

TOURISMUSTAG HAVELLAND 2024

KI in der Praxis: Was kommt nach dem Hype?

Mit Markus Egger

Freitag, 14. Juni 2024 - 10:00 - 16:00 Uhr

Sogga?



- **Markus Egger**
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CODE Group
- Verleger – CODE Magazine
- Internationaler Autor and Vortragender
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- Microsoft MVP 1995-2019
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- Twitter: [@markusegger](https://twitter.com/markusegger)





CODE30
YEARS



30 years of
"Helping People Build Better Software"

Agenda



- Der erste Hype ist verflogen... was nun?
- Status Quo
- Quo Vadis?
- Praxisbeispiele



Overview

Status Quo



- Die aktuelle Generation der KI ist jetzt etwas mehr als ein Jahr im Auge der Öffentlichkeit...
 - ...und natürlich schon etwas länger für Experten
- Der erste Hype ist überwunden
- Jetzt werden konkrete Werte notwendig
- Bessere Tools und Infrastruktur

Status Quo



- Wir sehen immer mehr Software „in Production“
- Microsoft und OpenAI sind in einer Führungsrolle, und werden weiter wachsen...
- ...aber, es gibt auch viele andere interessante Entwicklungen

Wer ist eigentlich OpenAI?



- Eigentlich zwei verschiedene Organisationen aus San Francisco
 - Profit und Non-Profit
- Stellt KI Modelle für verschiedene Zwecke her
 - ChatGPT, Dall-E, Whisper,...
- Microsoft gehört mittlerweile in etwa die Hälfte
- OpenAI nutzt Microsoft Infrastruktur

Wie Funktioniert KI?



- KIs sind auch nur Computer Programme
- Jedoch nicht „programmierte Abläufe“, sondern mathematische Modelle
- Es gibt KI-Modelle für verschiedenste Dinge
- Aktuell sehr wichtig: Sprachmodelle
 - Large Language Models - LLMs

Warum gerade jetzt?



- Rechenleistung durch riesige Cloud-Systeme
- Verfügbarkeit von ungeheuren Datenmengen
- Leistungsstärkere Hardware auch im Kleinen

Unglaubliche Dimensionen!

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Was macht GPT so besonders?



We have two boxes. John puts a ball into the first box. He then leaves. Bob enters the room and moves the ball from the first to the second box. John returns that evening. Where is he looking for the ball?

ChatGPT is not “One Thing”



- ChatGPT ist eine Ansammlung verschiedener Modelle
- GPT 3.5 ist am weitesten verbreitet
- GPT4 wächst sehr schnell
- GPT4o – das neueste OpenAI GPT Modell
- Codex für Source Code
- ...

GPT-4o



- “o” für “omni-modal”
- Dieses Modell unterstützt verschiedene Eingabemethoden
 - Text, Sprache, Bilder, Video
- Beispiele:
 - <https://www.youtube.com/watch?v=c2DFg53Zhvw>
 - <https://www.youtube.com/watch?v=RI-BxtCx32s>

ChatGPT – Technologiedemo?



- Das Wichtigste an ChatGPT sind die verwendeten Modelle
- Diese Modelle können auf verschiedenste Art in Software eingebaut werden

Nächste Schritte



- KI wird „multi-modal“
 - Text, Sprache, Bilder, Videos
- KI „gains agency“
 - Bedeutet: KI kann nicht nur antworten, sondern auch ausführen
- Small Language Models (SLMs)

An aerial photograph of a mountain valley during winter. The scene is dominated by snow-covered slopes and dense evergreen forests. In the foreground, a large wooden cabin with a snow-laden roof is visible. The background shows rolling mountain ranges under a soft, golden light, suggesting either sunrise or sunset. The overall atmosphere is serene and majestic.

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Beispiele

KI-Szenarien im Tourismus



- Öffentliche Webseiten, Apps, Info-Kiosk,...
 - Integration in diverse Systeme
- Interne Webseiten und Apps
- Content Generierung
- Integration in andere Intelligenzen
 - Speziell "Copilot" und „GPTs“.



- Copilot ist Microsofts KI „Marke“
- Alle Microsoft Applikationen haben einen Copilot (oder werden bald einen haben)
- Der Ausdruck „Copilot“ wird auch generell als Interaktionsmodell für KI verwendet

