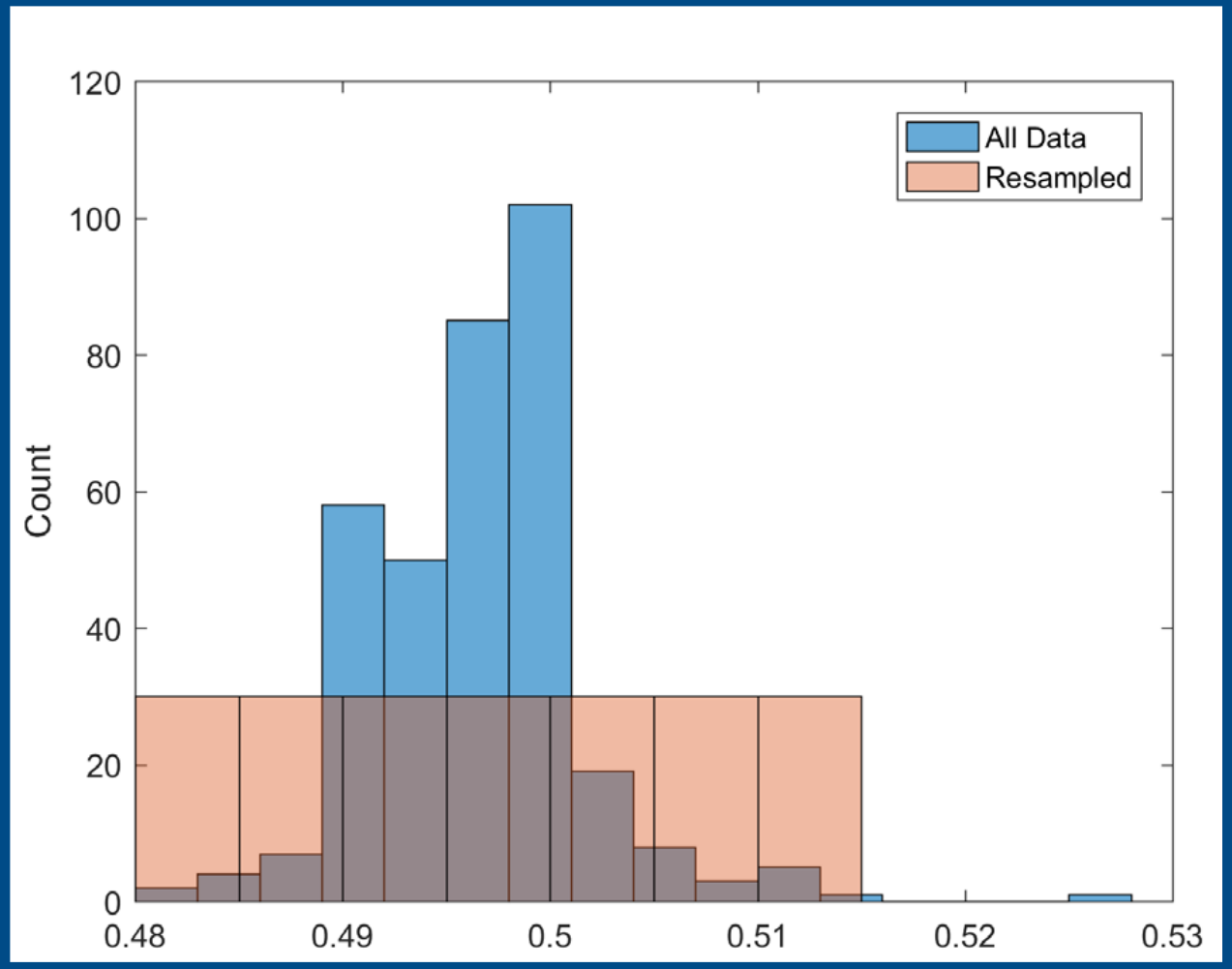
Bulk density prediction results were inaccurate

