



Trends 2024

AI

The potential of human-AI interaction

Co-creation promotes diverse perspectives and deeply nurtures creativity. This can be highly beneficial for exploring bolder ideas, overcoming creative obstacles, and generating visionary solutions that may not have been considered individually.

Here are some benefits associated with this powerful **combination of AI and humans**:

- Acceleration of the co-design process.
- Creation of virtual prototypes, as demonstrated by the designer at Youbae Store.
- Simulation of various scenarios.
- Interaction with digital representations of products or services before bringing them to real and mass production.

This implies cost and production time reduction, inevitably leading to optimization of the final results.

LLM (Large language models)

Known as advanced neural networks, possess the capability not only to read, translate, and summarize texts but also to generate sentences and predict words in a way that mimics human writing or speech remarkably realistically.

These **artificial intelligence systems** have undergone exhaustive training processes, using an enormous amount of data and millions of words. This extensive training has enabled them not only to identify but also to comprehend complex linguistic patterns and acquire a deep understanding of the natural and contextual usage of language. Consequently, these models can perform with remarkable precision in various tasks related to **natural language processing**.

Quantum computing

While quantum computing won't have an immediate impact on everyone, its application in **Artificial Intelligence (AI)** is proving to be a valuable tool for addressing complex problems much more efficiently. This can bring substantial improvements in processing power, translating into the ability to tackle complex problems and perform deep learning tasks faster and more efficiently. From simulating molecules for drug development to optimizing machine learning algorithms, quantum computing presents revolutionary potential in the field of AI.

