

# **Building Next-Generation Cognitive Applications**

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http://www.bluemix.net





# Jeffrey Liu

Developer

**Robot Enthusiast** 

Runner

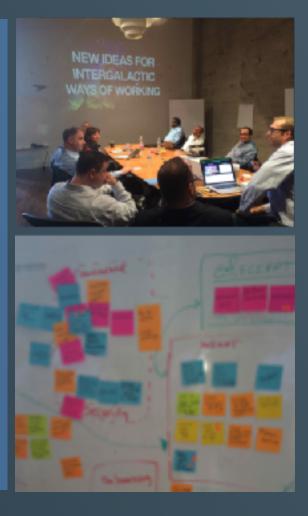


By **2030** over 2 billion jobs will not exist anymore, which is about **50%** of all jobs on the planet.

# Innovation is the new currency

"Two guys in a Starbucks can have access to the same computing power as a Fortune 500 company."

Jim Deters Founder, Galvanize







The next billion dollar idea starts with a single developer.

That developer starts with a single line of code Cognitive systems learn at scale, reason with purpose, and interact with humans naturally.

They augments human intelligence



# **KEY AREA TO EXPLORE IN COGNITIVE ERA**

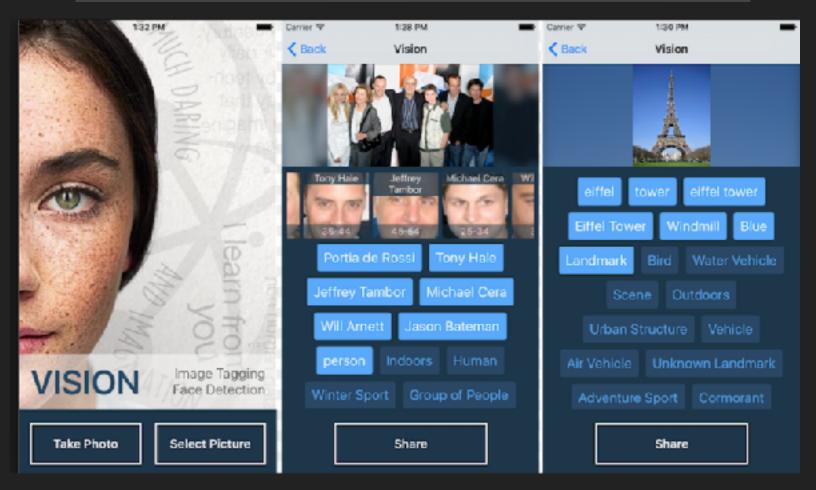
### Natural Language Processing & Reasoning & Natural Language Generation



https://www.youtube.com/watch?v=bMXPyKYY0u8

## **KEY AREA TO EXPLORE IN COGNITIVE ERA**

## **Machine Vision**



### Machine Vision - turn picture into description

A dark brown horse with a white stripe A white horse wearing a black studded harness. carrying a man.

A dark horse carrying a A woman on the dark horse. woman.





The giraffe behind the zebra that is looking up.





The giraffe on the right.





to the camera/

The giraffe with its back





A zebra.



A skier with a black helmet, light blue and black jacket, backpack, and light grey pasts standing.

The man in black.

The man in red.

The skis.