- Many false positives
- Unused classes



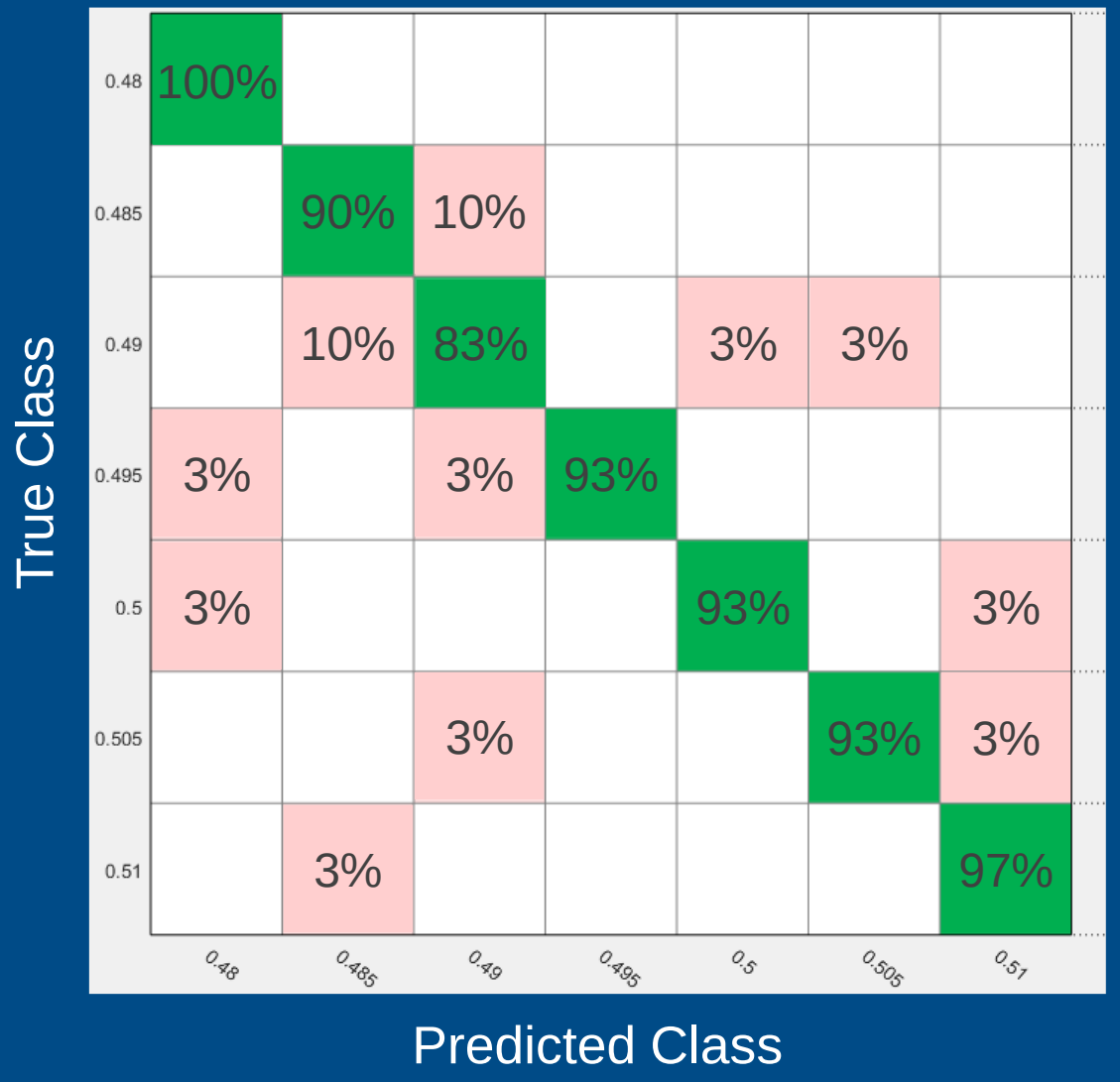
They made several key insights

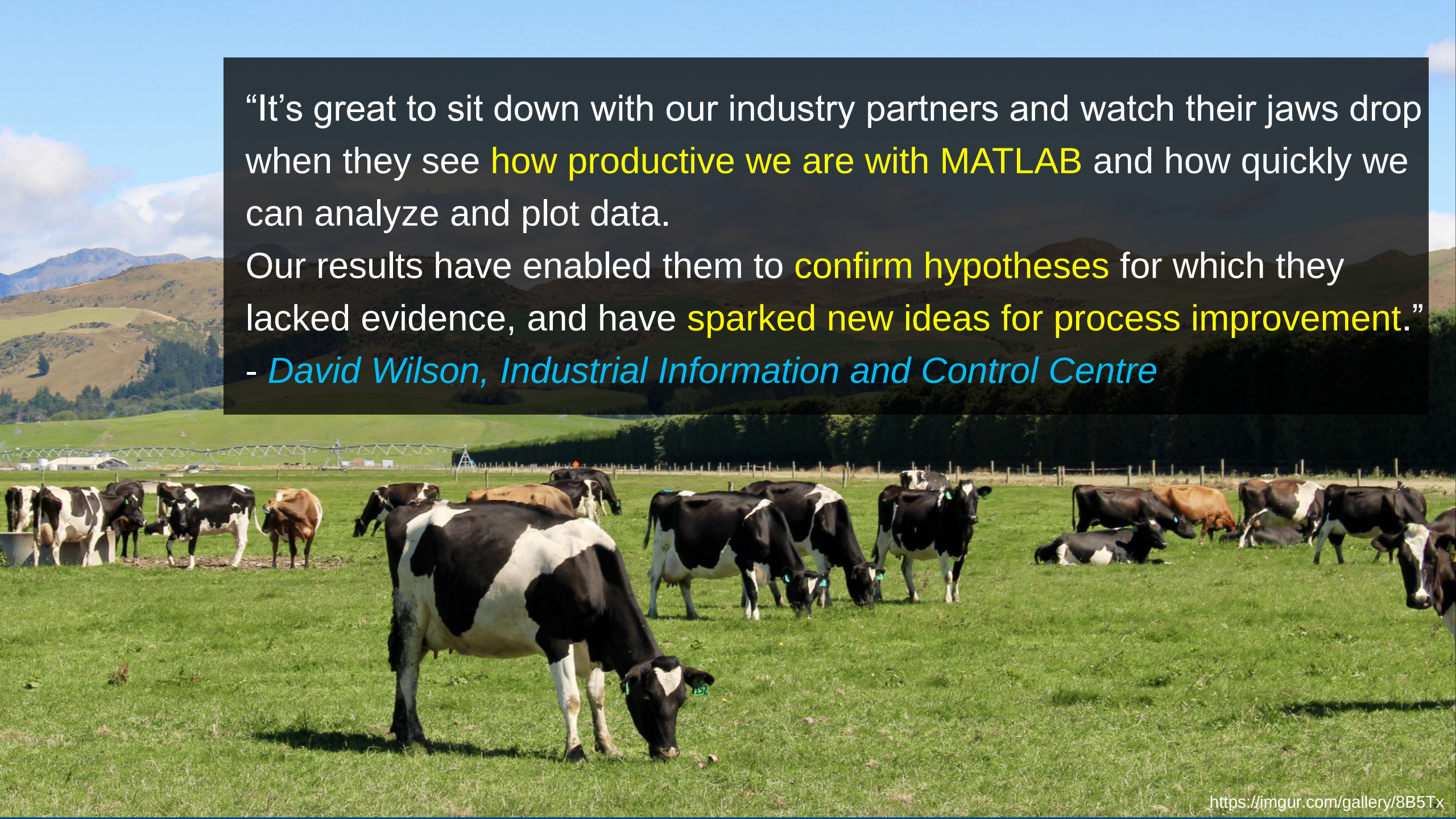
1. Results were wrong
2. Need to build a separate model for each plant
3. Plant's operating state changes each year
4. Training data was biased