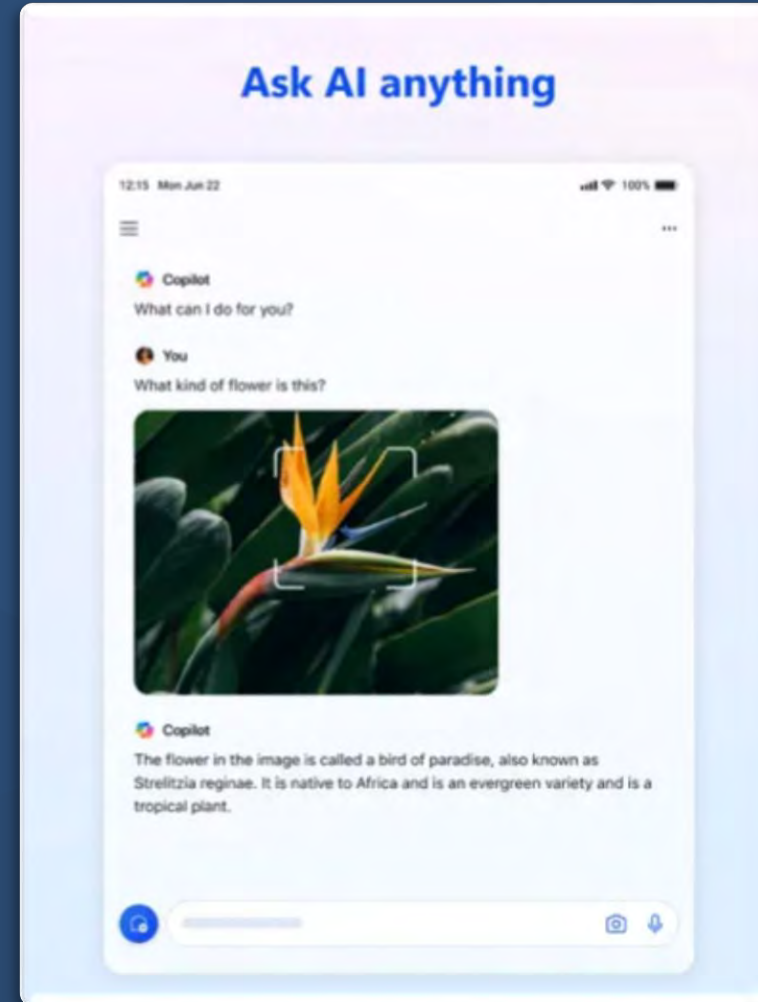
Microsoft Copilot für...



- Service
- Sales
- Azure
- Finance
- Security
- Teams
- Microsoft 365
- Bing
- Edge
- Windows
- Team
- ...

Copilot App

- Eigenständige Applikation in Windows und auf Mobilgeräten
- Moderne PCs haben eine „Copilot Taste“ auf der Tastatur



Copilot + PC

- Neue Hardware-Plattform für die neuen Anforderungen der KI („Copilot“)
- Leistungsstarke KI-Hardware und ARM-Prozessoren als Basis
- Hardware sowohl von Microsoft als auch Partnern: Acer, ASUS, Dell, HP, Lenovo, und Samsung



Copilot + PC: Surface Laptop



Meine Konfiguration:

- 15" Display
- Snapdragon X Elite 12 Core
- 64GB Ram, 1TB SSD
- 22-hour Batterie
- NPU (45 Trillion Operations/sec)



Copilot in anderen Apps



- Je spezifischer die Applikation, umso besser funktioniert ein Copilot

AI-Powered Knowledge-Base



Welcome to the CODE Ohana!

Ich werde am Arbeitsplatz gemobbed. Was soll ich machen?

I'm sorry to hear that you're being bullied at work. Workplace

1. Familiarize yourself with your company's policy on workplace violence on workplace bullying. It's important to understand the company's policy on workplace bullying.
2. Document the incidents: Keep a record of each bullying incident, including the date, time, location, and witnesses who may have seen or heard the incident. Try to get a written statement from the witnesses.
3. Talk to a trusted colleague or supervisor: If you feel comfortable, talk to a trusted colleague or supervisor for advice, or help in resolving the issue.
4. Report the bullying: If the bullying continues or if you feel unsafe, report the bullying to the HR department. Provide them with your documented incidents.
5. Cooperate with the investigation: If your company initiates an investigation, cooperate fully and provide any information they may require. Remember that the company has a duty to provide a safe workplace.
6. Seek support: Dealing with workplace bullying can be stressful, so seek support from friends, family, or a professional counselor to help you navigate the situation.

Remember, each company may have its own policies and procedures, so it's important to talk to a member of management or HR to understand the specific steps you should take.

Document references:

- 1-11 Workplace Bullying
- 1-10 Workplace Violence

Suggested Follow-Up Questions:

- What are some possible outcomes of reporting workplace bullying?
- What resources are available for dealing with workplace bullying?

Hello! I am CODE Copilot! Ask me anything...