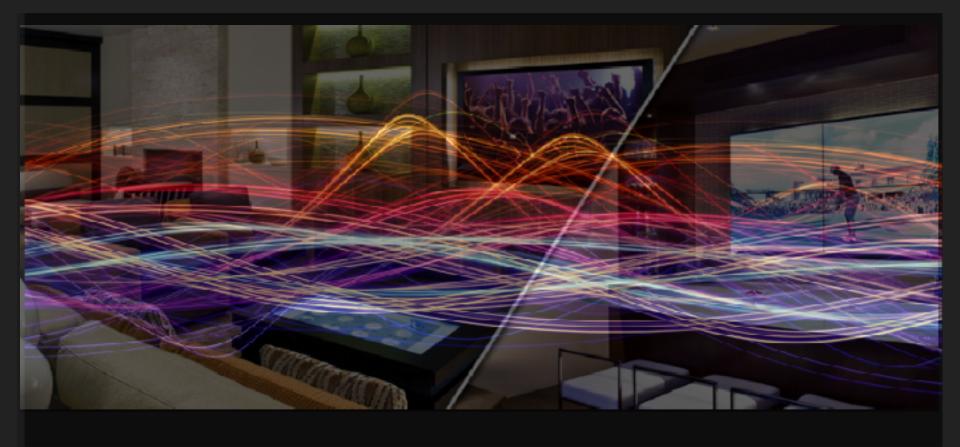




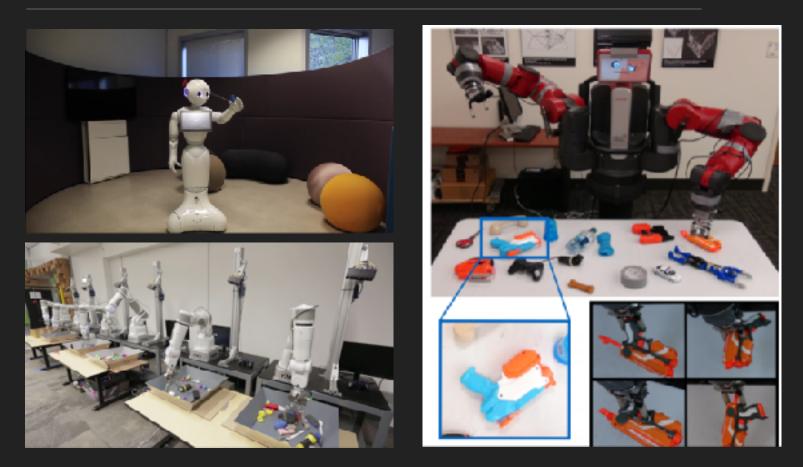


# **KEY AREA TO EXPLORE IN COGNITIVE ERA**

### **Acoustic Analytics**



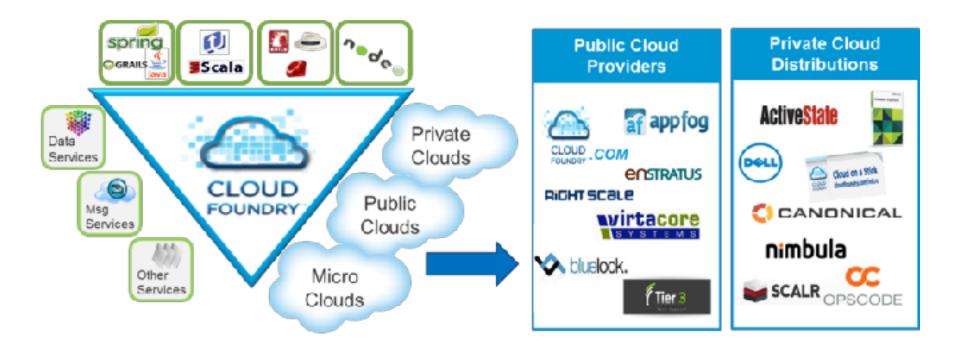
### **ROBOT WITH DEEP REINFORCEMENT LEARNING**



https://www.youtube.com/watch?v=jkaRO8J\_1XI

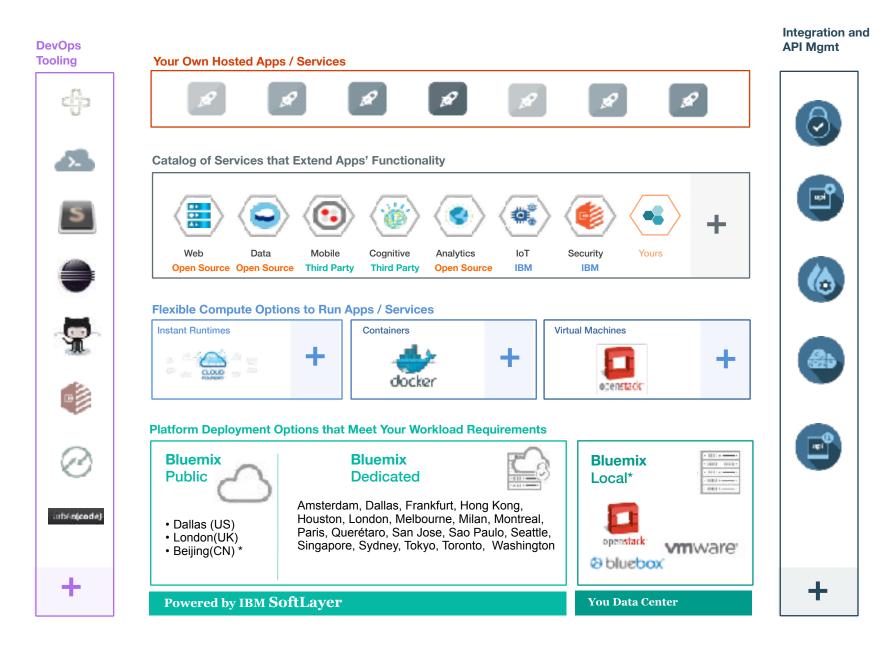


An open platform-as-a-service (**PaaS**). The system supports **multiple** frameworks, **multiple** application infrastructure services and deployment to **multiple** clouds.