Resampling data resulted in higher predictive accuracy

- Resampled data
- Reduced the number of bins

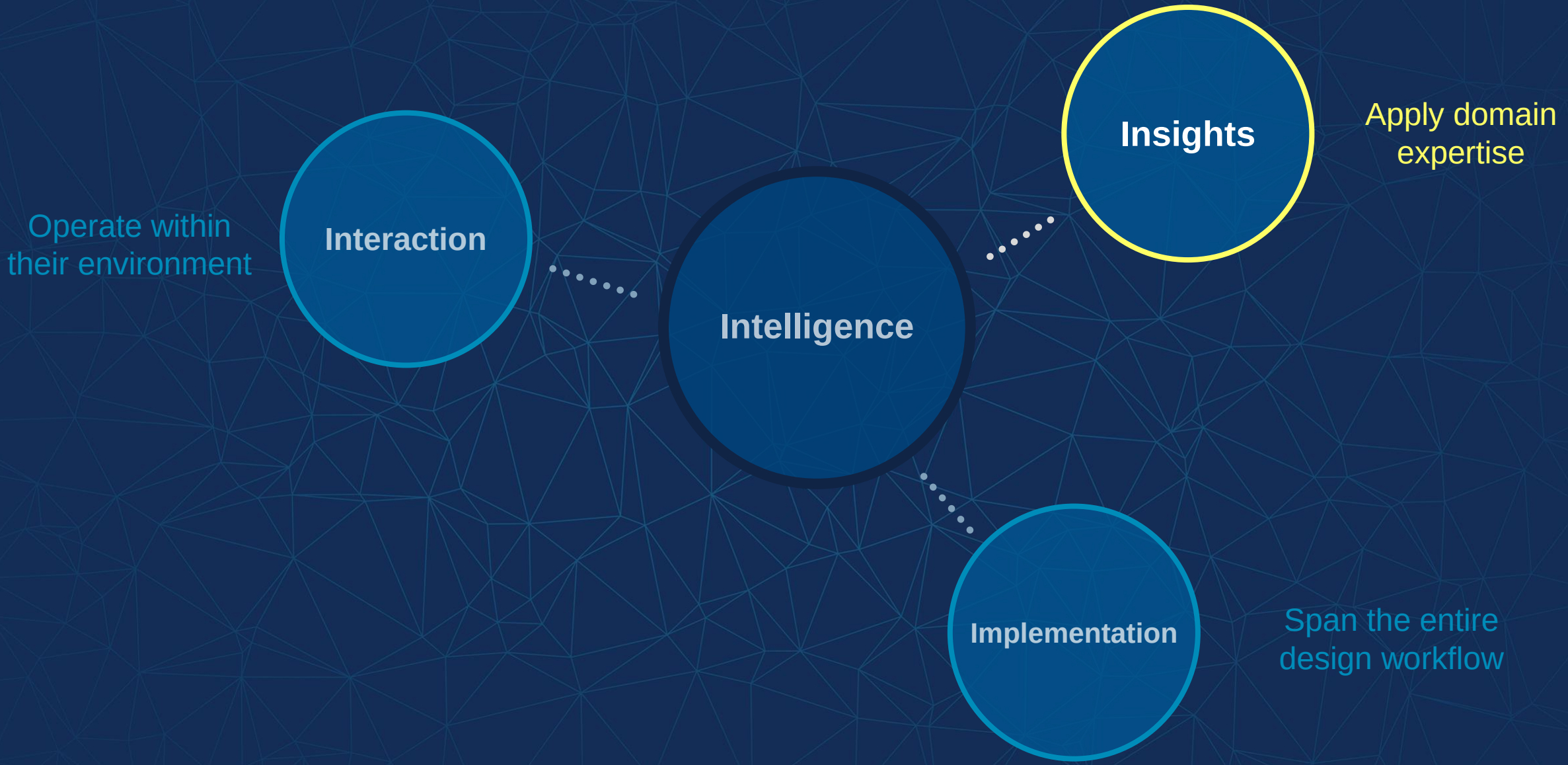


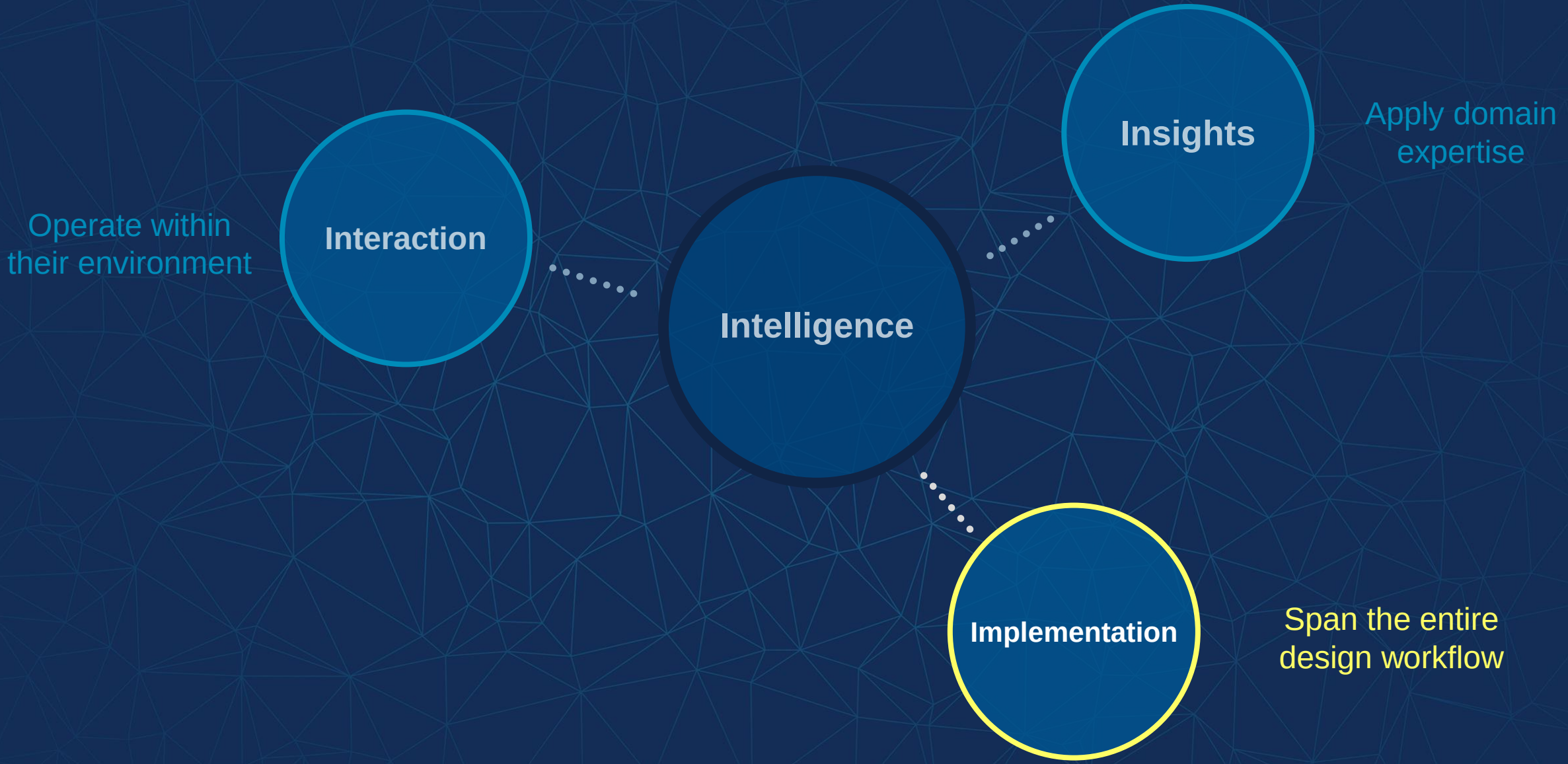

“It’s great to sit down with our industry partners and watch their jaws drop when they see how productive we are with MATLAB and how quickly we can analyze and plot data.
Our results have enabled them to confirm hypotheses for which they lacked evidence, and have sparked new ideas for process improvement.”
- David Wilson, Industrial Information and Control Centre
https://imgur.com/gallery/8B5Tx

To be successful with AI, we must …

Combine AI model building
with scientific and engineering insights

Along with tools that span
both the science and engineering and the data science


Insights
Apply domain expertise
Interaction
Operate within their environment
Intelligence
Implementation
Span the entire design workflow


Operate within their environment
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Span the entire design workflow

Implementation is about designing the solution

Testing
Data analysis
Reporting

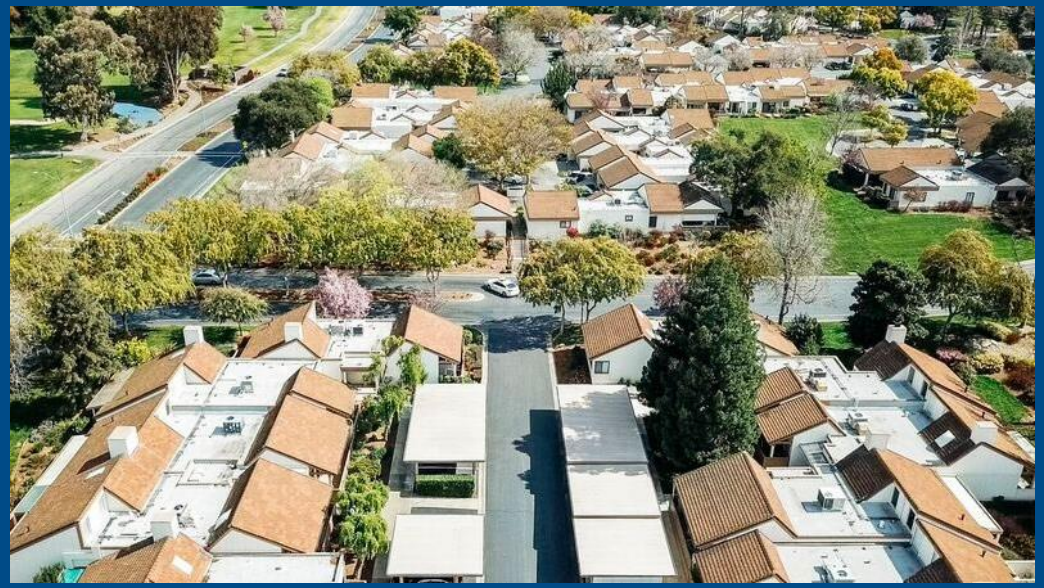
Developing concept
Prototyping
Deployment

Requirements building
Modeling and simulation
Verification and validation


“Deliver on the promise of self-driving cars today.”
VOYAGE

Voyage's goal was to quickly get to market

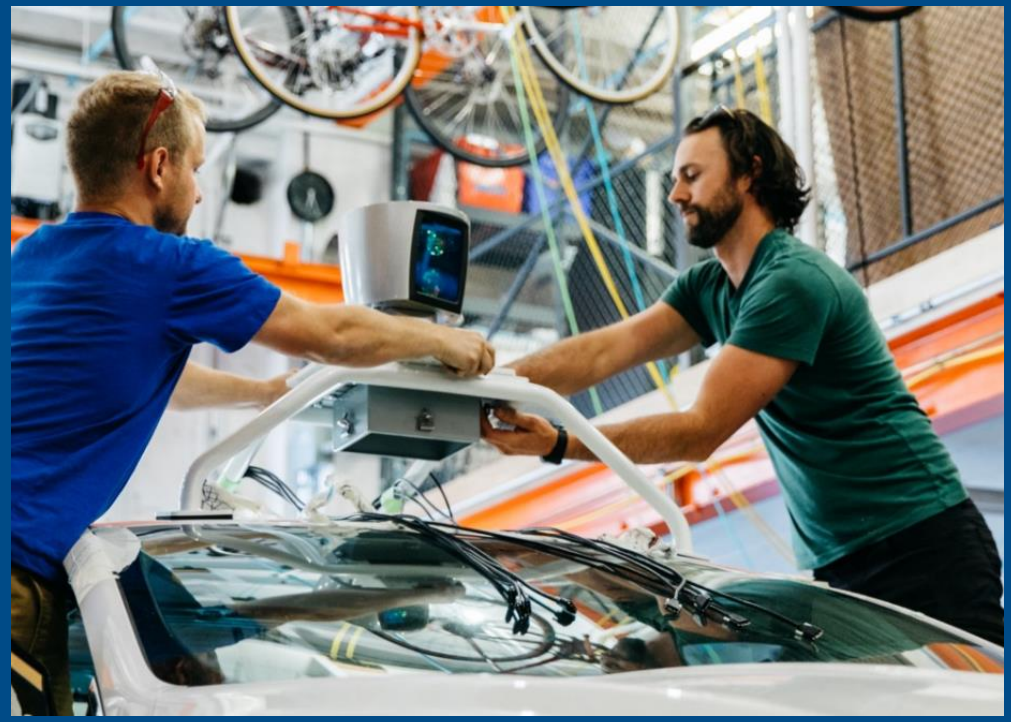
1. Target retirement communities



Voyage's goal was to quickly get to market

1. Target retirement communities

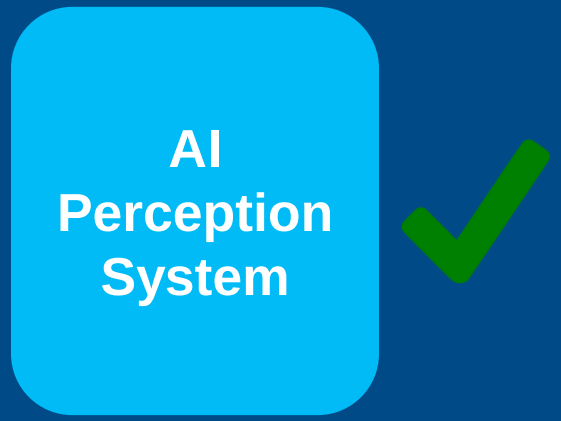
2. Use off-the-shelf components wherever possible



