

# ARTIFICIAL INTELLIGENCE AND BIG DATA WEEK EXHIBITION 2019

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## WISE AI on the MOVE

**KUALA LUMPUR**-WISE AI is well known as FACE OF ASEAN, is an AI front-runner specializing in facial recognition tech. This company offers both business and consumer-oriented AI products and services. They provide their customers with AI-powered applications and solutions. Their offices located in Singapore, Malaysia and Thailand. WISE AI also developed AI-powered apps and engines such as eKYC, Electronic ID, CSR which are highly appreciated by the fast-growing industry.

WISE AI provide internship opportunities for university students in various departments within their organisation such as Front-end Web development, Back-end Web development and Administrative & Finance department. This will enable the interns to grow their experience and knowledge in the field of their interest. In general, this company is one of the most advanced and tech-ready exhibitors there with their expertise and professionalism can be clearly seen from the way they presented their organisation to the visitors. One of their major contributions is with the CSR project which cooperates with local authorities to find missing children. Hereby, AI Technologies is greatly playing a part in helping to solve issues faced by humans and make their lives much easier.



Figure 1 shows us interviewing the exhibitor

## Big Data Week 2019

The AI & Big Data Week 2019 organised by Malaysia Digital Economy Corporation (MDEC) was attended by 37 first year undergraduates of University Technology Malaysia (UTM) who are enrolled in Bachelor of Computer Science (Data Engineering). The visit was organised by Dr. Aryati Binti Bakri accompanied by Dr. Eqbal upon the invite by MDEC. The exhibition is regarded as a stage of opportunity for many great industry leaders to share their experiences as well as exhibit their latest innovations during the event. It was also a great fact that a major part of the exhibitors are local companies.



Figure 2 illustrates a group photo of exhibitor

Big Data week was held at Kuala Lumpur Convention Centre on 11 & 12 September 2019. The Next Big Tech Asia (NBTA) is a two-day conference and exhibition participated by industries across the globe such as from UK, US, Singapore and Australia. The event was supported by the Ministry of Communications and Multimedia Malaysia. The exhibitors in the event includes Amazon Web Services (AWS), Wise AI, HLX, Talend, JANDI, Infusion, QJANG Technologies, among many others. The visit to the exhibition lasted about two hours from 12 pm to 2 pm where all the students were tasked to visit, explore, enquire and gain knowledge about the latest developments in AI.

## AI CONTINUE TO CONQUER

The companies there offers both business and consumer-oriented AI products and services specially tailored to meet their business solutions. For instance, Accel Team is a Big Data Analytics specialist which mostly works on extracting values from data through data analyzation to establish customer-desired business outcomes. Better business outcomes mean better ways to do prediction on areas in improving sales performance, optimise production cost, risk management and many more which concurrently improve business performance as well as meet customer-desired outcomes. Besides Data Analytics, Facial Recognition Technology were also commonly seen among various exhibitors there. One of the pioneers in Facial Recognition technology is WISE AI which takes full advantage of machine learning in developing AI-powered Facial Recognition applications. On the other hand, the increasing familiarity of Internet of Things (IoT) usage in AI powered products and technology was noticeable through Smart City solutions provider called MyTraffic who are keen on developing technologies and one stop solutions for traffic control, traffic analytics and security surveillance, smart parking and Intelligent Transportation System.



Figure 3 shows advantages of AI

Figure 4 demonstrates the icon of WISE AI



The next thing we analysed in the developing trends of Artificial Intelligence is the expertise requirement to carry out tasks which include Data Analysis, Data Processing, Data Storage and Data Mining. In order to carry out all these tasks appropriately, specialists with all the relatable experiences and specialisations are in high demand in the moment. As all the industries are beginning to rely on AI towards the developments of their respective industries in the future, individuals with the knowledge and experience will have a fast-paced development in their AI based careers such as Machine Learning Engineers, Data Analysts, Data Scientists, Big Data Engineers, Business Intelligence developers

## REFLECT ON

The context of must-have skills of a professional in the Data Science field will include both Technical and Non-Technical skills. Technical skills can be described as skills that have to be learned and mastered to carry out the Data Processing tasks. For example, one should have to be well-versed with several programming languages to meet customer requirements. Python, C++, Java, SQL are several major programming languages that are a well-known. Non-technical skills are the data analysing curiosity, good communication skills and teamwork which should be developed within ourselves.