



## PRESS RELEASE

27 February 2020

### **Student Day at embedded world 2020: the future of artificial intelligence**

- **Students from throughout Europe at the Student Day in Nuremberg**
- **Prof. Dr. Jana Koehler delivers keynote address on AI in business processes**

**This Thursday, 27 February, the Student Day at embedded world took place for the eleventh time in a row. The participants took advantage of the opportunity to learn about innovations in embedded system technologies. In her exclusive keynote address, Prof. Dr. Jana Koehler, CEO of the German Research Centre for Artificial Intelligence (DFKI), pointed out that this field of research is the driving force for innovations in the context of the digital transformation.**

A particular highlight for the students was the keynote address by Prof. Jana Koehler. Under the title “Artificial Intelligence – The Next Twenty Years”, the specialist in AI, artificial robotics, Industry 4.0 and software architecture spoke about the optimization and digitalization of business processes using artificial intelligence. “Artificial intelligence has already been a focus of computer science for decades. Although often critically assessed, it’s relevance today can no longer be denied. Whether it’s talking machines or computers that translate texts and interpret images, the technology is now a part of our daily lives.”

For the university students pursuing degrees in areas related to embedded technologies, computer science, and electronics, artificial intelligence is one of the subject areas that excites the most interest. Besides the keynote address and podium discussion, the students – coming mainly from Germany, France, Austria and the Czech Republic – also visited the trade fair.

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All press releases and more detailed information, videos and photos are available from: **[www.embedded-world.de/news](http://www.embedded-world.de/news)**

More detailed information and videos about the Student Day are available from: **[www.embedded-world.de/student-day](http://www.embedded-world.de/student-day)**