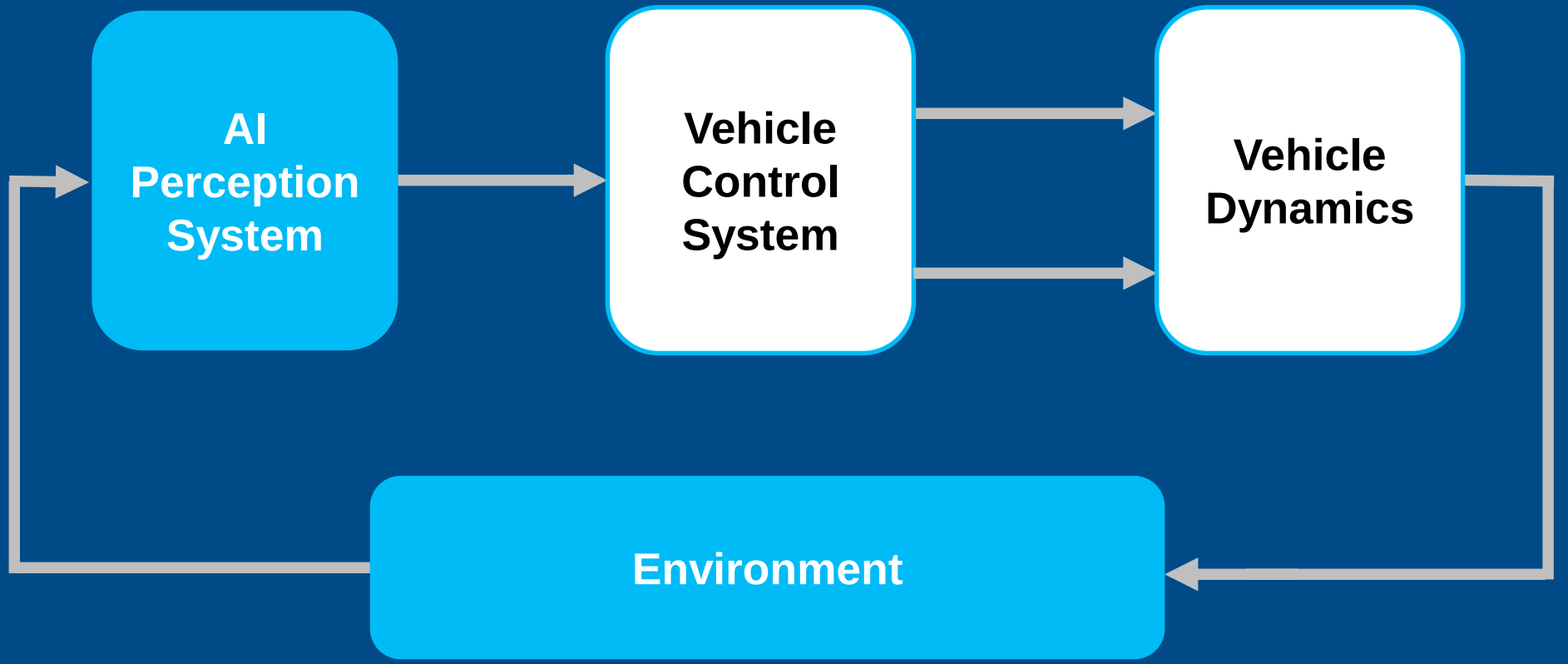
Voyage's goal was to quickly get to market

1. Target retirement communities
2. Use off-the-shelf components wherever possible
3. Bring in the right software tools across the entire workflow

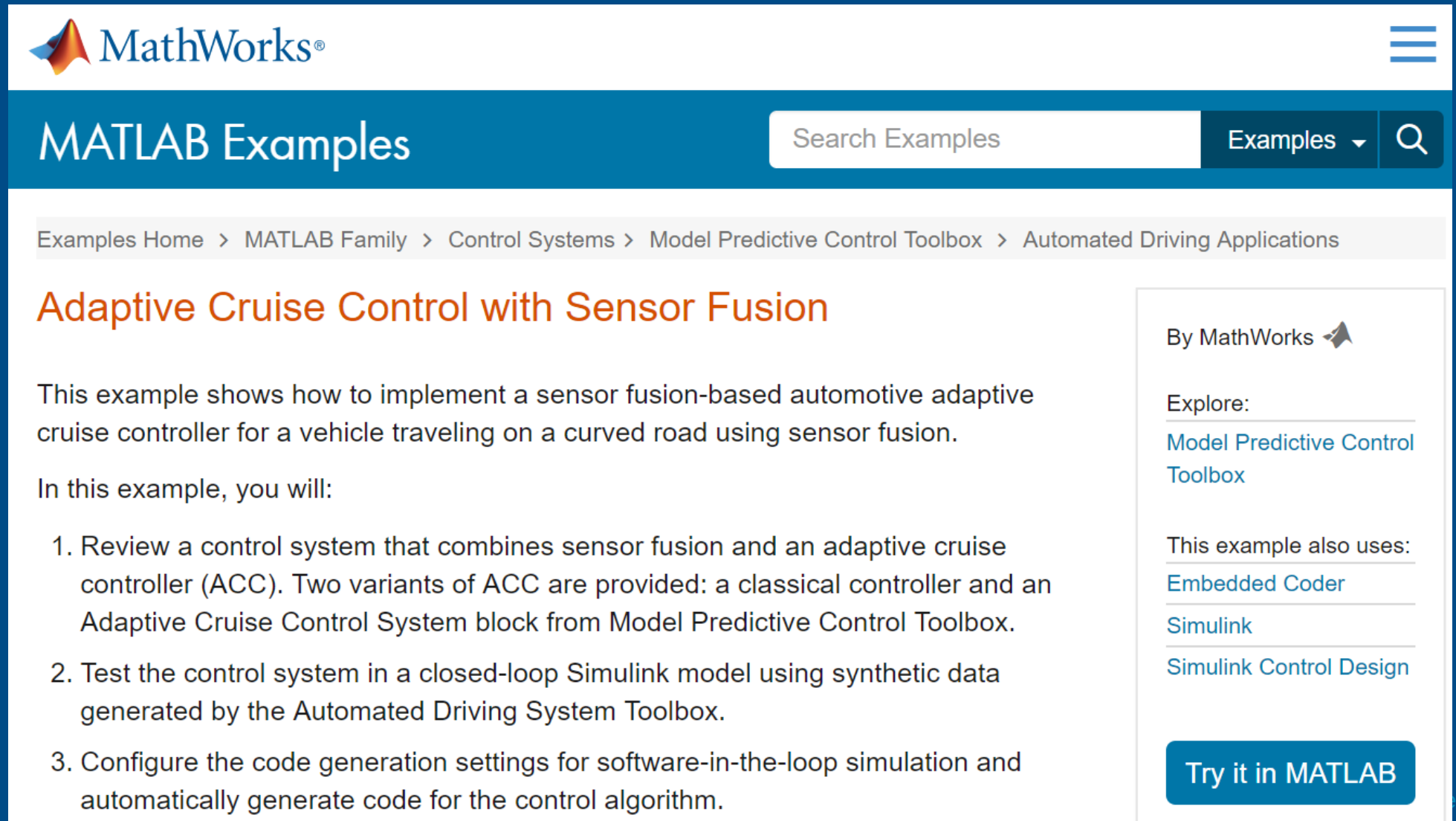
Voyage completed their AI system first



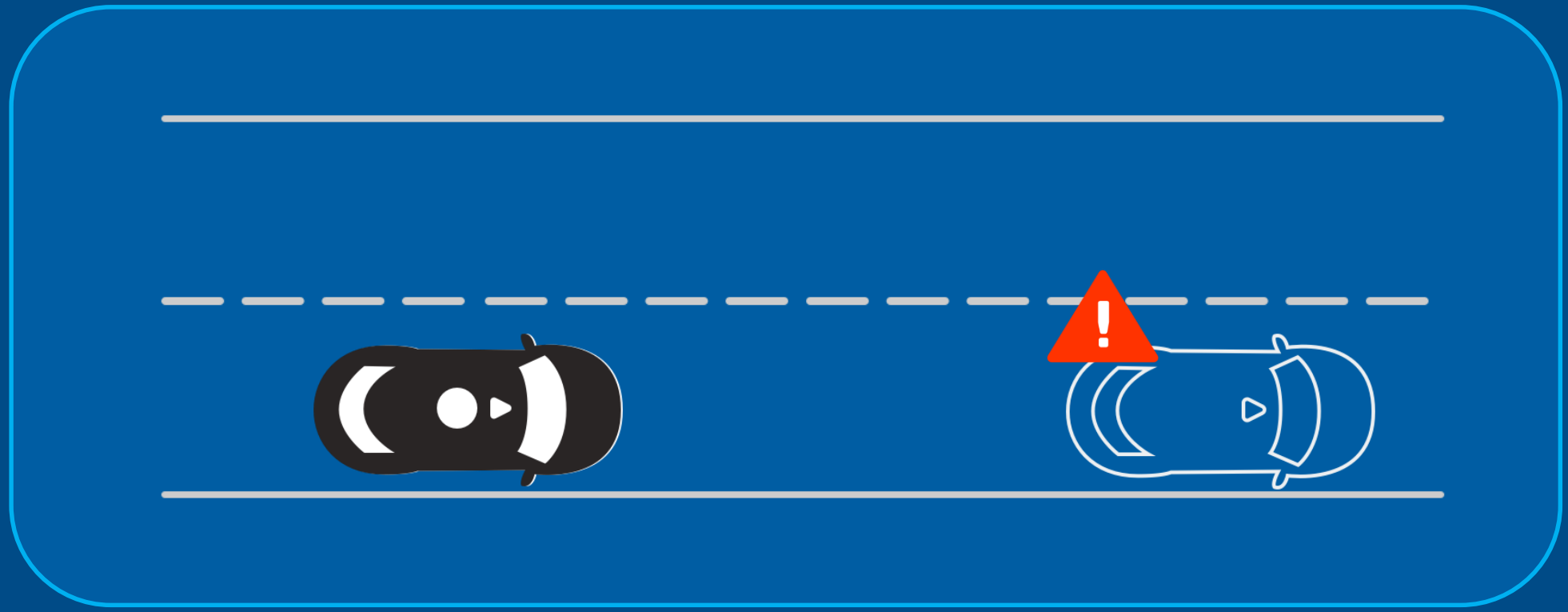
But they needed to connect the AI to the rest of the system



