



Summer School 2024

Workshop - AI Solutions in Business

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Agenda



1. Artificial Intelligence
2. GPT Explanation, Types
3. The most popular apps based on GPT-3
4. OpenAI
5. Chatbot
6. MI images
7. MI music



Valsts izglītības
attīstības aģentūra

This project is implemented by the Turība University and is financed by state scholarships awarded by the State Education Development Agency (VIAA). More information at www.viaa.gov.lv



20+ years of experience in the Information Technology industry
Head of the IT direction of Turība University
Leading researcher of Riga Technical University
Assoc.prof., PhD in IT direction,
BNI Jufess member, IEEE member, LZA IT expert

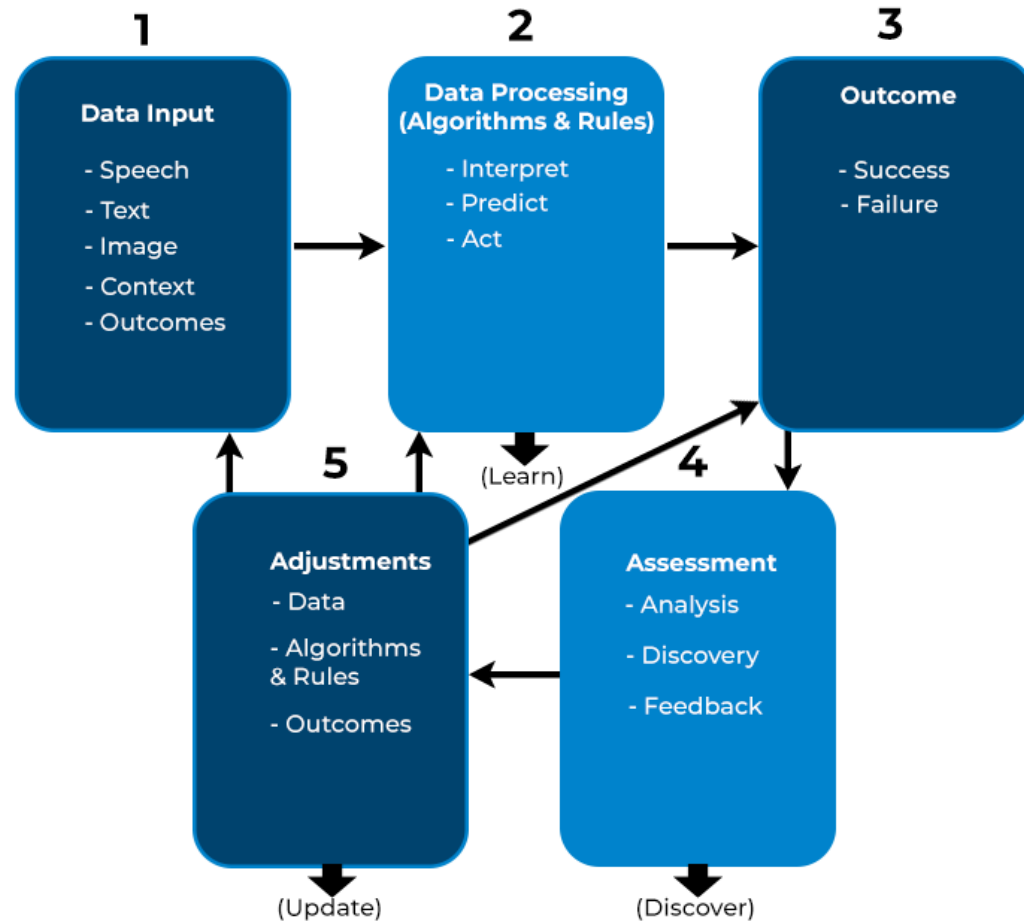
Artificial Intelligence



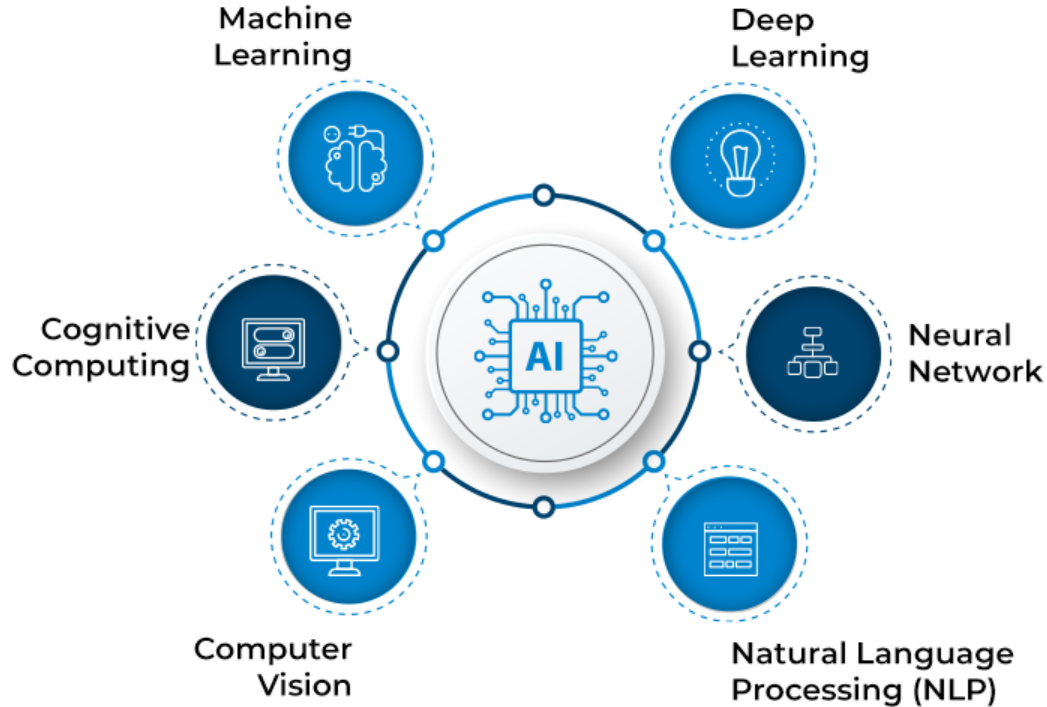
Artificial Intelligence (AI) is a branch of computer science and other sciences that studies the intelligent behavior, training and adaptation of machines.



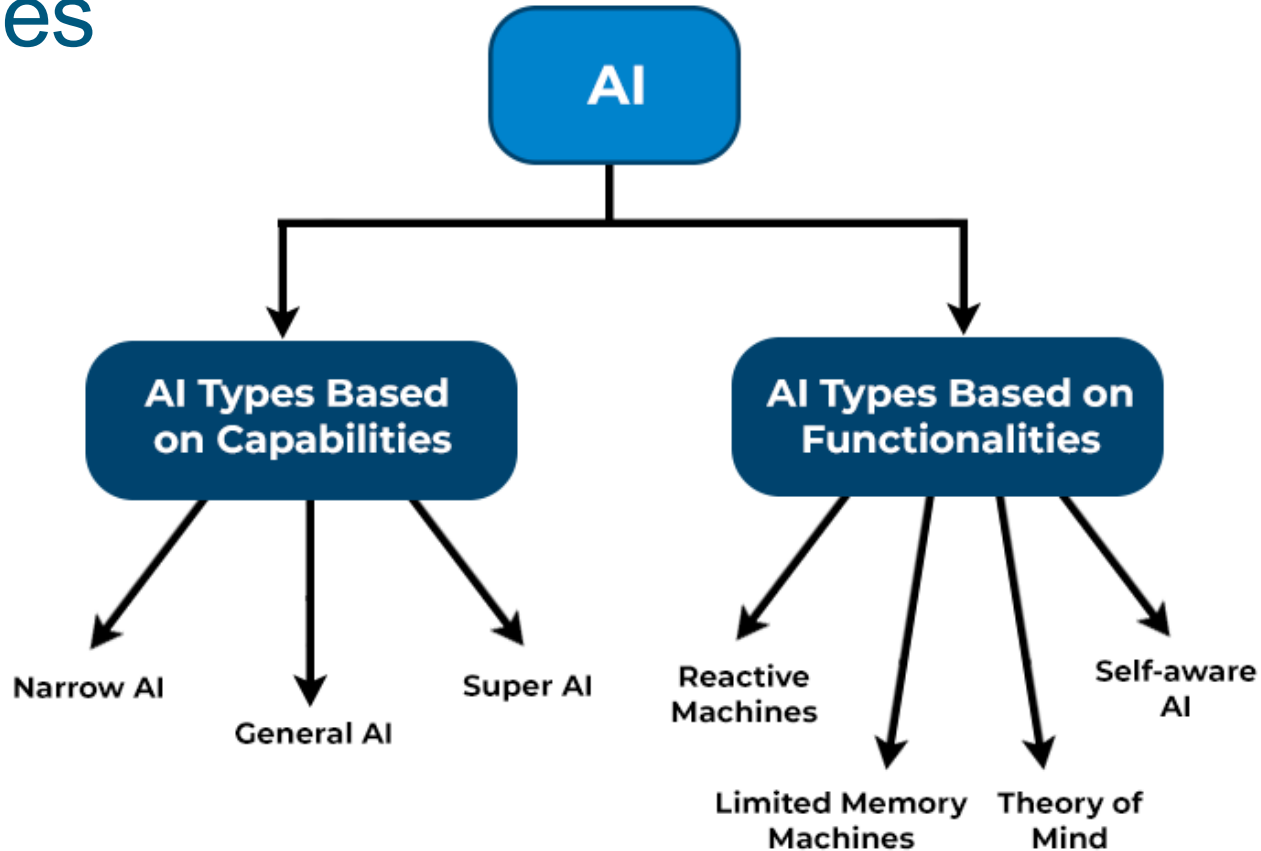
AI - what exactly is it?



