

# The Car is the AI Killer App

# **One thing typically drives adoption of a new computing paradigm**

80's: Word drives adoption of PC

90's : Email drives adoption of Internet

Today: Self driving car drives adoption of AI

Learning from continuous physical interaction with  
the environment is the best way to develop  
intelligent systems\*

\*Rodney Brooks, Elephants don't play chess, Robotics and Autonomous Systems 6 (1990) 3-15

If you want to truly build digital intelligence to be able to acquire knowledge, make decisions, and adapt to the environment, you need to build autonomous systems. In autonomous systems, the car is the first major commercial application that is going to land.\*

\*Qi Lu, COO Baidu, Interview in Wired Magazine, 08.09.2017

# The car is a problem worth solving

Large Market  
Urban Problem  
Customer Adoption

Computer Vision is the key problem in  
self driving cars

Computer Vision can be learned from  
scratch by continuously interacting  
with the environment

We don't know what vision really means

But we know how to make it work



The learning from self driving cars will help us understand other, more complex tasks

Self driving cars will foster acceptance  
of AI in the general public