Making Multi-Cloud a Reality

# What is Bluemix? How it works?



# Create apps quickly with prebuilt services

A full range of capabilities to suit any great idea.

### Choice

Runtimes, services, and tooling up to you

### Industry Leading IBM Capabilities

- Services leveraging the depth of IBM software
- Full range of capabilities

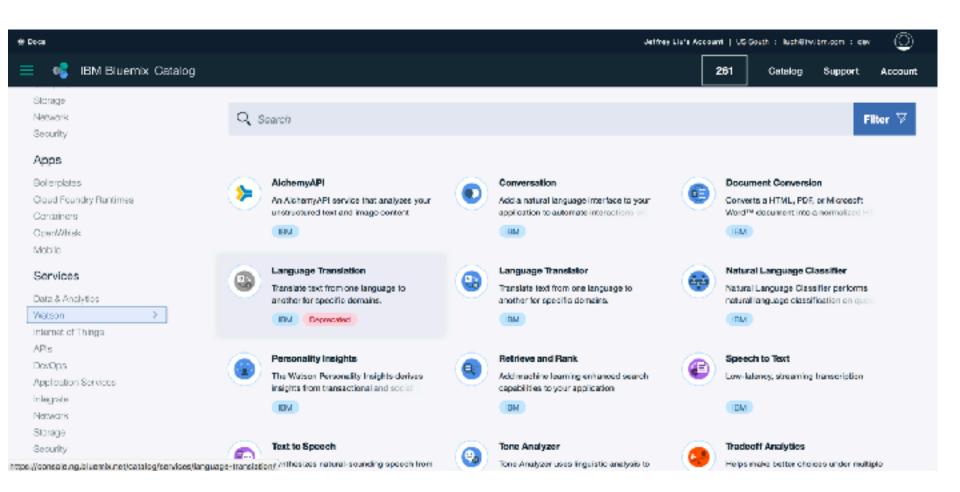
### Completeness

- Open source platform and services
- Third party to enable key use cases



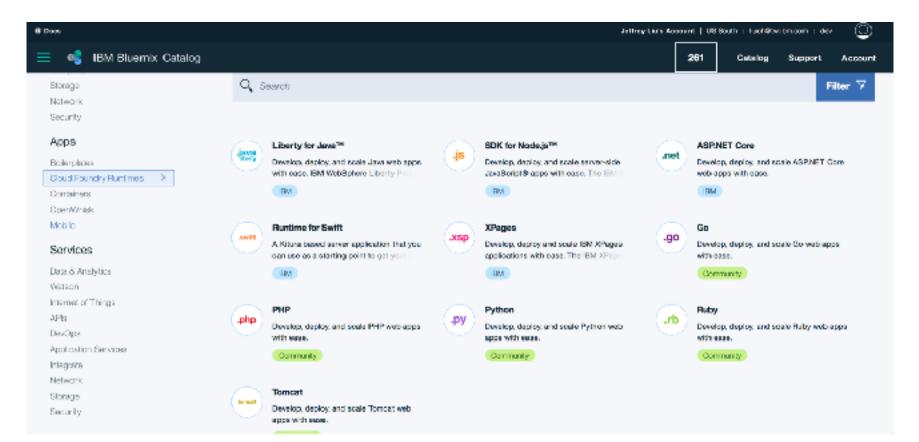
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Runtimes in the BlueMix represent different buildpacks that are provided. Each runtime is an application with a starter application code deployed, and a starter application is a template so that you can use it directly with the existing buildpack from BlueMix user interface.