Es tut mir leid zu hören, dass Sie am Arbeitsplatz gemobbt werden. Mobbing ist inakzeptabel und verstößt gegen die Unternehmensrichtlinien. Hier sind einige Schritte, die Sie unternehmen können:

1. Notieren Sie alle Vorfälle: Machen Sie eine Liste aller Vorfälle von Mobbing, einschließlich Datum, Uhrzeit, Ort und Details darüber, was passiert ist.
2. Sprechen Sie mit einem Vorgesetzten oder der Personalabteilung: Teilen Sie Ihrem Vorgesetzten oder der Personalabteilung Ihre Bedenken mit und reichen Sie Ihre Dokumentation ein. Erklären Sie, wie Sie sich fühlen und bitten Sie um Unterstützung bei der Lösung des Problems.
3. Vertrauensperson oder Gewerkschaft einschalten: Wenn Sie sich bei Ihrem Vorgesetzten oder der Personalabteilung nicht wohl fühlen oder das Problem nicht gelöst wird, wenden Sie sich an eine Vertrauensperson oder Ihre Gewerkschaft, falls vorhanden.
4. Verwenden Sie die bereitgestellten Kanäle: Überprüfen Sie die Mitarbeiterhandbücher oder Unternehmensrichtlinien, um herauszufinden, welche Verfahren oder Kanäle für die Meldung von Mobbing vorgesehen sind und nutzen Sie diese.
5. Dokumentieren Sie weitere Vorfälle: Setzen Sie Ihre Dokumentation fort, um weitere Vorfälle festzuhalten.
6. Seek external support: If the internal procedures do not resolve the issue or if you experience any form of retaliation, you may want to seek external support from labor authorities or legal professionals.

It's important to remember that every situation is unique, so consider seeking additional guidance from a legal professional who specializes in workplace issues to ensure you are taking the appropriate actions to address the situation.

Document references:

- 1-11 Workplace Bullying
- 1-10 Workplace Violence

Suggested Follow-Up Questions:

- Gibt es Gesetze in Deutschland, die den Schutz vor Mobbing am Arbeitsplatz regeln?
- Was sind die möglichen Konsequenzen für die Täter von Mobbing am Arbeitsplatz?
- Welche Maßnahmen ergreift das Unternehmen, um Mobbing am Arbeitsplatz zu verhindern?
- Wie kann ich meine emotionale Gesundheit während dieser schwierigen Situation schützen?
- Wie kann ich mich selbst verteidigen, wenn ich gemobbt werde?

AI-Powered Web Sites/Apps



https://localhost:7075


Leo, Ihr TONspuren Guide

I want to attend the first August concert in 2024. What nice hotel rooms are available for 2 nights for two people?

Suche nach: **Konzertplan...**

Integration mit: **Reservierungssystem (Personen: 2, Kategorie: 4-Sterne, 8/1/2024 - 8/3/2024)**

There are hotel rooms available at Hotel Huberbraeu for the first August concert in 2024. The price per night and per person is Euro 175.



Hello! I am Leo, your Tonspuren Guide. How can I help you?

Ask Leo!

Accessibility



The screenshot shows a web browser window with the URL <https://codemag.com/event/NEXUS24>. The main content area features a pink header with the 'CODE TRAINING' logo and navigation links for 'Home' and 'Magazine'. Below the header is a promotional banner for an event titled 'KI: EIN BLICK ÜBER DEN Chat' with the subtext 'F*CK YOU AI (I LOVE YOU)'. The banner includes the speaker's name 'Mit Markus Egger' and the date '4. Juni 2024 - Kunsthaus Nexus Saalfelden'. At the bottom of the banner, there are social media sharing options for Facebook, X, and LinkedIn.

The sidebar on the right, titled 'Simple text', provides a simplified version of the event details:

- Überblick**

Dieser Vortrag zeigt, wie künstliche Intelligenz (KI) in Anwendungen und Webseiten eingesetzt wird. Es werden Beispiele aus der Praxis gezeigt.
- Chancen und Potenziale**

KI bietet Chancen für kleine und mittelgroße Unternehmen. Sie kann Prozesse automatisieren und neue Möglichkeiten schaffen.
- Voraussetzungen**

Um KI-Projekte umzusetzen, braucht man Wissen und Ressourcen. Es ist wichtig, sich gut vorzubereiten.
- KI im Alltag**

KI ist keine Zukunftsmusik mehr. Sie wird bereits heute in vielen Bereichen eingesetzt, zum Beispiel in Sprachassistenten und Bildbearbeitungsprogrammen.
- Termin und Anmeldung**

Der Vortrag findet am 4. Juni 2024 um 20:00 Uhr MEZ statt. Die Teilnahme ist kostenlos. Sie können sich hier anmelden.

At the bottom of the sidebar, there is a footer for 'simplifyme.work' with the text 'AI Language Models can make mistakes' and a small gear icon for settings.

State of AI - Saalfelden (free)
EIN BLICK ÜBER DEN Chat

Homeowner's Associations



Community Notes

Client: CCRCA - Cross Creek Ranch C.A.

