

# GS1 Innovation Café

Artificial Intelligence for better data quality

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14 November 2019



# Agenda

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## **15:00 - Welcome by the chairman of the GS1 Innovation Committee**

Wouter Schaeckers - Supply Chain Innovation & Sustainability Procter & Gamble

## **15:05 - AI and Data Quality**

Jan Merckx - Innovation Manager, GS1 Belgilux  
Mayra Castellanos - Innovation Manager, GS1 Germany

## **15:30 - From the GS1 Research Labs**

Klaus Fuchs - Auto-ID Labs, ETH Zürich

## **16:00 - The use of AI at GS1**

Eelke van der Horst - Data Scientist, GS1 Netherlands

## **16:15 - Smart with Food**

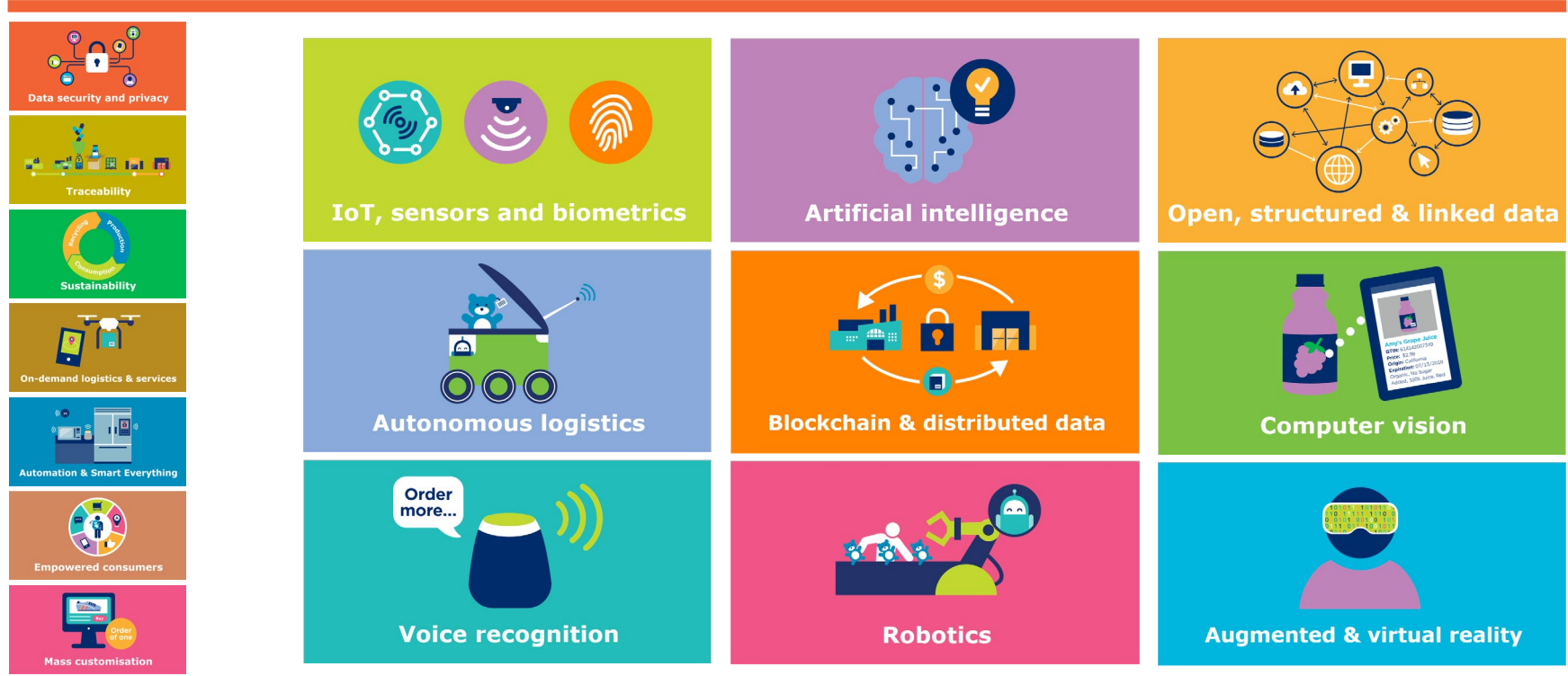
Ellen Verhasselt - International Business Development, Smart With Food

## **16:30 - Q&A**

## **17:00 - Networking reception**




# Trends & Technology Enablers




# The GS1 Innovation Café


- Data security and privacy
- Traceability
- Sustainability
- On-demand logistics & services
- Automation & Smart Everything
- Empowered consumers
- Mass customisation



IoT, sensors and biometrics



Artificial intelligence




Open, structured & linked data



Autonomous logistics




Blockchain & distributed data




Computer vision



Voice recognition



Robotics



Augmented & virtual reality

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# This Dream Job Pays You to Drink Beer

*words:* ANDREW THOMAS



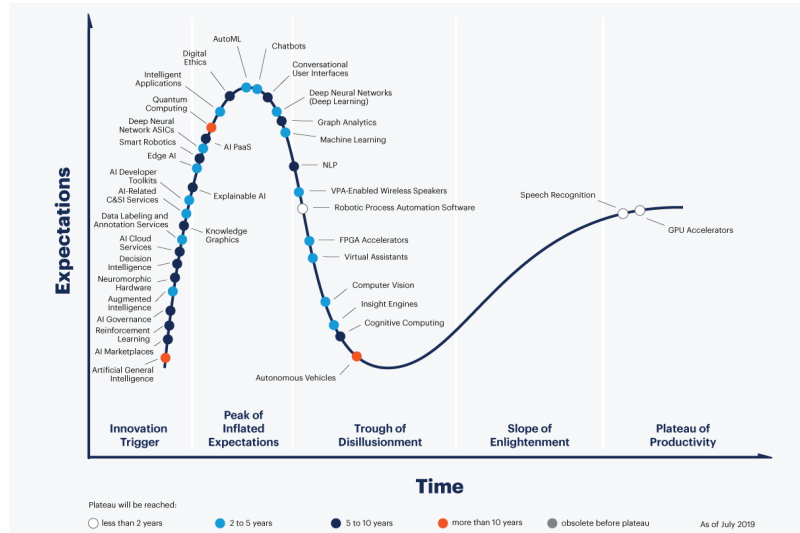
# Electronic Tongue Identifies The Correct Beer – Every Time

Robot taste testers are becoming part of the food industry.



The IBM technology uses combinatorial sensing to build a cross section of a liquid, creating a "holistic signal" using an array of sensors.

# Gartner Hype Cycle for Artificial Intelligence 2019



Chatbots

Deep Learning

Machine Learning

NLP

Computer Vision

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# AI and Data Quality

