

INNOVATION THAT MATTERS™



Is “Open” Delaying the Future of Cognitive Computing?

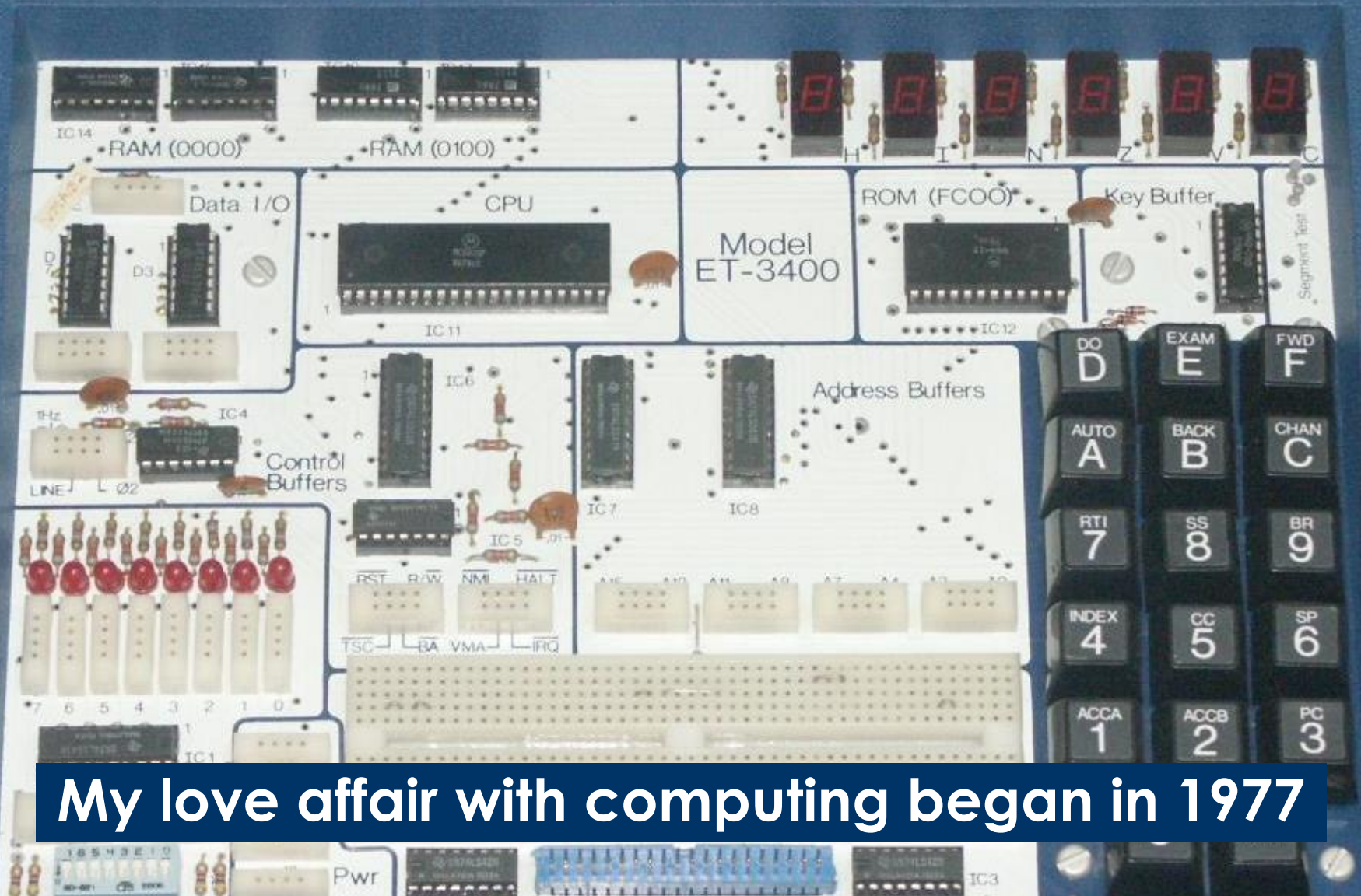
Ian Dunn, Ph.D.

