

Sensors + Analytics: When (and how) will AI impact the AV market?

Quick Summary: No surprise, the world of IoT has arrived. It has started to impact the AV community through device-to-device communications and sensor proliferation in new AV designs. It also has the potential, when combined with AI, to have a real impact. But when will this happen?

Overview: AI has the potential to remake the role of the consultant community as they shepherd insights generated by AI into actionable designs. It will disrupt managed services as users no longer think it’s good enough to roll a truck when an incident occurs, instead, the managed service will need to predict where problems may occur and address them ahead of time. It will transform static AV designs into reactive/predictive environments that setup rooms based on learned user preferences and will bring a concierge-like service to all users.

These are all interesting and, potentially, exciting disruptions. But when and where will they start to emerge? I’ve had some great conversations with the Alexa for Business team. They are driving towards this vision, but, understandably, have hit a few adoption barriers related to trust, security, and end-user interest. It’s not enough for a system to replace a button with speech recognition—AI must find it’s a killer use case. Is it at InfoComm 2019? You’ll have to look for side effects and partnerships here. The most important AI companies in the world (nVidia, Qualcomm, Google, etc.) won’t be directly at the show demonstrating what they’re building. Instead, look for AV companies who are leveraging AI advances and bringing them to our space. Let the hunt begin.

Places to Visit Checklist

- **Utology, Booth 5243**

This company has been leading the charge on wrangling IoT devices and sensors into a single monitoring platform. It remains to be seen how all that data will go beyond data management and awareness into predictive analytics.
- **Mersive, Booth 3961**

Take a close look at the Kepler cloud platform. Find Mike Tolliver; he’ll give you a demonstration of how Kepler can provide a unique view of how teams are meeting together. He’s always up for a debate about the future of AI and how it’ll transform the AV space. Ask him about the AI roadmap and Kepler Insights in particular.
- **Samsung, Booth 2043**

A large percentage of broadband-connected homes are already controlling their devices with voice, and intelligent assistants are starting to appear as part of consumer applications. What better place to see if these technologies will have an impact on professional AV than the company who is leading the charge. See if you can find a demo of their upscaling technologies that are reportedly based on AI techniques. Will “deepfake” make an appearance? Can lessons learned in consumer and residential technologies become disruptive in AV?
- **API-SPL, Managed Services, Booth 3852**

See if Symphony, the AVI-SPL managed services platform, has the potential to transform into a big data/analytics platform. If Frank Mehr, SVP of Technology is in the booth, see what he thinks.
- **Attend “The Impact of AI and Machine Learning on the Future of UCC.”** (June 12 at 11:30 am, W304H) This session will be a great example of how AI is starting to impact specific applications in our space. Plus, they will undoubtedly cover Face Recognition, a major focus of my previous research career! Can this model of data collection and insights be extended to other areas?