# Services

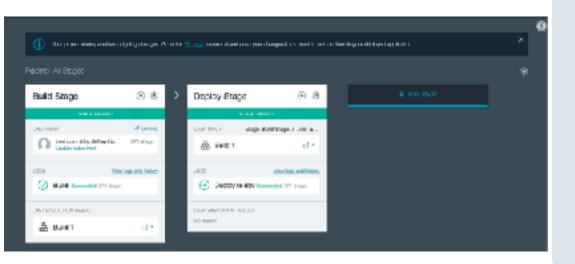
IBM

A service is a piece of code that BlueMix hosts. And the service offers a piece of functionality for applications to use. BlueMix provides a set of predefined services that can you can use directly

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Mobile Services Data & Analytics Webson Internet of Things	Compose for Electicsearch Electicsearch combines the power of a full toxil search engine with the indexing	Compose for clod etcd is a key/value store developers can use to hold the always-correct data you BM Bets.	Compose for MangoDB MangoDG with its powerful indexing and querying, aggregation and wide driver
APIs DevOps Application Services Integrate Network Storage	Compose for PostgreSQL Postgres is a powerful, open accurate object-relational database that is highly IDM	Compose for RabbitMQ RabbitMQ asynchronously handles the messages between your applications a	Compose for Redis Redis is an open-source, bisdingly fast, Regivelue for maintenance store.

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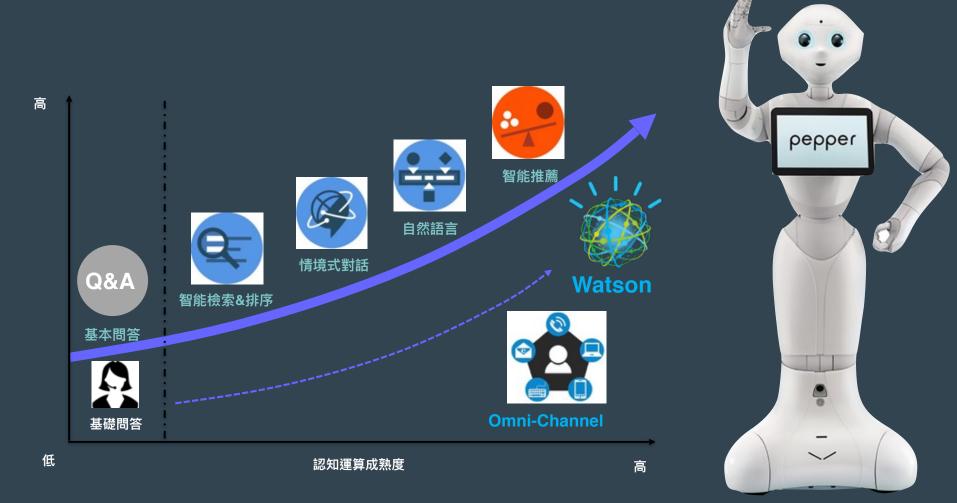
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- DevOps Solution in the cloud for building mobile and cloud applications
- Optimized for use with BlueMix
- Integrated task tracking, agile planning, source control with auto deploy
- Use your favorite tools or work from the Web IDE
- Hosted Jazz SCM or Git or link to GitHub
- Public and private projects
- Continuous Integration and Deployment with Jenkins
- Mobile quality and application performance monitoring (coming)



### Watson Enabled Cognitive Computing





# **Personality Insights**

### What is it?

Improved understanding of people's preferences to help engage users on their own terms

#### How does it work?

The IBM Watson Personality Insights service uses linguistic analytics to extract cognitive and social characteristics, including Big Five, Values, and Needs, from communications that the user makes available, such as email, text messages, tweets, forum posts, and more. By deriving cognitive and social preferences, the service helps users to understand, connect to, and communicate with other people on a more personalized level.

#### **Use Cases-**

The service can analyze text based on a customer's twitter stream to help a travel agency decide between leading with a budget or luxury trip offer

Anywhere improving a customer engagement can help create an organization differentiate itself.

http://en.wikipedia.org/wiki/Big\_Five\_personality\_traits







# Personality Insights 應用

#### Input Text

We need a minimum of 3500 words and ideally 6000 words or more to compute statistically significant results. See <u>the</u> <u>science behind the service</u>.

Ideally, the text should contain words we use in every day life relating to personal experiences, thoughts and responses. See <u>usage guidance</u> for details.

Choose	English
Language:	o Spanish

Mr. Vice President, my old colleague from Massachusetts and your new Speaker, John McCormack, Members of the 87th Congress, ladies and gentlemen:

This week we begin anew our joint and separate efforts to build the American future. But, sadly, we build without a man who linked a long past with the

Clear

6437 words

Analyze

### Your Personality\*

You are inner-directed, restrained and rational.