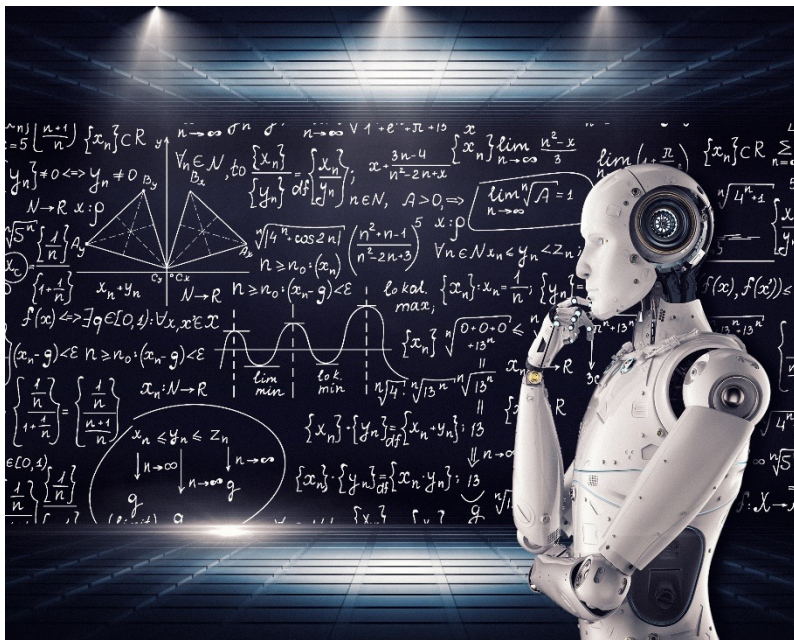
AI components



AI types



Explanation of GPT



Generative Pre-trained Transformer is a neural network machine learning model trained using internet data to generate any type of text.

GPT aim

The goals of GPT are to improve efficiency, reduce costs and improve content quality

As this technology continues to evolve, we can expect to see more and more companies using GPT to improve their content creation process

Advantages of GPT



Using GPT eliminates human "errors"

Work is done faster and more efficiently

The task is carried out objectively and without bias

Using GPT



Simpler versions of GPT have a text window where you enter:

- Keywords - will explain them
- A question - will be answered
- A request to translate the text - will be translated into the specified language
- Please shorten the text - the volume of the text will be reduced in an effort to preserve the main idea

Disadvantages of GPT



- Repetition of words and phrases
- Lack of deep insight
- Inaccurate and outdated information
- Format and structure

Types: GPT-1



GPT-1 was launched by OpenAI in 2018

This generative language model that was trained on a huge dataset from BooksCorpus



Type: GPT-2



In 2019, OpenAI developed Pretrained Transformer 2 (GPT-2) using a larger dataset and adding additional parameters to create a stronger language model