Section: - All - Search: [] Show: Active Inactive All

Active	Comcode	Section	Headline	View	Expiration	Last Change	By
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	*** Newflash - Access Device Deactivation		12/31/24	08/31/22	Gattis_K
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	***NewsFlash*** Beacon Cove Trail - Incorrect in USPS Database		08/31/23	07/20/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	***NewsFlash*** 2023 Pool Season		01/01/24	04/28/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	***NewsFlash*** Camp Flewellen Access Under Maintenance		10/31/23	07/21/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	***NewsFlash*** Cross Creek West (CCW) Trash Service		01/01/24	01/18/23	Moore1
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	***NewsFlash*** Delay Long Grass Cutbacks		08/31/23	06/07/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	***NewsFlash*** Fountain Issues		01/01/24	07/27/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	***NewsFlash*** Lake Dye		01/01/25	06/21/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	***NewsFlash*** Lakes of Cross Creek Fountain		12/31/23	06/26/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	***NewsFlash*** Mosquito Complaints **Update**		12/01/23	05/30/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	***NewsFlash*** Swallow Nests Spotted in CCRCA		09/30/23	07/14/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	***NewsFlash***Pine Park and Adventure Island Drinking Fountains Under Maintenance		09/30/23	07/21/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	**NewsFlash*** Bacteria Found Within BCCRCA		09/30/23	07/18/23	Reyes
<input checked="" type="checkbox"/>	CCRCA	* New Flashes	Lakes of Cross Creek Ranch - gate damaged		08/05/23	07/05/23	Reyes
<input checked="" type="checkbox"/>	CCRCA	Access	Access - Amenity Access - How to Obtain Amenity Access			04/11/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	Access	Access - Amenity Access - Mobile Credentials One-Time Free Replacement			04/11/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	Access	Access - Amenity Access - New Amenity System FAQ			04/11/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	Access	Access - Amenity Access - Processing Time			04/11/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	Access	Access - Amenity Access - Reactivation Request			04/11/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	Access	Access - Amenity Access - Troubleshooting - Devices			04/11/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	Access	Access - Gated Service Area - Access			04/11/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	Access	Access - Gated Service Area - Gate Entry Issues (EZ Tag/Code)			04/11/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	Access	Amenity Access Devices - Temporary Pass			06/30/23	GonzalezJ
<input checked="" type="checkbox"/>	CCRCA	Access	Gate Access - Emergency Number			04/11/23	GonzalezJ

Searching for: pool schedule

The pool season is from May 1-September 30 in 2023. Pool schedules for each month are released in the My CCR App, Flewellen Creek Pool has a maximum capacity of 100 people and is open to all residents. Adventure Island has a long water slide, a resort-style swimming pool with shelves, dedicated lap lanes, and a splash-n-spray play area. Greenthread Park offers a large-scale resort-style pavilion complex with water features and sunbathing. The park has a pavilion, event lawn, and trails. Rent through A-Beautiful Pools, Inc. Management Company. Greenthread Park Pool was closed temporarily due to renovations. It was also closed for the day of June 2nd to fecal material. Gate repairs were scheduled for the area at Greenthread Park Pool. The pool hours for June were released on May 24, 2023. Labor Day pool hours for Adventure Island 10:00 a.m. - 8:00 p.m., Greenthread 10:00 a.m. - 8:00 p.m., and Flewellen Creek Pool 12:00 p.m.

Source Documents:

- ***NewsFlash*** 2023 Pool Season
- Amenities - Flewellen Creek Pool
- Amenities - Splash Pad at Adventure Island
- Amenities - Greenthread Park
- How to Access Pool Schedule via My CCR App
- Amenities - Adventure Island
- Greenthread Park Pool Closure
- **NewsFlash** Greenthread Pool Closure 6/29/23
- **NewsFlash** - Labor Day Pool Hours
- **NewsFlash** - Greenthread Park Pool - Gate repairs
- 2023 June & July Swimming Pool Hours
- Procedures - Swim Lessons at Flewellen Creek Pool

Suggested Follow-Up Questions:

- What are the specific pool schedules for each month?
- How can I view the pool schedule?
- What are the local pool hours?
- What are the maximum capacities for each pool?

Was sind die Oeffnungszeiten der Schwimmbaeder?

Searching for: pool hours

Die Schwimmbadzeiten variieren je nach Ort. Greenthread Park Pool ist derzeit aufgrund von Renovierungsarbeiten geschlossen. Die vollständigen Oeffnungszeiten für Juni und Juli 2023 können im My Cross Creek Ranch-App oder auf der Website unter www.mycrosscreekranch.com eingesehen werden. An Feiertagen wie dem Labor Day gibt es spezielle Oeffnungszeiten. Weitere Details zu Oeffnungszeiten und Poolvermietungen sind in den entsprechenden Dokumenten zu finden.

Source Documents:

- 2023 June & July Swimming Pool Hours
- **NewsFlash** - Labor Day Pool Hours
- Greenthread Park Pool Closure
- Amenities - Flewellen Creek Pool
- Amenities - Splash Pad at Adventure Island

Suggested Follow-Up Questions:

- Welche speziellen Oeffnungszeiten gelten an Feiertagen?
- Was sind die Oeffnungszeiten des Splash Pad im Adventure Island?
- Kann der Pool gemietet werden?
- Sind Schwimmkurse erhältlich?
- Gibt es Beschränkungen bezüglich der Kapazität der Schwimmbäder?