You are empathetic: you feel what others feel and are compassionate towards them. You are self-controlled: you have control over your desires, which are not particularly intense. And you are calm-seeking: you prefer activities that are quiet, calm, and safe.

Your choices are driven by a desire for prestige.

You consider helping others to guide a large part of what you do: you think it is important to take care of the people around you. You are relatively unconcerned with tradition: you care more about making your own path than following what others have done.

> \*Compared to most people who participated in our surveys.



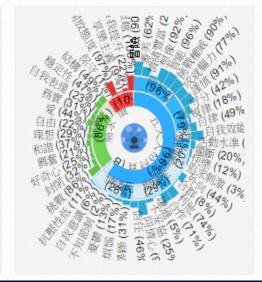
### Personality Insights

The IBM Watson Personality Insights service uses linguistic analytics to extract a spectrum of cognitive and social characteristics from the text data that a person generates through blogs, tweets, forum posts, and more.

#### Data Behind Your Personality

Name	Value			
五大人格特質 (Big 5)				
開放性	96%			
冒險	90%			
審美	62%			
情緒豐富	19%			
想像	91%			
智能	96%			
挑戰權威	89%			
盡責性	79%			
成就驅力	77%			
謹慎	90%			
守分	42%			
規律	18%			
自律	49%			
白我效能	92%			

#### Visualization of Personality Data





# **Speech to Text**

### What is it?

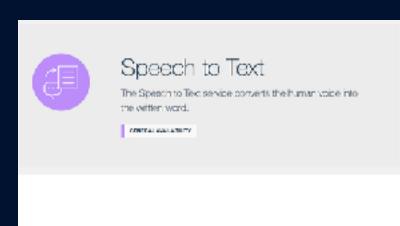
Automatic recognition of the words that are being spoken in a live audio stream, and presents the highest-scoring textual representation of that message.

#### How does it work?

In addition to converting a raw audio signal into a best-guess of the words that are being spoken, intelligence about the relevant grammar / how language is used within a specific context is incorporated to generate a more accurate transcription.

#### **Example Use Cases**

- A new integration paradigm for mobile apps.
- Voice-control of applications / embedded devices.
- Transcription of meetings and conference calls. Dictation of emails.
- Critical building block for "Speech-to-Speech" translation.





# **Text to Speech**

### What is it?

Generates an audio file that has a verbal representation of the input text - complete with appropriate cadence and intonation, and, in the future, the ability to customize the pronunciation of specific words.

#### How does it work?

Generates an audio file that has a verbal representation of the input text - complete with appropriate cadence and intonation.

### **Example Use Cases**

- Enable a new interaction paradigm for mobile apps.
- Assistance tools for the vision-impaired.
- Read texts / emails aloud.
- Critical building block for enable "Speech-to-Speech Translation"



### Text to Speech

Designed for shearing low-letency synthesis of audio from written text. The service synthesizes natural-ecunding speech from input text in a variety of languages and voices that speek with appropriate cadence and interaction.

GENERAL AVAILABLE IT



# **Natural Language Classifier**

#### What is it?

Natural Language Classifier service uses machine learning algorithms which can help your application understand the language of short texts and make predictions about how to handle them.

#### How does it work?

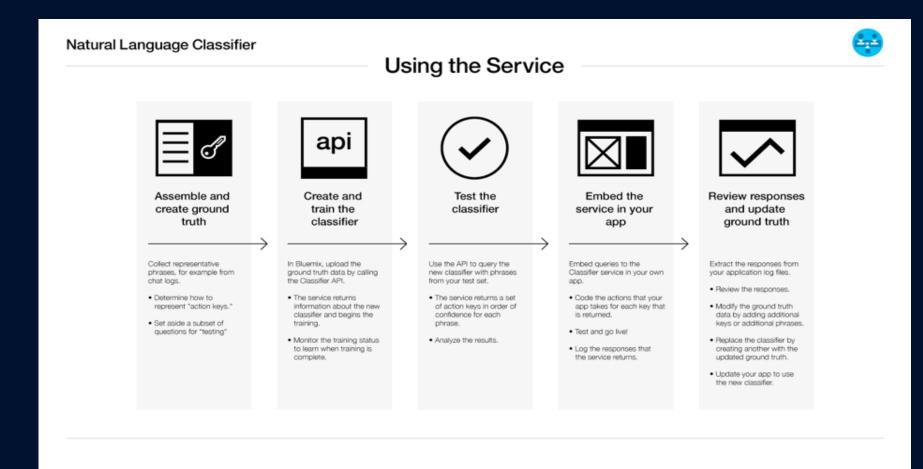
The Natural Language Classifier analyzes a string of text and assigns predefined categories to it by applying deep learning technology. Deep learning is a relatively recent set of approaches that use algorithms with similarities to the way the human brain works. Deep Learning algorithms offer state of the art approaches in image and speech recognition, and the Natural Language Classifier now applies them to text classification.