VP GM Embedded Products

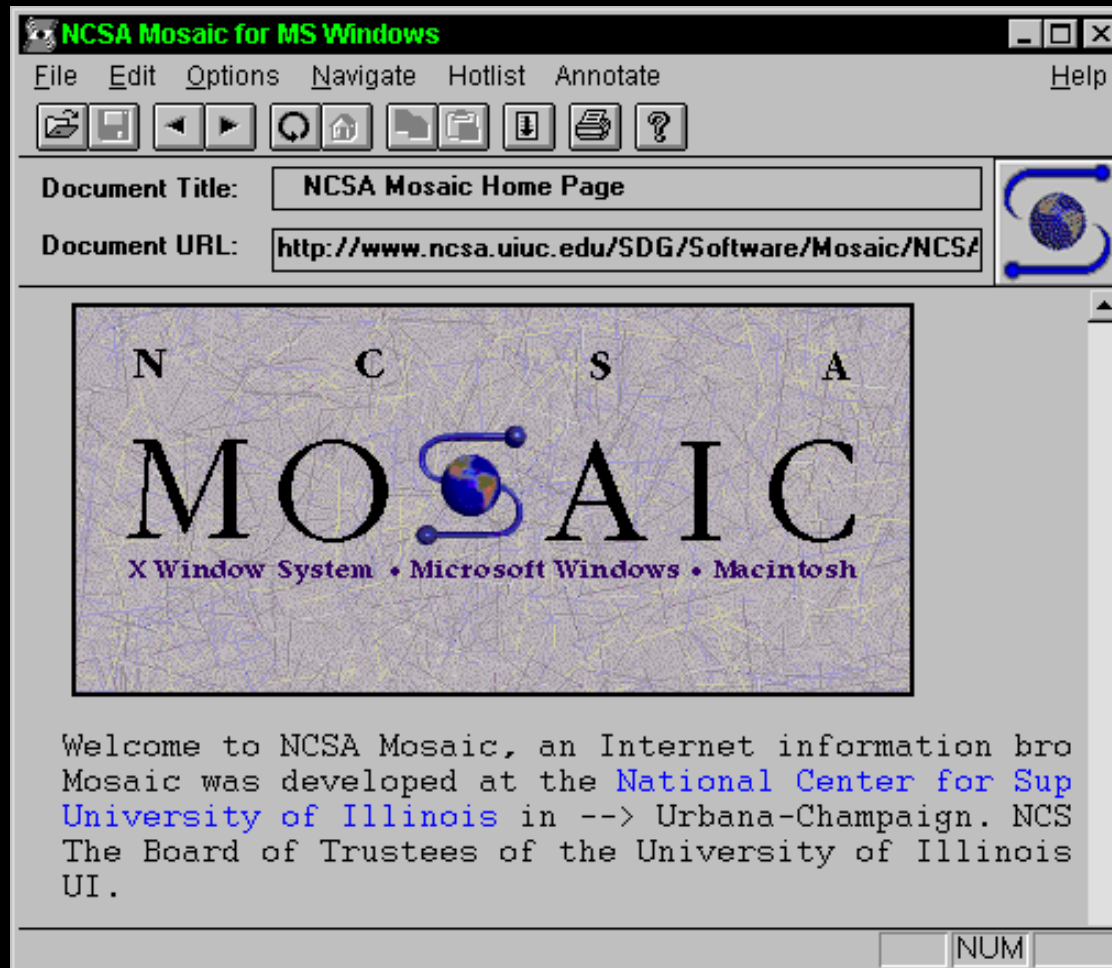
January 22, 2014



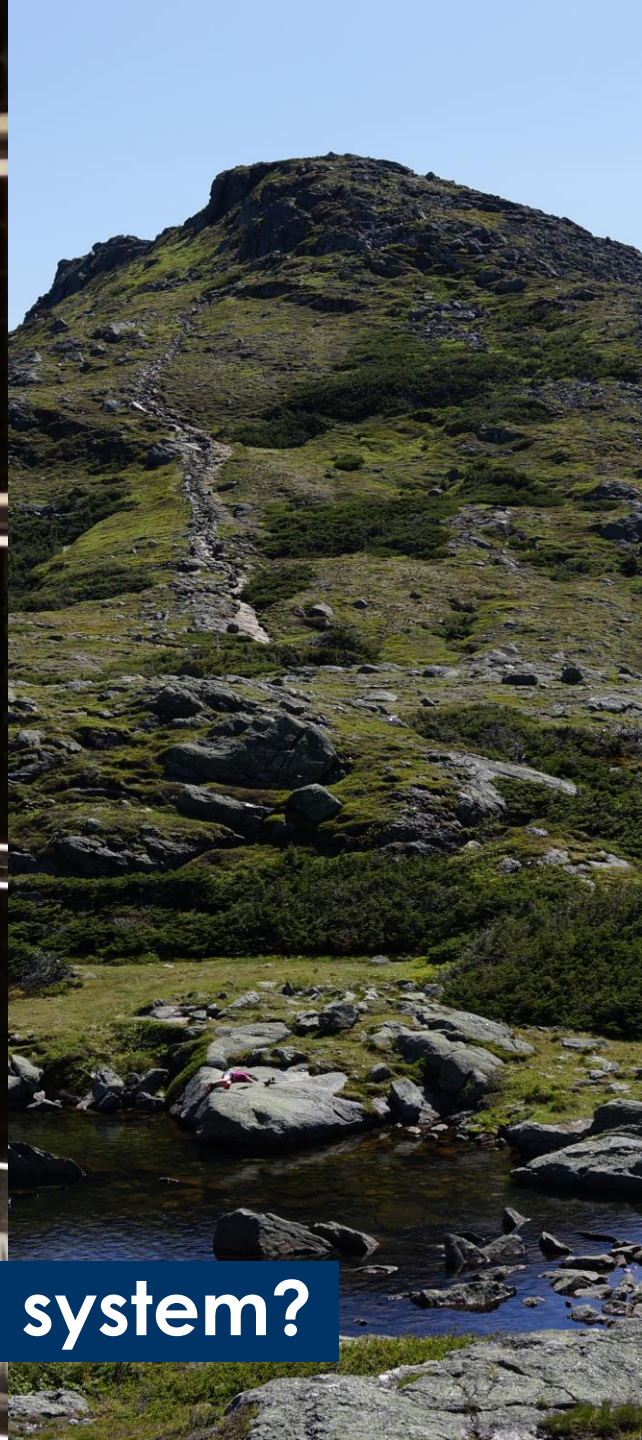
HEATHKIT microcomputer learning system



My love affair with computing began in 1977



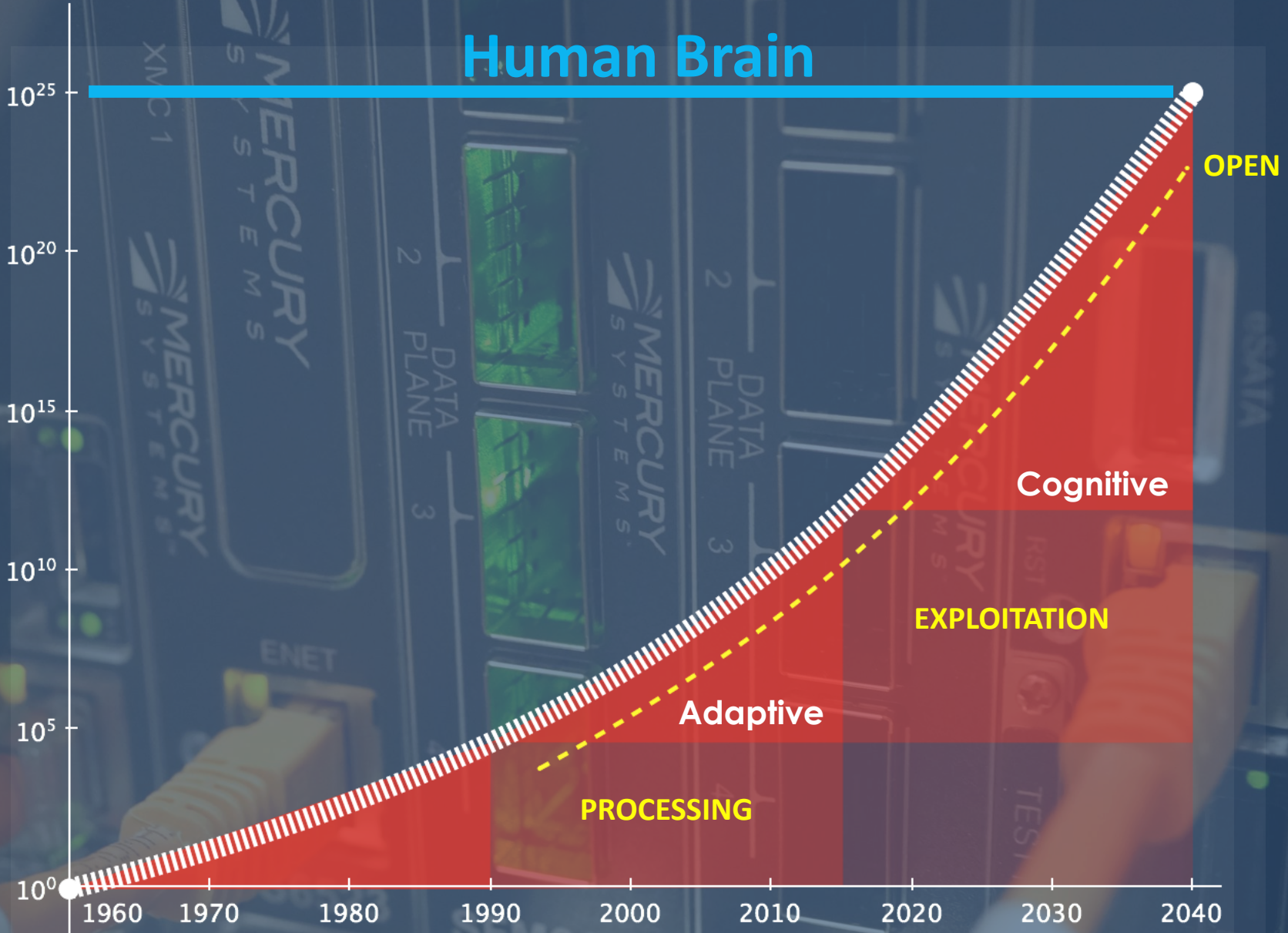
My first real brush with “open” came in 1993



Which one is the cognitive system?

Human Brain

MIPS/\$1,000



OPEN

Cognitive

EXPLOITATION

Adaptive

PROCESSING

**Time &
Cost**



**Open
Architecture**



**Market
Expansion**

**Value &
Control**



**Open
Innovation**



**More
Capability**

Thank You