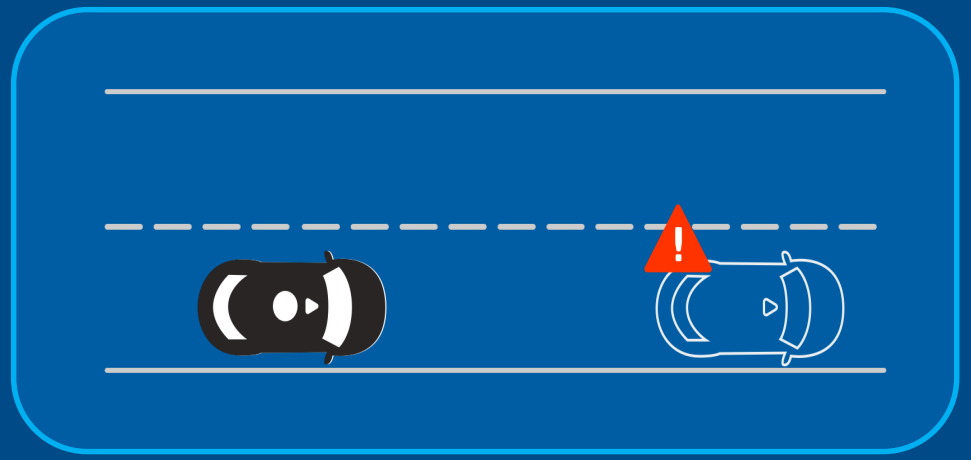
Started with Simulink example that they could build upon



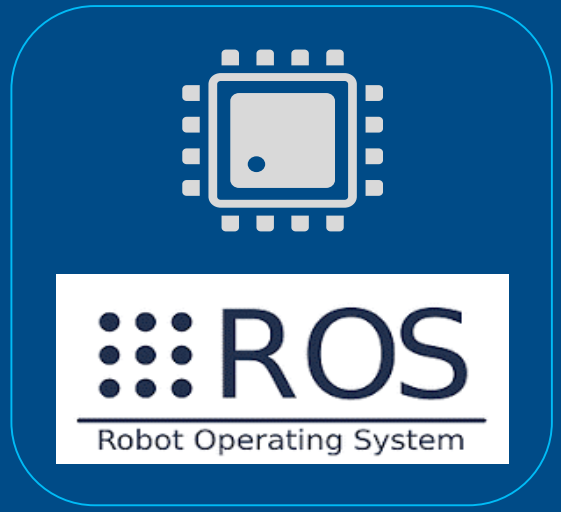
Injected simulated vehicles to interact with while driving



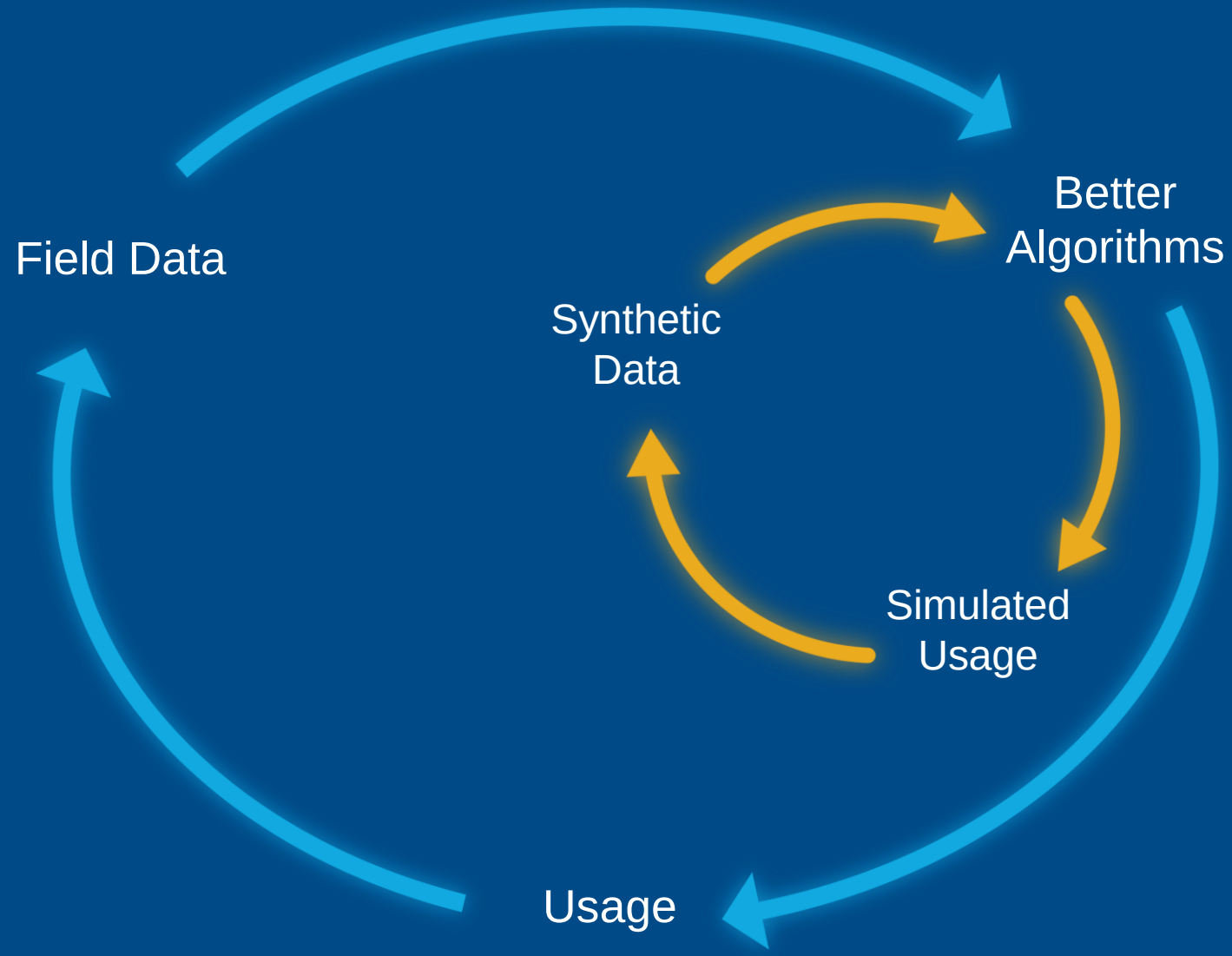
Deployed controller as ROS node and generated code



Robotics System Toolbox
Embedded Coder



Train your AI faster with tight simulation loops

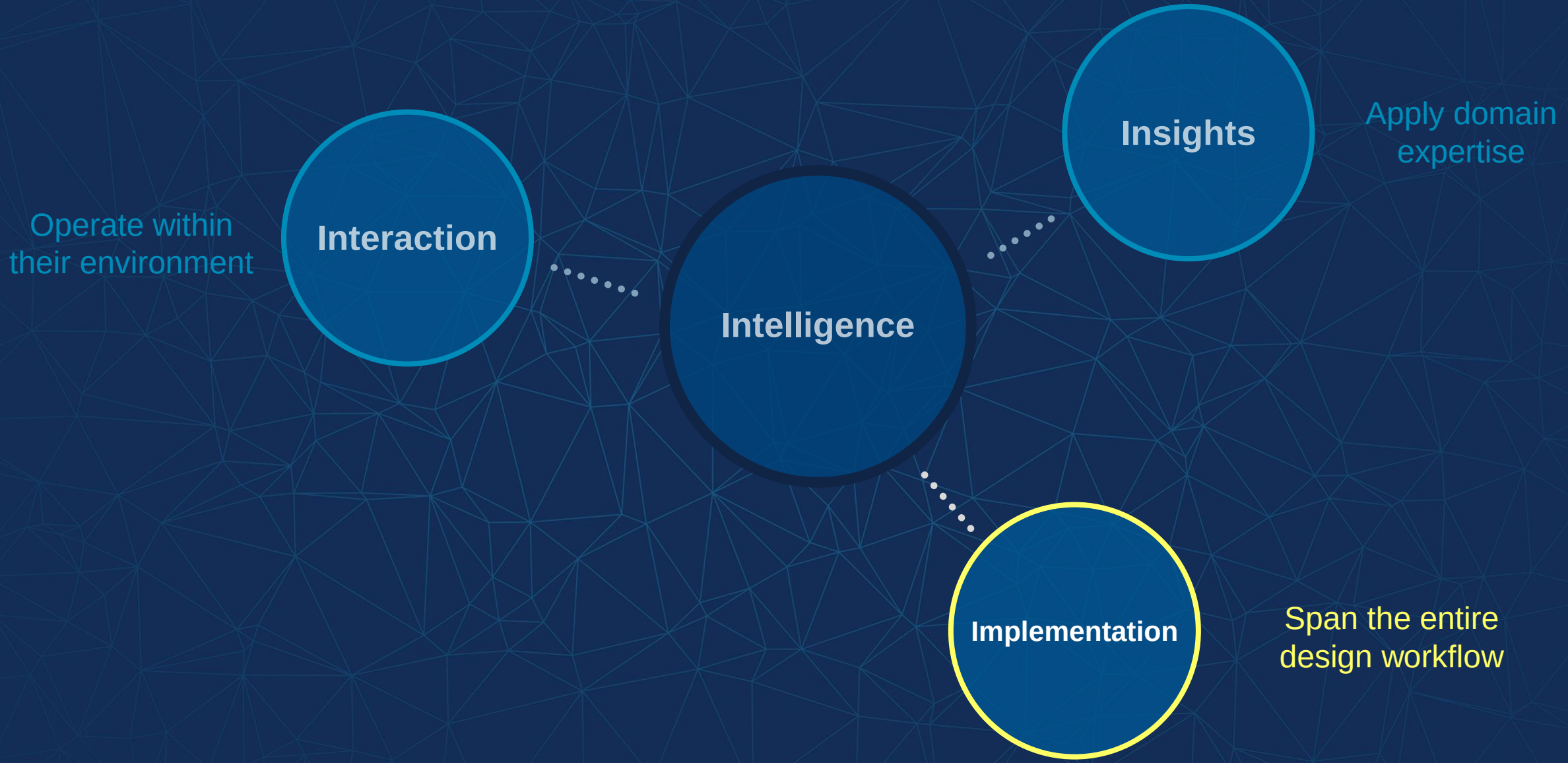


"Simulink + ROS allowed us to deploy a Level 3 autonomous vehicle in less than 3 months."