#### **Use Cases-**

- Classify tweets into a set of classes, such as events, news, or opinions.
- Analyze text messages into categories, such as Personal, Work, or Promotions.
- Sentiment analysis on text from social media or other sources and identify whether it relates positively or negatively to an
  offering or service.



# Natural Language Classifier





# **Tradeoff Analytics**

### What is it?

Helps make better choices under multiple conflicting goals. Combines smart visualizations and analytical recommendations for tradeoff exploration.

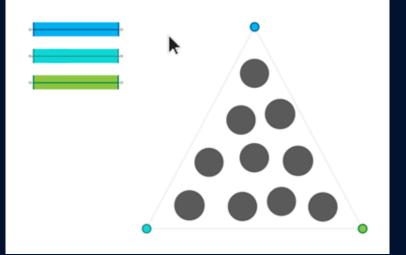
### How does it work?

Tradeoff Analytics helps people make better choices when multiple conflicting goals come into play. Tradeoff Analytics uses Pareto filtering techniques in order to surface out only the optimal alternatives across multiple criteria. It then help the decision maker analyze the tradeoffs within the optimal set of alternatives helping them select the option that best meets their preferences and priorities.

#### **Use Cases**

• Wealth management using the technology to help choose mutual funds







# **Tradeoff Analytics** 應用

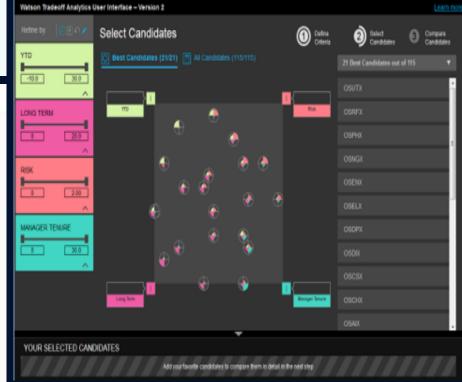


# Tradeoff Analytics NodeJS Starter Application

The Tradeoff Analytics service helps find the best available options for you. It helps users make better decisions under multiple conflicting goals.

#### Try the service

F	inance		-	Bring your own data (	CSV formet)				Analyze Sa	
										Advanced
The	list of o	ptions t	o analyze:							
Id	Name	∓ Υπο	÷ Short Term (1 Yr)	T Mid Term (3 Yr)	Long Term (10 Yr)	≟ Risk (Beta)	Net Expense	Morningstar Rating	Manager Tenure	Assets
0	OBIOX	8.24	27.74	31.22	13.08	0.94	0.76	4	9	8111.66
1	OSPHX	12.69	40.09	24.55	12.81	0.89	0.77	4	5	5863.63
2	OSAIX	10.52	39.57	21.83	13.06	0.85	0.87	4	2	426.31
3	OPHAX	11.78	32.3	20.49	12.61	0.77	0.82	4	1	1659.58
4	OBMPX	0.34	22.6	20.16	10.77	1.17	0.81	5	1	865.91
5	OSRPX	-3.85	18.07	18.92	12.41	0.99	0.83	4	4	855.24
6	OSCSX	-0.13	28.58	18.79	13.19	1.15	0.79	5	5	3149.56
7	OSRFX	12.36	37.28	18.55	13.39	1.06	0.85	4	2	598.17
8	OSHOX	1.5	6.42	18.2	9.33	1.25	0.81	2	2	335.79
9	OSVLX	1.33	13.85	17.89	-5.56	0.98	0.85	3	2	182.3
10	OBSOX	-3.11	22.98	17.85	13.16	1.23	0.84	5	5	1193.62
11	OSDAX	1.46	26.87	17.61	12.63	0.95	0.81	4	2	897.41
12	OSCPX	0.42	19.5	17.14	8.78	1.09	0.82	3	2	885.83
13	OLCSX	5.67	22.93	17.07	8.88	1.13	0.85	4	9	2950.25
14	OSPCX	2.41	18.68	16.45	5.24	1.12	0.83	4	0	410.67
15	OSCHX	6.55	25.98	16.41	15.86	1.38	0.81	5	4	1651.79
16	ODLSX	0.76	20.77	16.3	11.18	1.13	0.82	3	0	539.66





### **Visual Recognition**

#### What is it?

Understand the contents of images. Trainable for custom content.

