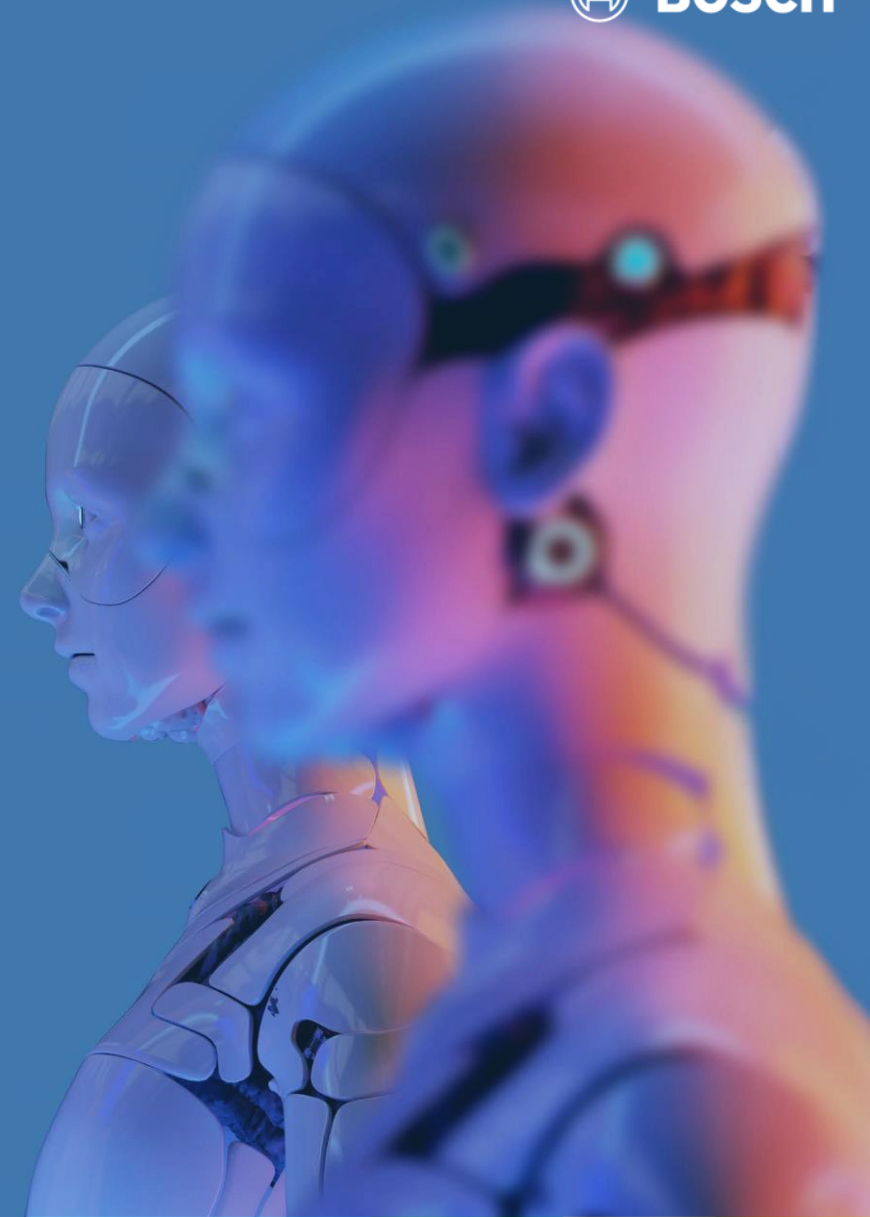


Machbarkeit und Nutzen: „KI in Action“

Dr. Tanja Rückert – Robert Bosch GmbH
Geschäftsführerin und Chief Digital Officer
10.09.2024



BOSCH TECH COMPASS



A pulse check on tech sentiment of global consumers

73% GLOBALLY AGREE
**GENERATIVE AI IS
AS RELEVANT AS
THE RISE OF THE
INTERNET**

82%
GLOBALLY SUPPORT
**MANDATORY
LABELING FOR
AI-GENERATED
CONTENT**

61%
OF PEOPLE WORLDWIDE
BELIEVE: **AI WILL REACH
HUMAN LEVELS OF
INTELLIGENCE**

58%
WORLDWIDE SEE
**PERSONAL
PREPARATION FOR
THE AI ERA PRIMARILY
IN EDUCATION**

**49% OF
PEOPLE**
GLOBALLY FEEL
PREPARED FOR
THE **UPCOMING
ERA OF AI**

AI @BOSCH

Early and responsible engagement



AI Patents
leading position



>5,000
AI developers
across the
company



>30k
associates
trained



AI
portfolio target
achieved
(in 2023)



AI Label
as example

AI @BOSCH

Dual approach at Bosch





GenAI
powered by Bosch Digital and Corporate Research

What is even new about AI technologies at Bosch?

