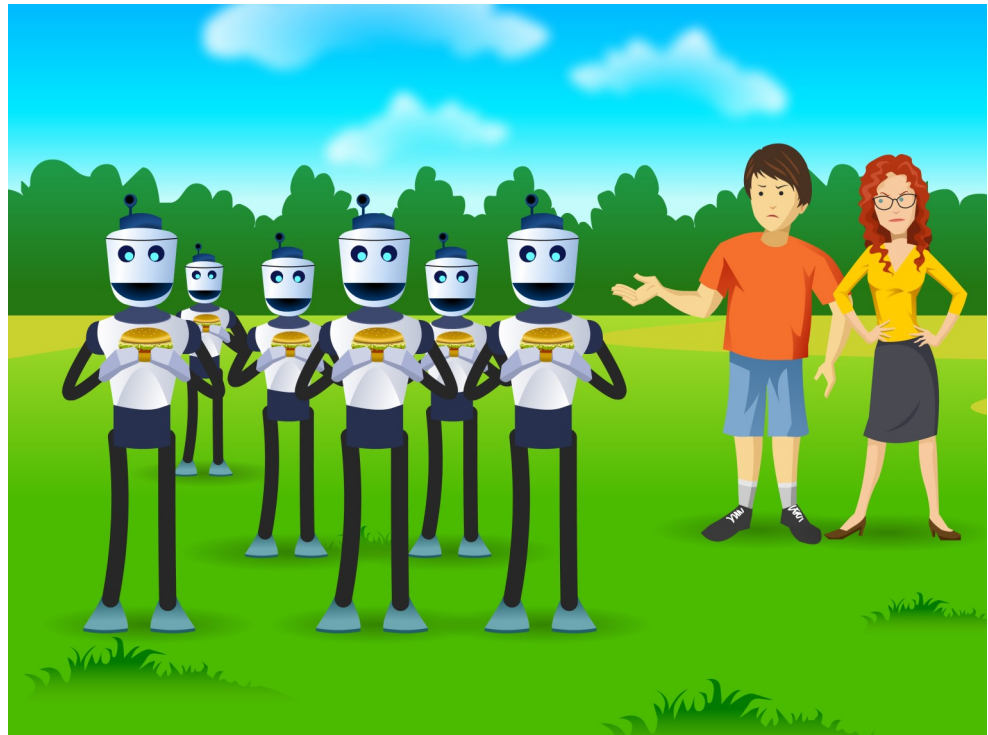




A WORLD WITHOUT ERRORS



WILL WE HAVE A CHANCE AGAIN TO MAKE ERRORS ?

What can happen when, while you work, you are distracted by a young beautiful woman? What can happen when, because of your workload, you are making a mistake, such a mistake that you cannot do anymore what you were supposed to do?

As a youth shepherd, eating his lunch of bread and ewes' milk cheese, saw a beautiful girl in the distance, he abandon his meal in a nearby cave and ran to meet her. When he returned a few months later, the mold had transformed his plain cheese into what is called today Roquefort.

Stephanie, who did most of the cooking, was overworked one day. She started to make a traditional apple pie but left the apples cooking in butter and sugar for too long. Smelling the burning, she tried to rescue the dish by putting the pastry base on top of the pan of apples, quickly finishing the cooking by putting the whole pan in the oven. After turning out the upside-down tart, she was surprised to find how much the hotel guests appreciated the dessert. Yes, it is Tarte Tatin, one of the most famous dessert.

We just wanted to begin with these two stories. Humans make errors. Sometimes for good, sometimes for bad, but they have such a freedom. But machines? Will they? What kind of results can we expect from those machines? Whatever they will do will be done following an exact procedure and will produce results as expected. This is what a



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robot is doing. No matter which calculator you use, 1+1 will always be equal to 2.

Current machine learning solutions are processing incoming data to extract those who are compatible with an expected pattern, collect the info, use the info... All these solutions look at the world the same way and will produce similar outcomes.

Predictive analytics is a probabilistic approach based on analyzing data from the past giving you a result with a chance that what is forecasted will be realized. Like in the illustration, will we all one day eat burgers because it is the most frequent dish people eat?

Are those machines able to make errors? And if one day they could, will they learn from that? Will they be able to understand, that the error they did, produced a different output as the one expected, but this output is good, even better and that they learned from this mistake and are happy to reproduce it?

And what will happen if the data is not available, if there is a new item which is not known from the machine, which was not available to the machine learning solution who is providing the knowledge? Is this solution able to do something? This is again not how humans are learning. Even if you see for the first time in your life a chair you never saw before you know that this is a chair and you know how to use it. Can the machine do the same knowing how knowledge is "build" by those machine learning solutions?

Machines maybe have eyes but they don't see the world like we see it. We need to change this and at Beamak, this is what we do !

Beamak - We make machines think !

Beamak was created in 2016 by Cognitive Psychologists who worked for the French National Center for Scientific Research (C.N.R.S.) and the Computer Science Laboratory for Artificial Intelligence (LAFORIA).

Our functional cognitive architecture using core Psychological components brings to AI engines the ability to understand a context and adapt their attitudes to act and communicate. These components are using Beamak Smart Neuron concept which is processing data in a natural way.

Beamak is helping companies worldwide to accelerate their digital transformation by creating and designing AI solutions which includes cognitive and psychological features.

Founders of Beamak worked for over 20 years for leading consulting and technology companies such as Andersen Consulting, Accenture, Cap Gemini or Hewlett-Packard, managing over 200 projects for Fortune 500 companies in EMEA.

At Beamak, we love what we do and we stick to our promises. We would be glad to be part of your next journey.

Looking forward to work with you soon...

