IEEE computer society

ROCK STARS EMERGING TECH

Your One-day Technology Disruption

02 November 2016 | El Segundo, CA

4 Emerging Technologies Will Decide Your Future

They'll Change How You Develop. How You Implement. How You Communicate. Or They Won't.

Keep Up – or Lose Out.

Step into the Future at Rock Stars of Emerging Technologies – the one-day event that puts you face-to-face with 6+ leading experts who focus on your questions about keeping your company current with disruptive technologies.

Come meet the experts! You can't afford to miss the all new Rock Stars of Emerging Technologies 2016.

Rock Star Speakers

Danny Lange
Head of Machine Learning, Uber

Maciej Kranz
Vice President, Corporate Strategic Innovation Group, Cisco

Elizabeth Baron
Virtual Reality and Advanced Visualization Specialist, Ford Motor Company

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OTHER ROCK STAR SPEAKERS

Brian Witten, Symantec

Victor Nilson, AT&T

Leslie A. Saxon, MD, USC Center for Body Computing (CBC)

SCHEDULE

Morning Session | 9:00 AM–Noon

Bringing Machine Learning to Every Corner of Your Business -- Uber Machine Learning Use Case
Danny Lange, Uber

How Real is 5G?
Victor Nilson, AT&T

Can Virtual Reality Be More Effective Than Real-World Design? -- Ford Motor Company Use Case
Elizabeth Baron, Ford Motor Company

Lunch and Exhibits
Noon–1:30 PM

Afternoon Session | 1:30 PM–5:00 PM

Can Artificial Intelligence Be Safe?
Brian Witten, Symantec

IoT: Reality Check
Maciej Kranz, Cisco

Are Virtual Humans Revolutionizing Healthcare? Will They Change Your Industry?
Leslie A. Saxon, MD, USC Center for Body Computing (CBC)

Networking Reception
5:00 PM–6:30 PM

Bringing Machine Learning to Every Corner of Your Business -- Uber Machine Learning Use Case

Danny Lange, Head of Machine Learning, Uber

Have you noticed how applications seem to get smarter? Apps make recommendations based on past purchases; you get an alert from your bank when they suspect a fraudulent transaction; and you receive emails from your favorite store when items related to things you typically buy are on sale. Uber's Danny Lange says these uses of AI and Machine Learning are just the beginning. Using Machine Learning for predictions from new data can be challenging for a few reasons including: difficulty in understanding the algorithms behind Machine Learning; and the challenges of running the infrastructure needed to build accurate models and use these models at scale. Danny describes the Uber how Uber overcame obstacles to build a Machine Learning service that easily allows their teams to embed intelligence into their applications that can perform important functions such as ETA, fraud detection, churn prediction, forecasting demand, and much more.

How Real is 5G?

Victor Nilson, Senior Vice President Big Data, AT&T

Virtual reality, self-driving cars, robotics, smart cities and other new technologies are about to test networks like never before. AT&T Senior Vice President, Victor Nilson, says these technologies will be immersive, pervasive and responsive to customers. He talks about how 5G is the key to making them a reality. He discusses AT&T's 5G roadmap – the victories and challenges, and the necessity of a unified experience incorporating 5G, SDN, Big Data, Security and open source software.

Can Virtual Reality Be More Effective Than Real-World Design? -- Ford Motor Company Use Case

Elizabeth Baron, Virtual Reality and Advanced Visualization Specialist, Ford Motor Company

Elizabeth Baron, the head of and driving force behind Ford Motor Company's VR program, says, "Definitely yes." Ford's lab enables designers and engineers globally to work together in real time. Ford's Virtual Reality prototyping has reinvented vehicle design. She'll talk about how Ford is using virtual reality to not only help design new vehicles, but also to develop autonomous vehicle technologies. She'll also focus on how virtual reality can be used for prototype development in a wide variety of industries, taking advantage of the best global talent.

Can Artificial Intelligence Be Safe?

Brian Witten, Sr. Director, IoT, Security, Symantec

Over the past two years, cyber attacks have "hacked, tracked and stolen" cars, infected MRI and X-Ray machines, held hospitals ransom, crashed power grids, and damaged a steel mill blast furnace. Sadly, all such attacks were entirely avoidable with existing technology. This talk delves deeply into the machine learning based analytics needed to find and fight truly serious attackers. Brian frames an end-to-end strategy for protecting IoT and AI in several verticals, with concrete examples in each vertical, heavily leveraging open-source technologies to improve security, and attempting to make such a complicated challenge far more tractable.

IoT: Reality Check

Maciej Kranz, Vice President, Corporate Strategic Innovation Group, Cisco

In the last few years, IoT hype has been deafening. We've been bombarded by a barrage of technology messages and predictions, such as billions of devices getting connected and creating trillions of dollars of economic value. While all true, IoT is not really about those things. It is about thousands of organizations that already use IoT to optimize their operations, introduce new business models and create new revenue streams. In this talk, the speaker will walk in the shoes of people who are taking first steps on the IoT journey to transform their businesses, industries and careers. An IoT pioneer and author of the forthcoming book, "Building the Internet of Things," the speaker will share successful use cases, common mistakes and practical best practices. He will cut through the hype to show the reality of IoT today.

Are Virtual Humans Revolutionizing Healthcare? Will They Change Your Industry?

Leslie A. Saxon, MD, Executive Director, USC Center for Body Computing (CBC)

Dr. Saxon shows you what the virtual physician can do. She will also discuss the use of virtual human agents to deliver medical content to patients anywhere/anytime, and how this is revolutionizing global healthcare diagnostics and care. What's more, you'll discover how virtual humans can make a difference in a wide variety of industries.