– Alan Mond, Voyage

To be successful with AI, we must …

Use tool chains that span
the entire design workflow


Operate within their environment
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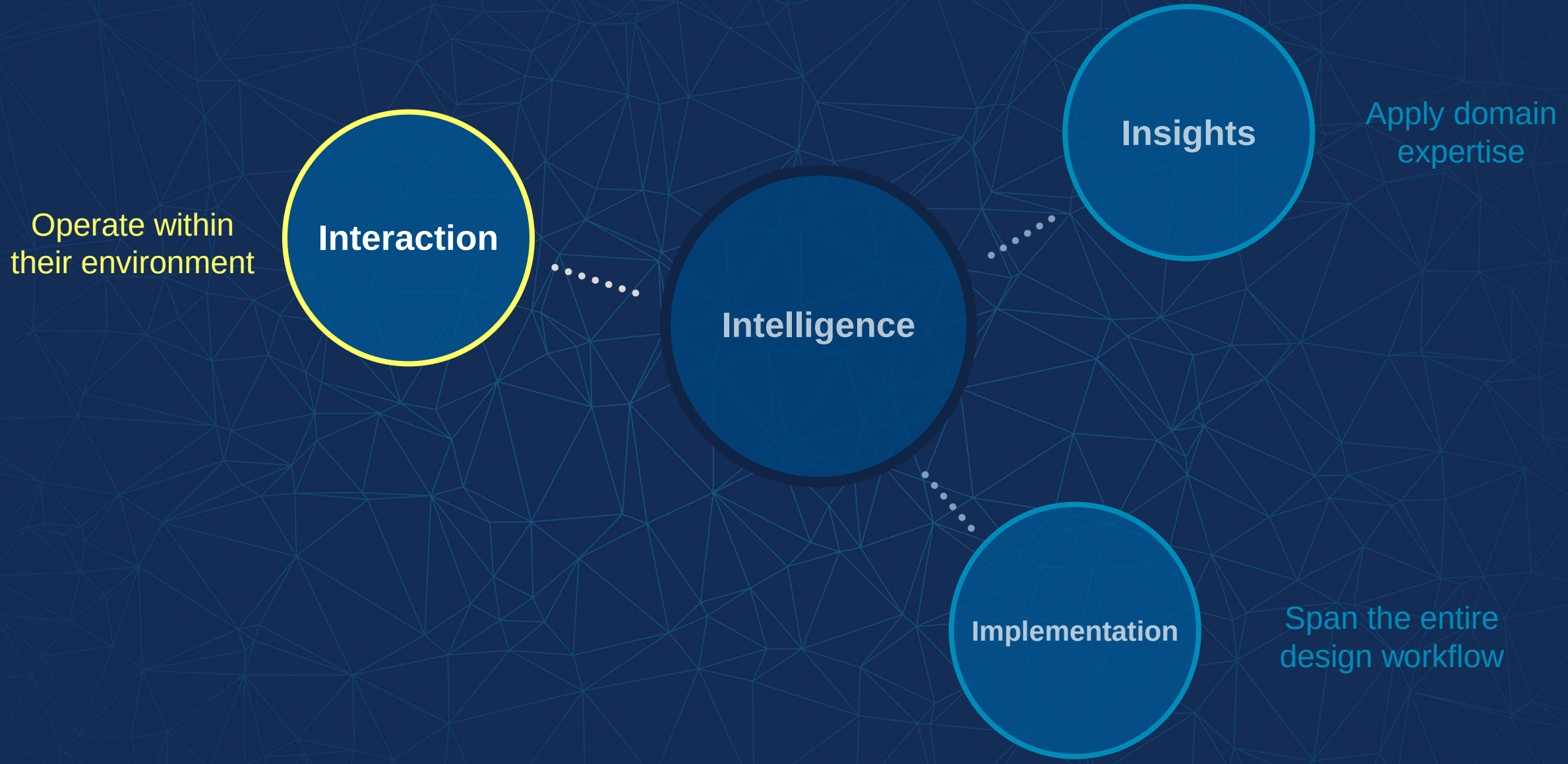
Operate within their environment
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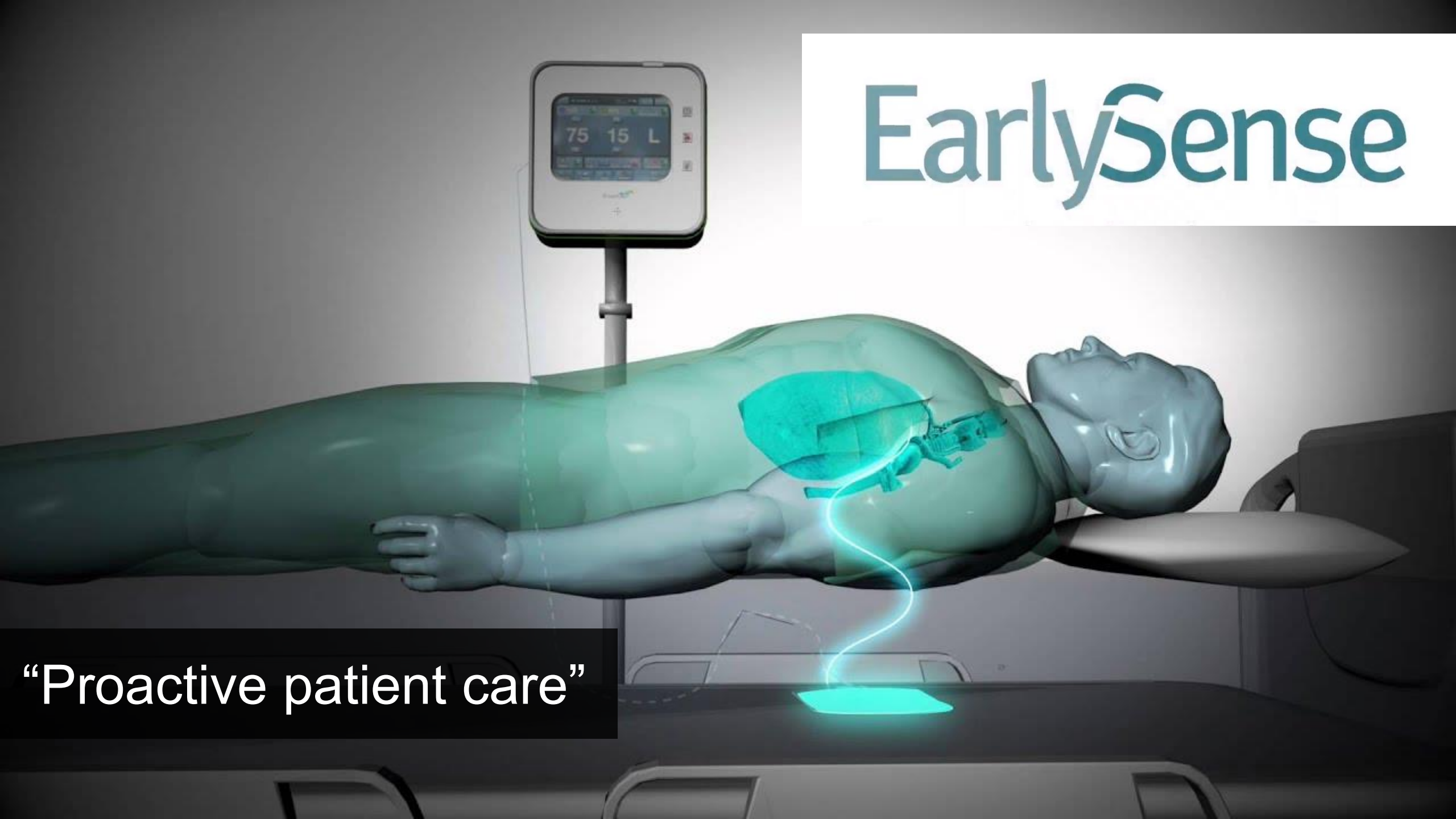
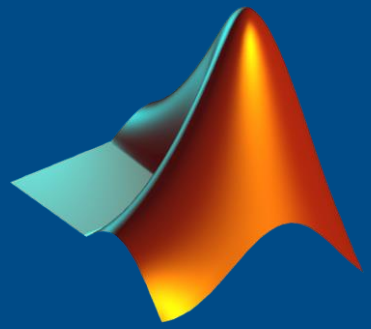
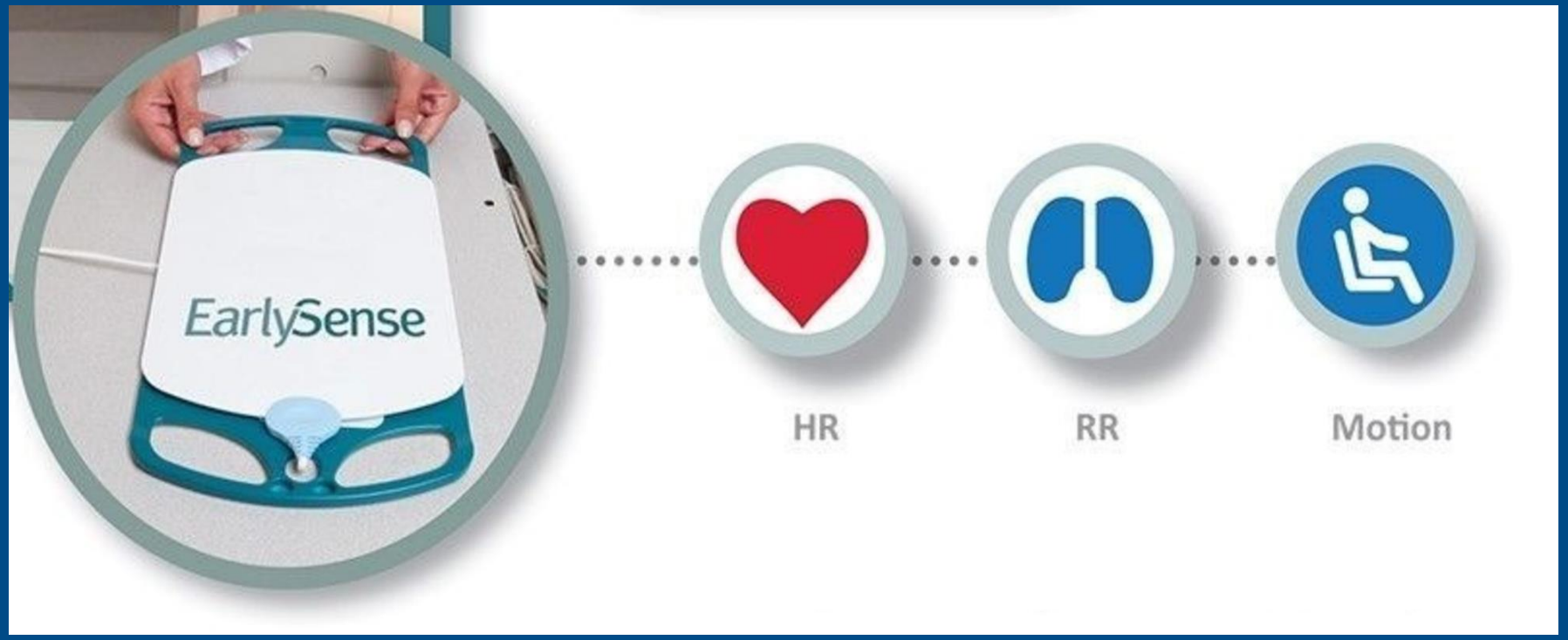
Interaction within complex environments

