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## Be that person who defines the future, not a victim of it

### IBM Innovation speaker to present at CeBIT 2016

Dr. Bernard S. Meyerson, Chief Innovation Officer at IBM, will be a keynote speaker at Australasia's largest business technology tradeshow CeBIT Australia, relaying his expertise and insights on cognitive computing and artificial intelligence.

His session ***The Cognitive Era: AI Comes of Age***, will focus on the ways in which advances in technology, specifically cognitive computing, open a new era of man/machine collaboration which could very well represent the beginning of a fourth industrial revolution.

Dr. Meyerson explains there is a huge amount of interest in artificial intelligence, and justly so, as the potential from man/machine collaboration is impressive. However, he believes the term artificial intelligence misses the point entirely.

"I tend to think of AI as 'accessible intelligence', rather than artificial. Thanks to movies like Terminator and Transformers, the popular misperception of artificial intelligence is something that wakes up in the morning and, literally, terminates you by noon."

"The reality will be enormously different – and I intend to share a much more realistic vision of how you'll experience this technology. We're going to see dramatic advances in what a human being is capable of doing when working in partnership with these technologies. It's like having an assistant sitting alongside you who has perfect recall, no biases, and the ability to consume enormous amounts of data from a wide variety of sources in a matter of seconds. That allows you to work in collaboration with AI to come up with insights and results you wouldn't be capable of creating yourself.

"At a very high level, that is what my session at CeBIT will be about: broaching what challenges are in creating such advancements, why this technology is so important, plus examples of man/machine collaboration. You'll get a clear understanding of how what's happening differs greatly from the SciFi alternative – which just is not reality," said Dr Meyerson.

Dr Meyerson continued by explaining that we are already seeing the emergence of the Cognitive Era in the business landscape.

"For example, sentiment analysis is a form of cognitive computing that allows you to ingest the entire Twitterverse to analyse every comment being made about your brand, its offerings and your competitors. The technology determines whether your messages are being well received by your target audience – essentially allowing you to react to – and in many cases, anticipate -- problems and opportunities in real-time based on hard data versus a hunch."

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## Shaping the Business Technology Landscape

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“With the incorporation of cognitive computing into everyday business life, the velocity of business will increase dramatically. These technological advancements are becoming more readily available, so much so that they are transforming entire industries. Those who embrace it and understand the potential are the ones who will define the future, and not be a victim of it.”

### For further information please contact:

#### Zadro

Elle Stewart | +61 2 9212 7867 | [elle@zadroagency.com.au](mailto:elle@zadroagency.com.au) | +61 410 127 522

Marlise Beasley | +61 2 9212 7867 | [marlise@zadroagency.com.au](mailto:marlise@zadroagency.com.au) | +61 406 285 077

### Notes to Editors:

- Interviews with Dr. Bernard S. Meyerson, Chief Innovation Officer at IBM are available on request.
- Hi-res image of Dr. Bernard S. Meyerson is available via Dropbox:  
<https://www.dropbox.com/s/d39nks60mwy3t6u/Bernie%20Meyerson.jpg?dl=0>
- Media passes to attend CeBIT Australia 2016 are also available upon request. Please contact the Zadro team on [cebit@zadroagency.com.au](mailto:cebit@zadroagency.com.au) for more information.

### About CeBIT Australia:

#### 2 - 4 May 2016, Sydney Olympic Park

CeBIT Australia – shaping the business technology landscape. [www.cebit.com.au](http://www.cebit.com.au)

CeBIT Australia is the Asia Pacific's largest and longest running business technology event.

#### CeBIT is a forward looking connected community – 365 days a year

Business technology developments and innovation wait for no one. That is why CeBIT Australia expands its reach beyond the largest and most interactive three day exhibition and conference in business technology, to connect the movers and shakers, from government, enterprise, SME's and the start-up community. CeBIT's variety of knowledge and networking platforms offer possibilities to engage, 365 days a year.

Highly tailored, expertly curated and insightfully harnessed, the power of the CeBIT community is for those who live in a competitive environment and who need to be in the know - everyday.

#### CeBIT Australia offers an independent network of business technology solutions

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CeBIT Australia is transforming the way Australians do business with technology. Offering delegates access to the ASX 200, making the notoriously hard to reach, reachable.

CeBIT 2016 is spearheaded by leaders in the ICT space, to ensure innovation, and cutting-edge solutions are delivered. Not vendor specific, CeBIT Australia offers an unbiased, full look at the industry.

### **A representation of business solutions through technology**

CeBIT Australia is the one-stop-shop for all the latest business technology solutions.

Offering a diverse variety of exhibitors, regardless of business problem, there will be a solution at CeBIT.

CeBIT brings together the comprehensive and future-thinking world of business technology solutions under one roof.

### **CeBIT Australia showcases the innovation of NSW**

CeBIT Australia is creating and ensuring the future of NSW as the desirable destination in which to do business.

Business leaders, innovators, entrepreneurs and the leading technology companies of the world gather in NSW to immerse themselves in the possibilities of the future of business.

### **CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment**

NSW is Australia's international ICT capital, accounting for 43% of Australia's total ICT businesses and 50% of the nation's telecommunication, computer and information services exports.

NSW is also home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

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