The most significant improvement of GPT-2 was the model architecture and implementation, with 1.5 billion parameters it became 10 times larger than GPT-1



Type: GPT-3

Tu

GPT-3 became OpenAI's breakthrough AI language program

It is an application that can automatically generate such unique paragraphs. It has 175 billion parameters

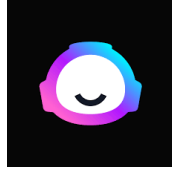




THE MOST POPULAR APPS BASED ON GPT-3

Jasper, ChibiAI, Copysmith, Kafkai un Texta

Jasper



Paraphrasing function to change the sentence structure

Plagiarism and grammar check

Different writing style templates

Helps create custom images

\$39 per month

ChibiAI



Intended to help write content, not to create content

Offers ideas to start or finish sentences

\$9 per month



Equipped with a Google Chrome extension for easy access

Generating large amounts of content from uploaded content
such as Excel spreadsheets

Templates for ad copy, headlines and article sketches

\$99 per month

Kafkai



Optional AI article generation

Translates articles into seven languages

Designed for bulk content generation

\$49 per month

Texta



Lets you set the tone, style and how creative you want your writing to be

Built-in long form generator to create blog posts

Translate copy into more than 20 languages

\$29 per month



OPENAI IN PRACTICE

OpenAI in practice



ChatGPT



Interact with our flagship language models in a conversational interface

DALL·E



Create realistic images and art from a description in natural language

API



Integrate OpenAI models into your application or business

<https://www.openai.com>



CHATBOT IN PRACTICE

Chatbot in practice



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Chai the AI Bot

Lets chat with Chai Bot



Message



<https://my.aiclub.world/chai-bot>



AI PICTURES IN PRACTICE

Images of AI in practice



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Can AI make Art?

Pick a picture from the left. You can choose one of the stored pictures or turn on your camera. Then choose a picture from the right for the style. The AI will add the style to your first picture!



My Image +



COMBINE



Style +

<https://my.aiclub.world/style-transfer?tab=stylize>



AI MUSIC IN PRACTICE

AI music in practice

A screenshot of the Loudly website interface. The top navigation bar includes 'Generator', 'Discover', 'Recommender', 'Browse', and 'Pricing', along with 'LOG IN' and 'START FREE NOW' buttons. Below the navigation, there are filter options: 'Apply filters to find what you need', 'Any Duration', 'Most Popular', and three filter buttons: 'All' (highlighted in red), 'Free', and 'Customizable'. The main content area displays a list of music recommendations with columns for mood, genre, vocals, instruments, key, energy, and era. Each recommendation includes a play button, title, genre, mood, duration, waveform, and icons for playlist, heart, and share.

MOOD	GENRE	VOCALS	INSTRUMENTS	KEY	ENERGY	ERA
▶	Future Bass	Electronic Music	Aggressive, Dream	2:56		
▶	Tricks	House	Atmospheric, Caref	1:40		
▶	Building Snakes	World	Beautiful, Carefree	1:58		
▶	Best Day (Mac Miller T...	Beats	Atmospheric, Calm	2:21		

<https://www.loudly.com/music/>



AI WWW IN PRACTICE

AI www in practice



The image shows the landing page for Webador, a website builder. At the top left is the Webador logo, and at the top right is a green "Get started" button. The main headline reads "Give your business an online presence" in a large, bold, dark font. Below this, a sub-headline says "Create a website in 10 minutes. It doesn't get any easier." Three green checkmarks are followed by the text: "Used by 190,000 small business owners", "Average score 4.6 / 5 on Trustpilot", and "Content creation with AI". Below this is a five-star rating with the word "Excellent" and "4.6 based on 10,643 Trustpilot reviews". A green "Get started for free" button is centered below the rating. Underneath the button, it says "Start building your free website now! [How it works](#)". The bottom half of the image features a large graphic of a laptop displaying a website layout. On the left side of the laptop screen, there are three dark grey boxes representing website elements: "Text" with a 'T' icon, "Logo" with a diamond icon, and "Product" with a tag icon. Lines connect these boxes to their respective positions on the laptop screen. Below the laptop screen, three product images of sneakers are shown, each connected by a line to the "Product" box on the laptop screen.

<https://www.webador.com/>



Thank You!

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