What was the larger system the vehicle had to operate in?

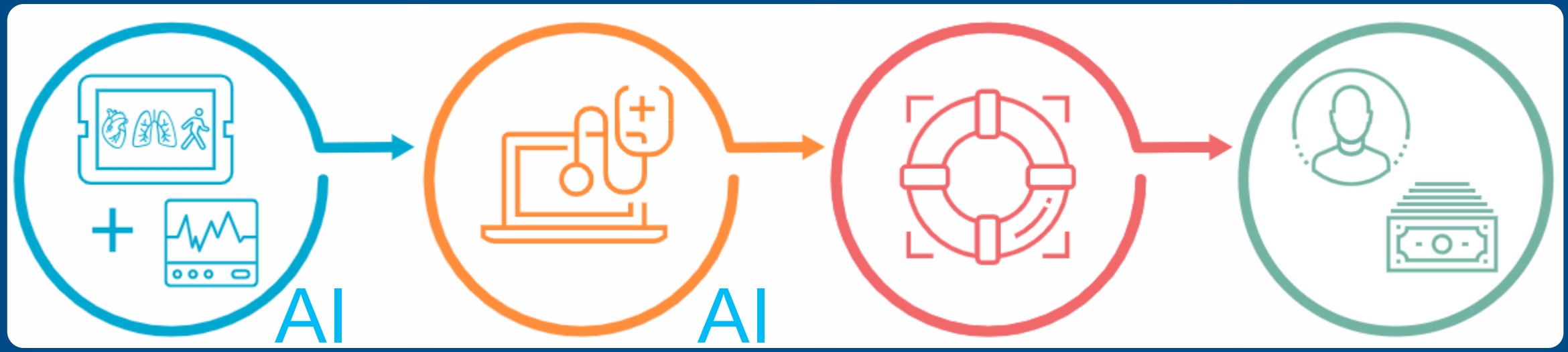

EarlySense
75 15 L
“Proactive patient care”



Statistics and Machine Learning Toolbox
Signal Processing Toolbox
MATLAB Coder
Embedded Coder