Bosch is a leading provider of AI technologies that are revolutionizing the way we interact with technology. From industrial automation to consumer electronics, Bosch is leveraging the power of AI to create intelligent systems that can help improve efficiency, safety and sustainability across a wide range of industries. Whether it's using machine learning to optimize manufacturing processes, developing AI-driven autonomous vehicles, or building advanced IoT systems, Bosch is at the forefront of the AI revolution. With a focus on innovation and sustainability, Bosch is committed to using AI to make a positive impact on society and to help solve the world's most pressing challenges.

Can you please elaborate more and explicitly mention CLIP or stable diffusion models?

Absolutely, in addition to leveraging AI technologies in a wide range of fields, Bosch has also been actively exploring the use of CLIP (Contrastive Language Image Pre-Training) and stable diffusion models. CLIP is a state-of-the-art machine learning model that has been trained on large amounts of unlabeled data to generate advanced image classifiers. This technology can be used to identify and categorize images accurately, even in complex and ambiguous situations.

In addition to CLIP, Bosch has also been exploring the use of stable diffusion models. These models are designed to simulate the diffusion of particles through a medium and are particularly useful in predicting the spread of pollutants and other contaminants in the environment. Using real-time data from sensors and other sources, these models can help identify potential sources of pollution and take appropriate action to mitigate their impact.

Bosch's commitment to developing and deploying cutting-edge AI technologies like CLIP and stable diffusion models is helping to drive innovation and create new opportunities for businesses and organizations across a wide range of industries.

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**AI-supported text generator
based on LLMs**

AUTOMATED OPTICAL INSPECTION

**Synthetic generation
of 15,000 images**

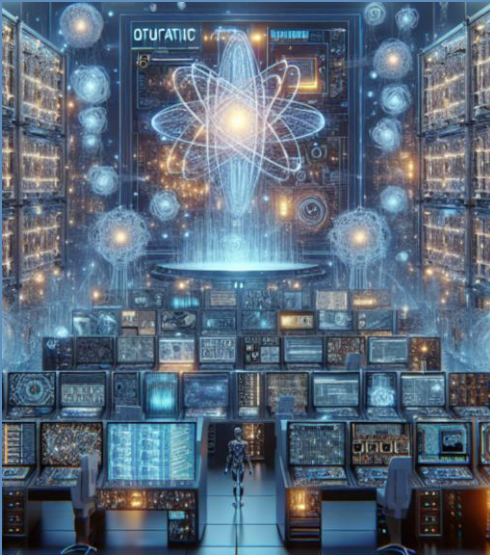
ROAD SIDE ASSISTANCE



98%

**Customer
Satisfaction**

FUTURE OUTLOOK



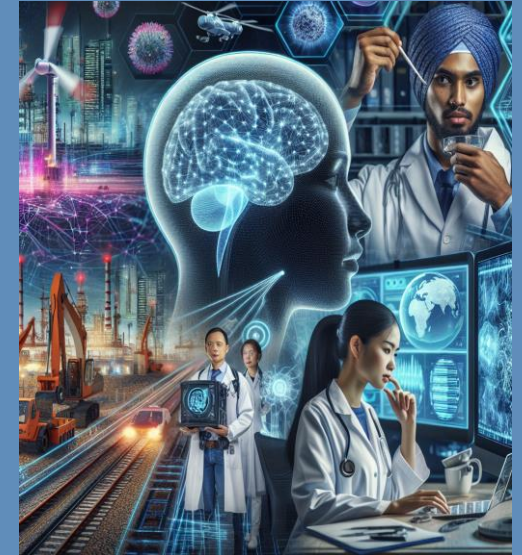
**Hyper
performance**



**Hyper
personalization**



**Multi-agent
systems**



**Disruptive
use cases**

KEY SUCCESS FACTORS

1

Data Quality is a must

2

Partners are essential

3

People make the difference