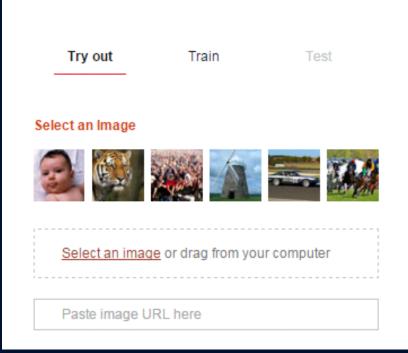
#### How does it work?

Visual Recognition allows users to understand the contents of an image or video frame, answering the question: "What is in this image?" Submit an image, and the service returns scores for relevant classifiers representing things such as objects, events and settings.

#### **Use Cases-**

•You can organize image libraries, understand an individual image.

- Train the robot to know image sense
- Doors Security & Web Cam Application





Demo:

-				
ю	ρ	s	 n	s

	Classifier	Confidence Score
4	Tiger	77%
	Wild_Cat	76%
	Brown	69%
	Indoors	64%
	Cat	63%



## Watson Conversation

combines a number of cognitive techniques to help you build and train a bot defining intents and entities and crafting dialog to simulate conversation.



### Conversation

Add a natural language interface to your application to automate interactions with your end users. Common applications include virtual agents and chat bots that can integrate and communicate on any channel or device.

GENERAL AVAILABILITY



# Watson Conversation (Live Demo)

©	Test Conversaction	Intents	Entities	Dialog	R
-	#AskWeather			Try it out	Clear
Ч	- :	·@-	÷	Sorry , I don't know	
	#AskWeather_CHT … 你想問什麼地點?	Enter a condition Watson says		今天天氣如何? #AskWeather_CHT:	
	I.	1		你想問什麼地點?	
		- @location_cht	:	台北 #AskWeather_CHT : @location_cht:台北	
		謝謝提供地點,這裡天 還不錯 ↓	氣	▶謝謝提供地點,這裡天氣還不錯	
	Anything else				
		Show	help	Enter something to test your service	

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# IBM Bluemix IOT

# Instrument – Interconnect - Intelligent



itemet of Thing IDM



Internet of Things Fou... IRM



IBM Analytics for Had... IBM BETA

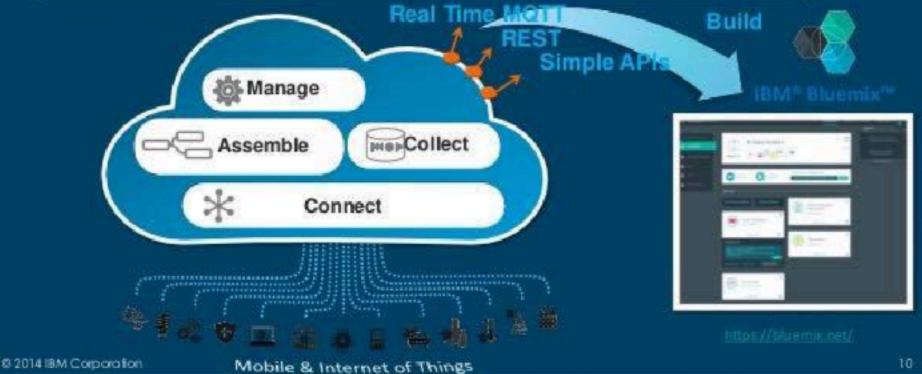




# **BM Bluemix IOT**

# Internet of Things Foundation

A fully managed, cloud-hosted service that makes it simple to Internet of Things (IoT) solutions



# **IOT Recipe Catalog**



Texas Instruments Energia with TVI4CT294 Connected LaunchPac By Vikil Paterson May 10, 2015

Use the Energia Rapid Prototyping Environment to connect to the RM Internet of Thines Ex. 15 (8) 1 # UÐ



Connect an Intel Galilee to the Internet of Things Foundation By YIKI Patersen May 20, 2016 Use as Infel® Galileo to connect to the IEM Internet of Things Foundation and viscolize .