EarlySense's AI can predict critical events before they happen



Continuous Monitoring

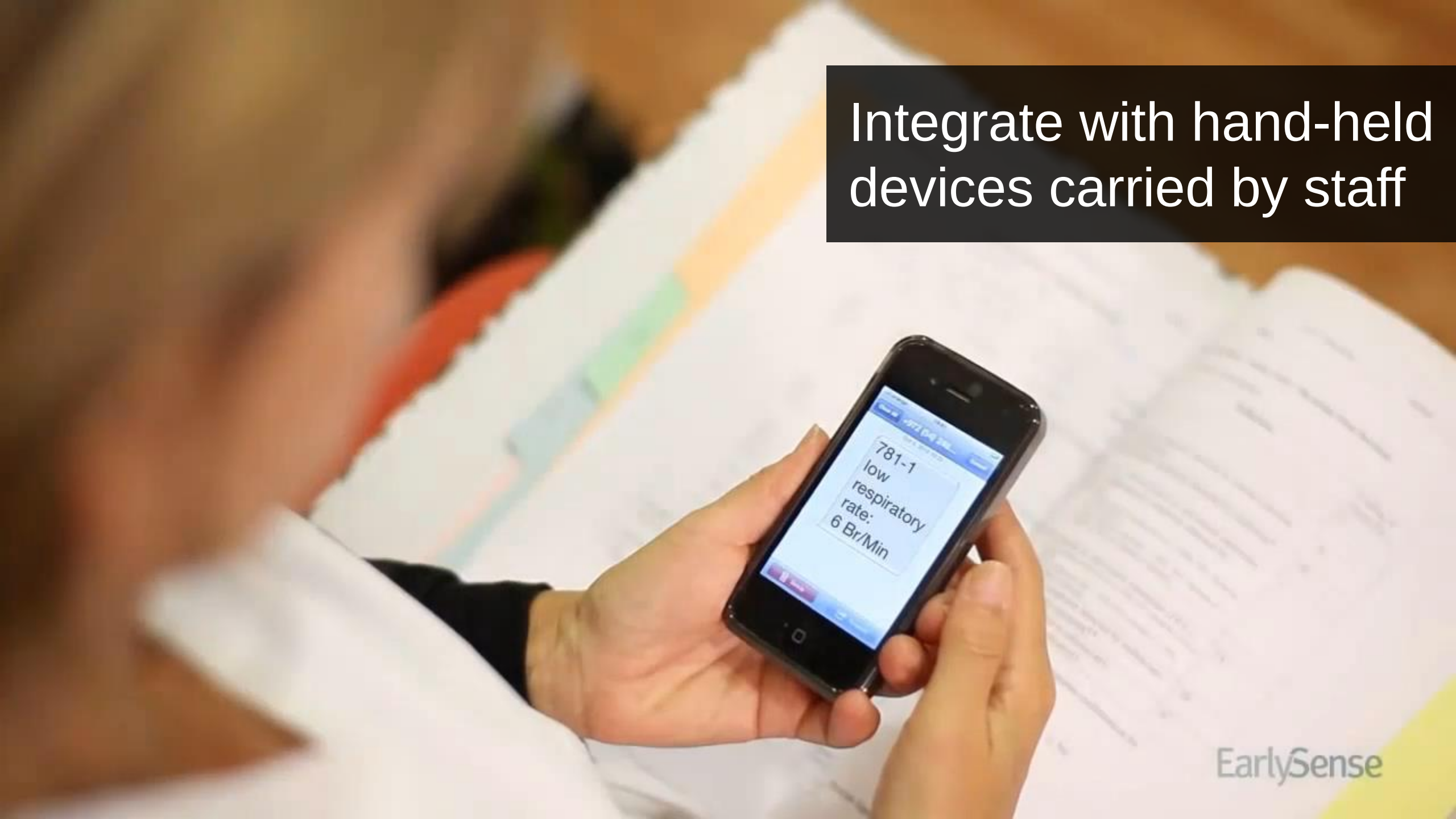
Early Detection

Early Intervention

Better Outcomes

Integrate into nurses’ stations and hallway monitors

Integrate with hand-held devices carried by staff



EarlySense

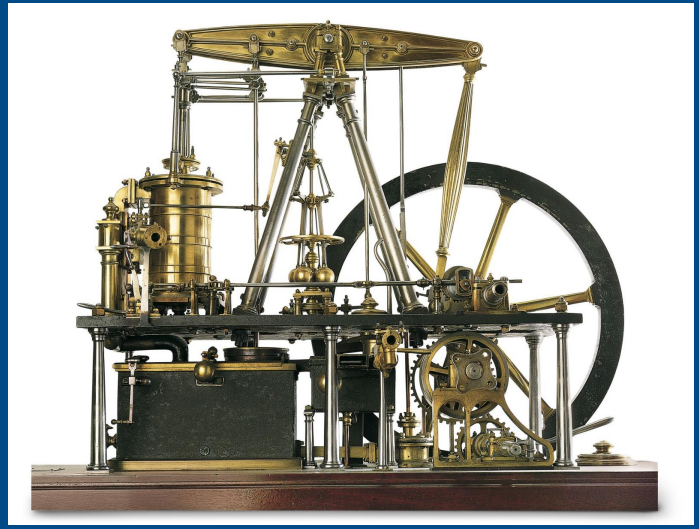

Address problems before they become emergencies

To be successful with AI, we must …

Design how our systems will integrate
and interact within their environment

Summary

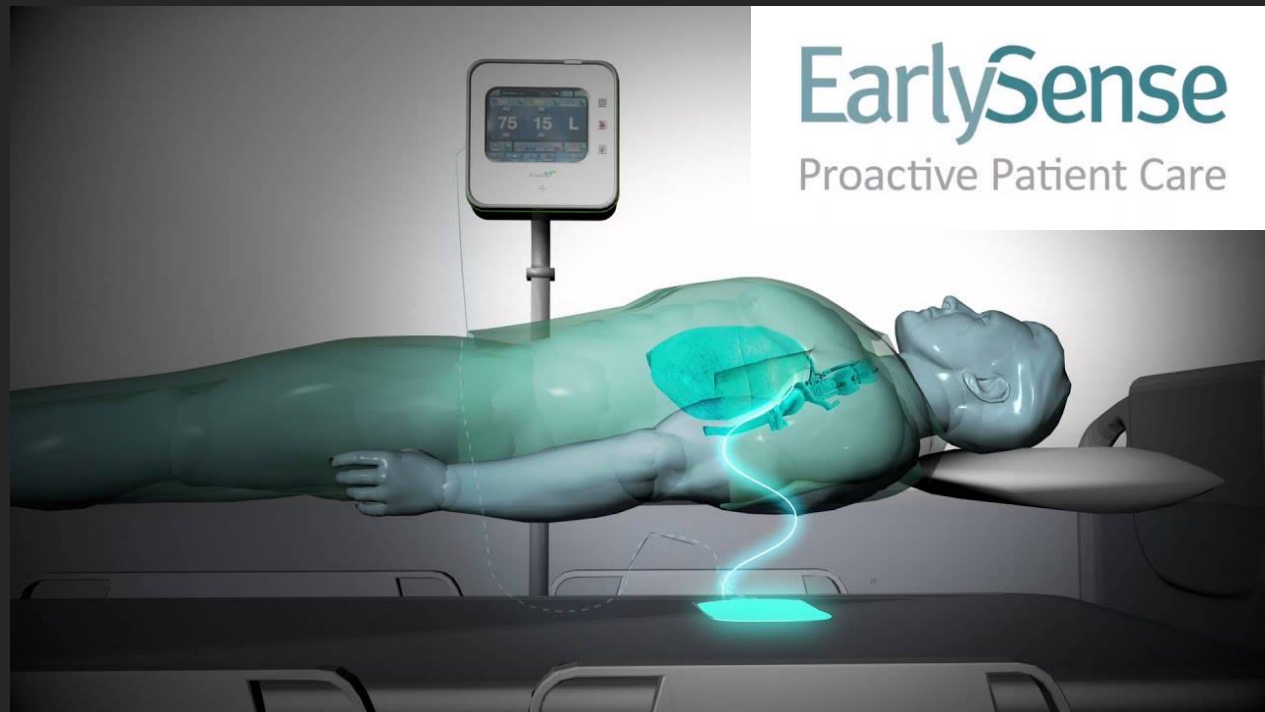
- AI is a transformative technology

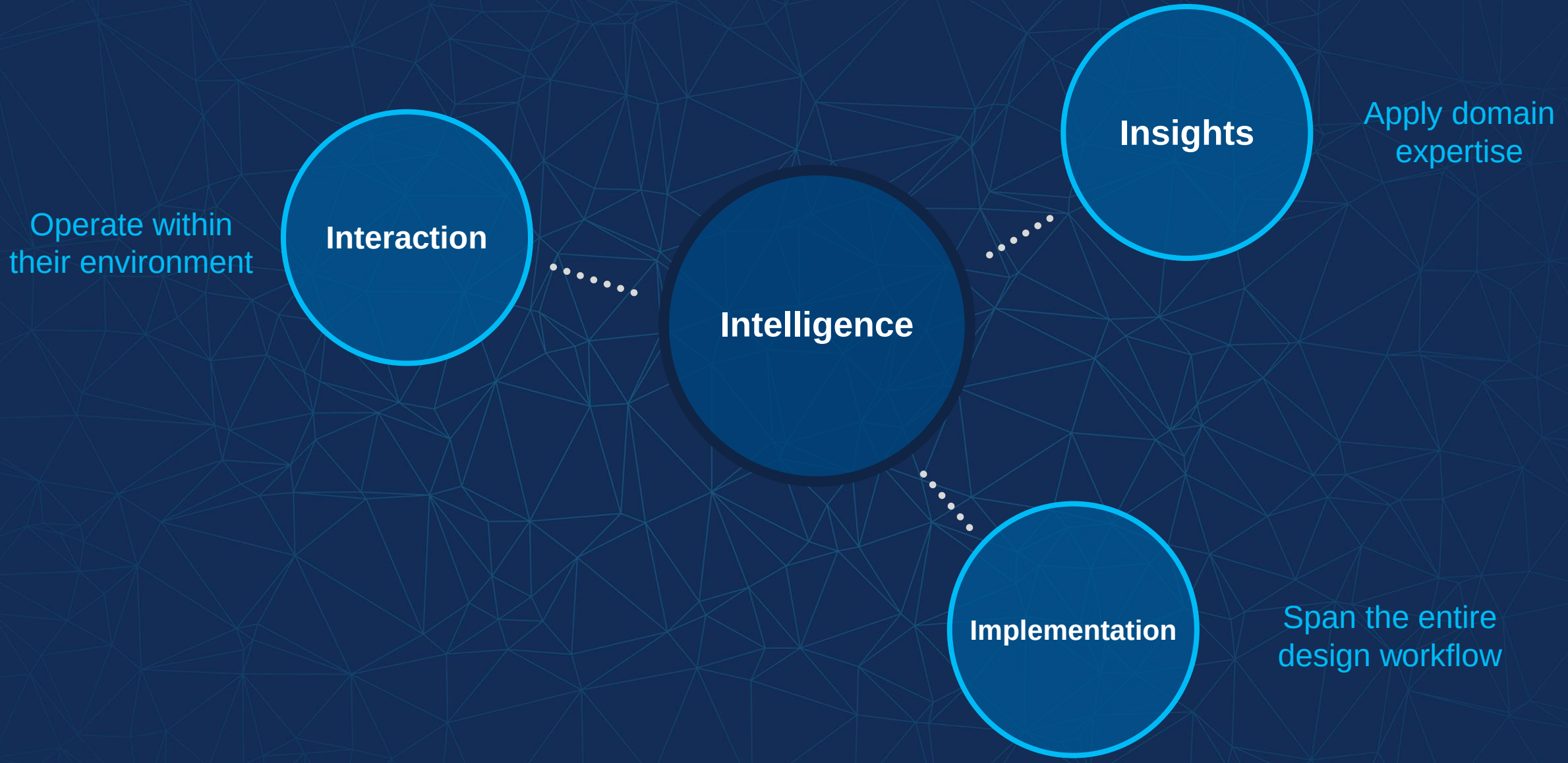


- But AI projects can and do fail

- Success requires more than just intelligence


VOYAGE


EarlySense
Proactive Patient Care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How will you apply AI to your projects?

We have the right tools → MATLAB and Simulink

- Understand system, to discover and apply insights
- Implement your complete system across the entire workflow
- Design the systems which will interact with a larger world