AI-Powered Business Apps



Olympus

People x

New Contact Load More Export Data Search Mode: AI Filter: Starts With View: Extended Privacy Mode CODE Copilot More...

AI Query Prompt:

People who created a magazine subscription since the pandemic with a ZIP code [redacted] indicating they are from the greater Houston area.

Note: AI, just like humans, may produce incorrect results.
[Hide Explanation](#)
[Save AI Query](#)

Explanation:

This query returns the primary key values of people who created a magazine subscription since the pandemic and have a ZIP code indicating they are from the greater Houston area.

Detailed Explanation:

This query retrieves the distinct primary key ('pk_name') values from the 'Names' table, for people who have created a magazine subscription since the pandemic ('n_source = 'magazine_subscription') and

Name	Email Addresses	Phone Numbers	Addresses	Subscri
AK [redacted]	[redacted]		[redacted]	
AF [redacted]	[redacted]	[redacted]	[redacted]	
AB [redacted]	[redacted]		[redacted]	
AB [redacted]	[redacted]		[redacted]	
ah [redacted]	[redacted]		[redacted]	
AN [redacted]	[redacted]	[redacted]	[redacted]	
AM [redacted]	[redacted]		[redacted]	
AM [redacted]	[redacted]	[redacted]	[redacted]	
AP [redacted]	[redacted]		[redacted]	
[redacted]	[redacted]	[redacted]	[redacted]	