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**NOTT Chat Over IBM Bluents** By micretime May 29, 2015 Using Microlime PTK System with STAT2F217 Advoted



#### NEXCOM NIO100/NIO100Y Bluemix connectivity tutorial

By Nexcom		
June 10, 201	5	
	io Gateway Bui ath and send d	
28 @	1.0	0 ¢



u-blox Cellular IoT Starter Kit By u blox

July 3, 2015 Use an u-bibs C027 cellularitol' starter Kit to connect to the BM Internet of Things Fea...

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Connect a SimpleUnk WI-FI CC3200 LaunchPadite IcTF with prergia By EdPtotser July 16,2915 Connecting a SimpleUnix CC3200 Laanchoad to the Internet of Things. Foundation Gervice/br 148.00 148 0.0



TI Sensor Tag and Raspbory Pi

By AllaniAarube In thicture fail, you will learn how to use Bluelools is connext and get sensor. leadings ...

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By EdProsser Tritrid that shows how to concert an Ardeine Une to the IvTT pervice in Duemix

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ARMO mbad<sup>FM</sup> IoF Starter Kit Part 1)

By EdPresser Connectan ARM mbed IoT starter kit to the internet of Things Foundation, ristalize the c...

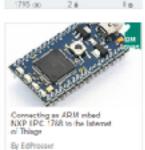
334.00 2.6 0.4



ARM9 mbed<sup>14</sup> IoT Stater Hit (Part 2) Ev EdPresser July 29, 2015

Connectyour AHM inteed device and application to the IBM Bluemix Service. and send command.

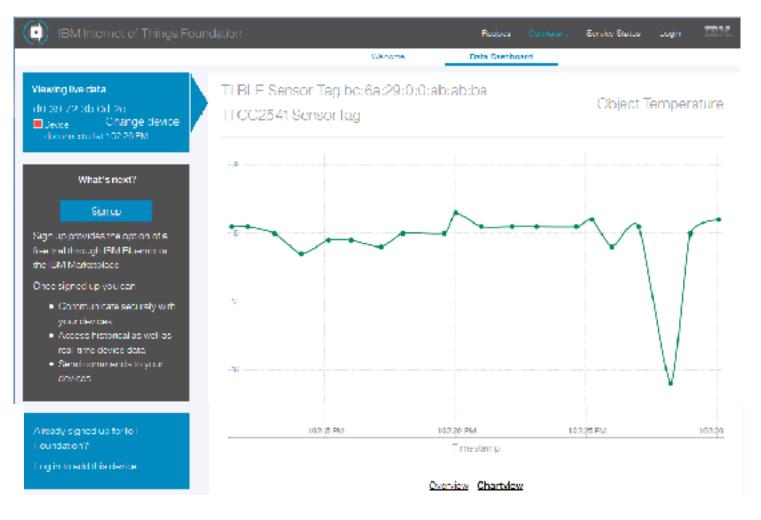
151.00 0.4



Lice as rehard microsoverseller to consert to the IDM Internet of Things Foundation. Then you...

> 0.6 0.0

# **Connect and view the data**



#### Overview Chartview

	Sensor	Reading	Sparkline
0	Acceleration X	0.9	
0	Acceleration Y	0.1 g	
0	Acceleration Z	19	
0	Ambient Temperature	25 °C	
0	Cyroscope X	-1.3 °/a	
0	Cyroscope Y	0.9 %	
0	Gyroscope Z	-1 º/s	
0	Humidity	03.7 %	
0	Magnetic X	-35.0 µT	
0	Magnetic Y	3.6 µT	
0	Magnetic Z	82.3 µT	
۲	Object Temperature	18.2 °C	
0	Pressure	1,016 2 mBar	
0	Temperature	25.3 °C	



# DEMO TIME







IBM cloud marketplace <u>http://www.ibm.com/cloud</u>

IBM BlueMix

https://ace.ng.bluemix.net/

IBM BlueMix introduction

https://www.ibmdw.net/bluemix/docs/about/

 Getting started with BlueMix and JazzHub <u>https://hub.jazz.net/tutorials/jazzeditor</u>