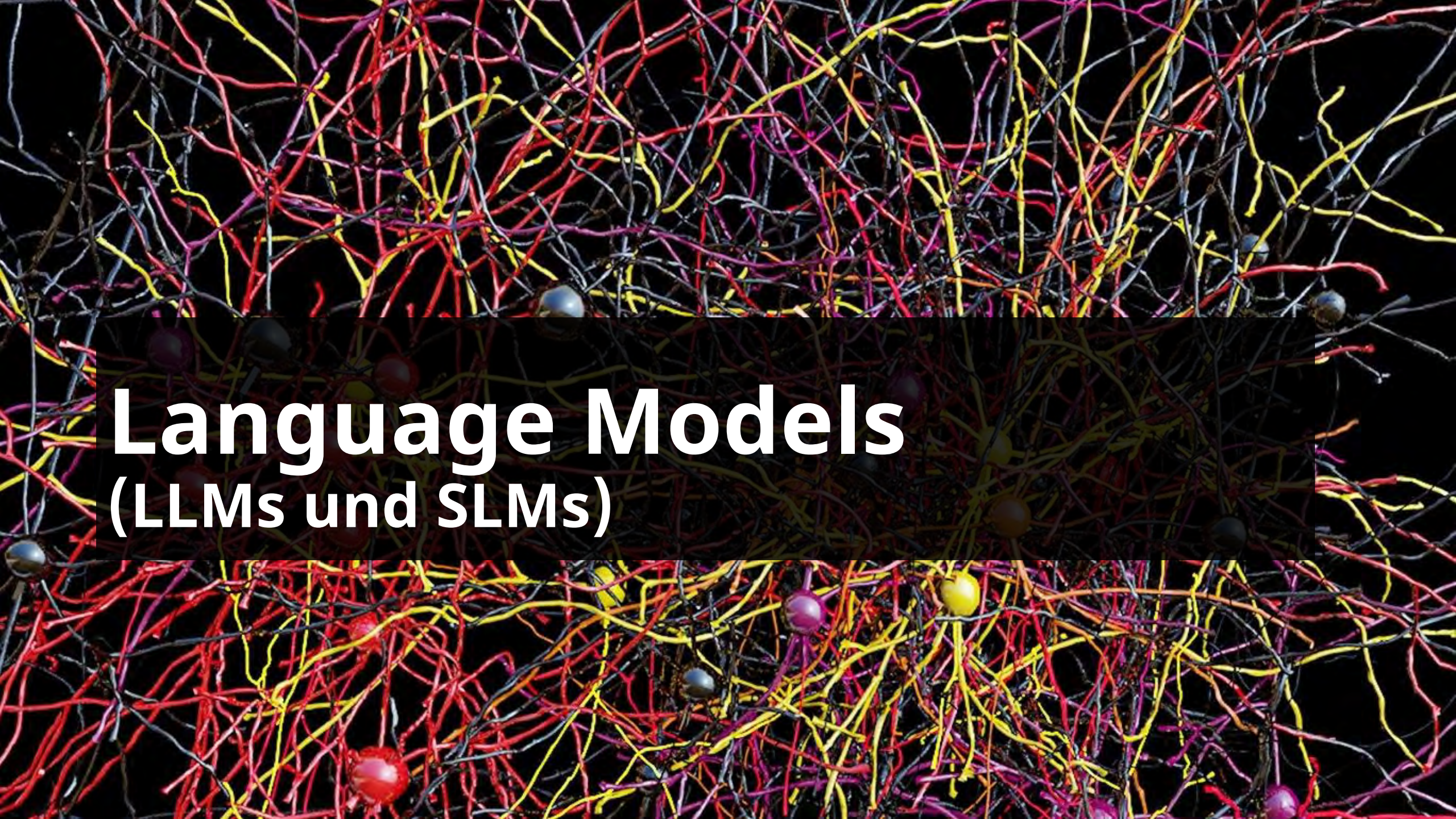
LLMs und andere KI Modelle



- Vorhersage von Titanic Überlebenden
- Dieses Beispiel braucht mehr als eine KI



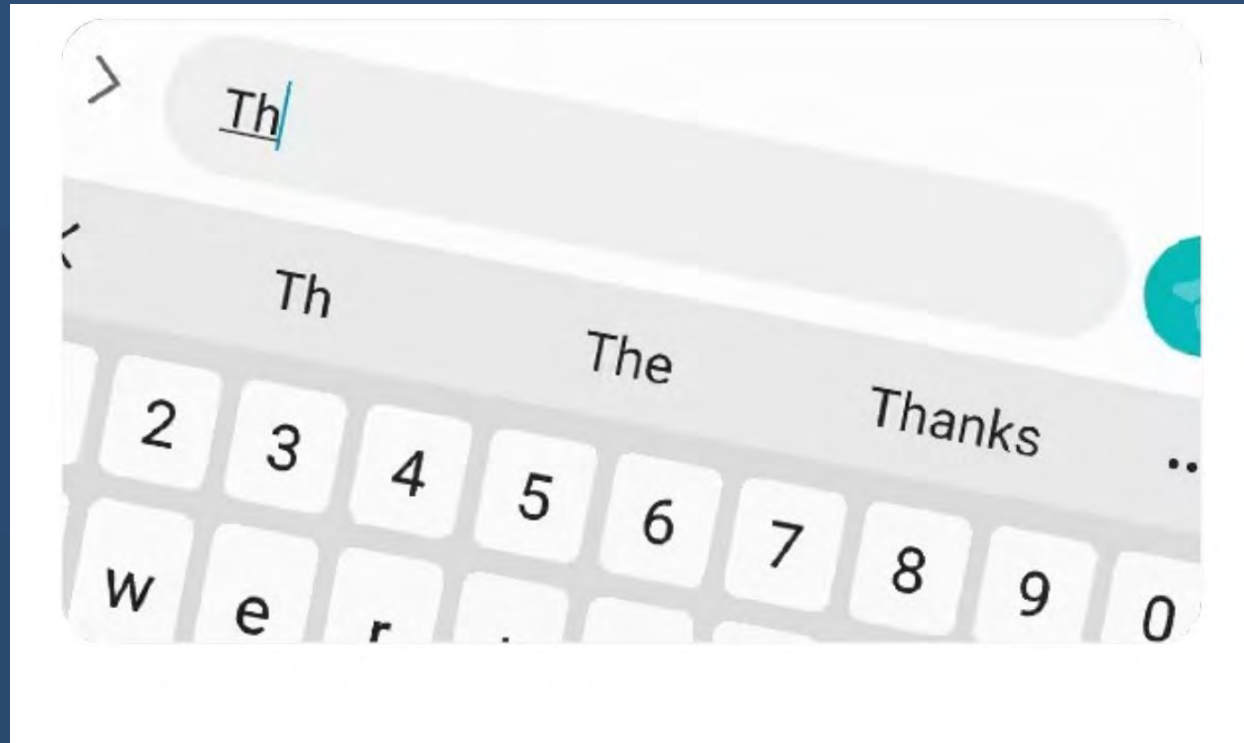
**Applikationen ohne
Copilot/AI sind jetzt
„legacy“ (veraltet)!**



Language Models (LLMs und SLMs)

Large Language Models

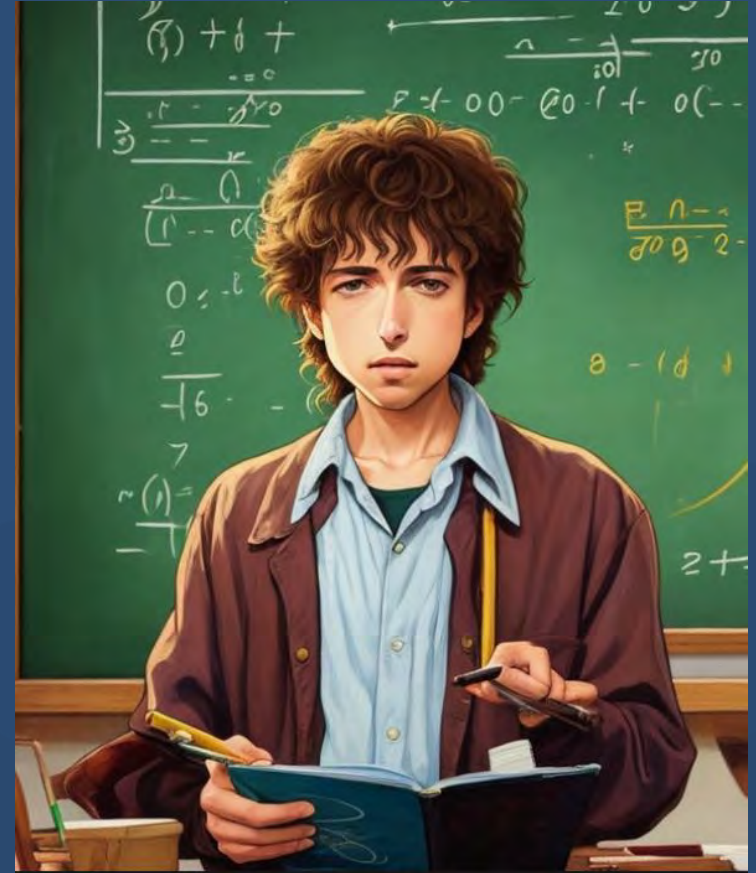
- LLMs based on frequencies



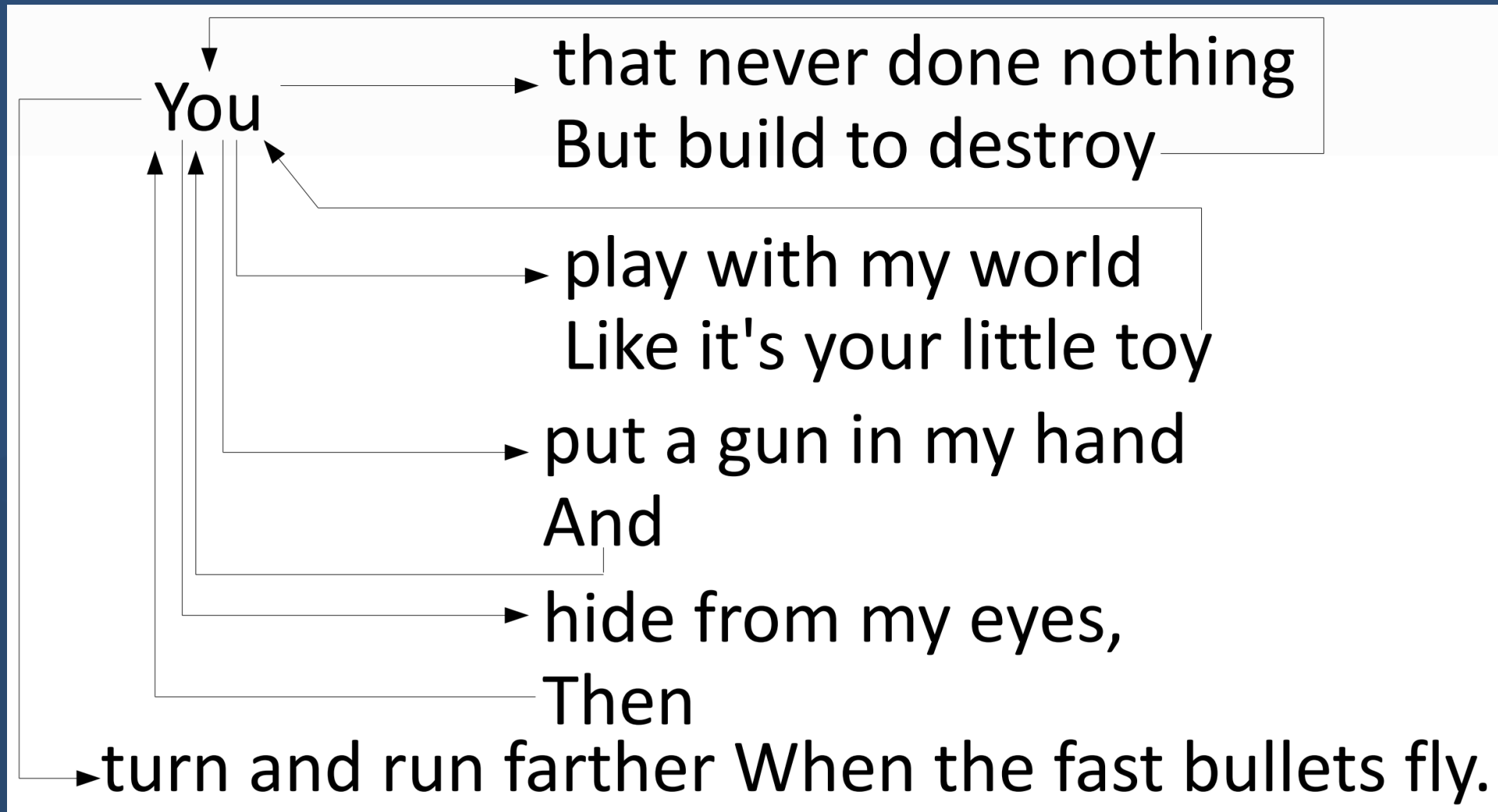
Large Language Models with Bob Dylan



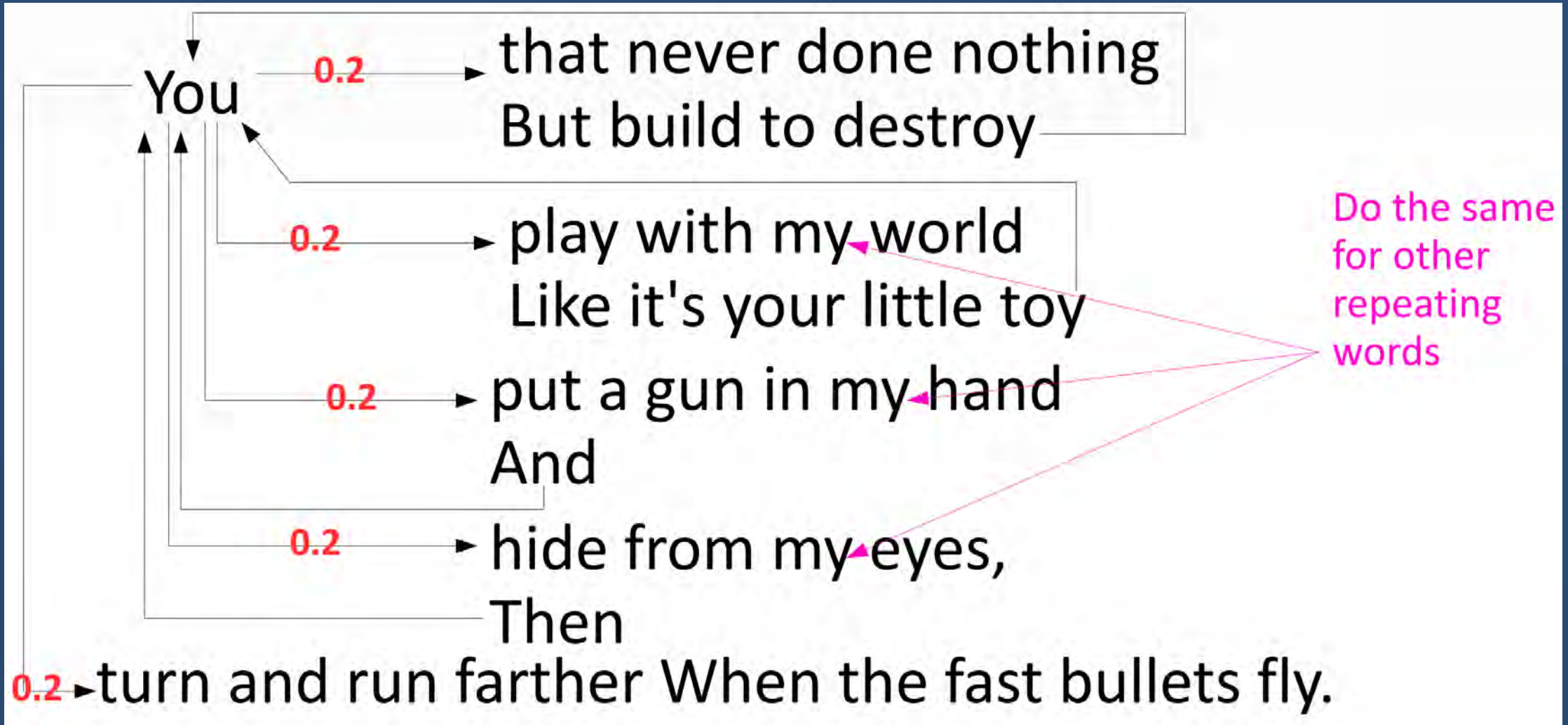
You that never done nothing
But build to destroy,
You play with my world
Like it's your little toy.
You put a gun in my hand
And you hide from my eyes,
Then you turn and run farther
When the fast bullets fly.



Large Language Models



Large Language Models – Edge Probabilities



Large Language Models as Generative AI



Use this model to generate Bob Dylan songs:

You play with my eyes,
Then you play with my world
Like it's your little toy.
You that never done nothing
But build to destroy,
you hide from my hand
And you hide from my hand
And you hide from my hand
And you hide from my hand
And you hide from my hand
And you hide from my ...etc...

Somewhat ok

Garbage



ORIGINAL

You that never done nothing
But build to destroy,
You play with my world
Like it's your little toy.
You put a gun in my hand
And you hide from my eyes,
Then you turn and run farther
When the fast bullets fly.

How Large Language Models Work



- Gratis Online Vorträge: www.codemag.com/StateOfAI

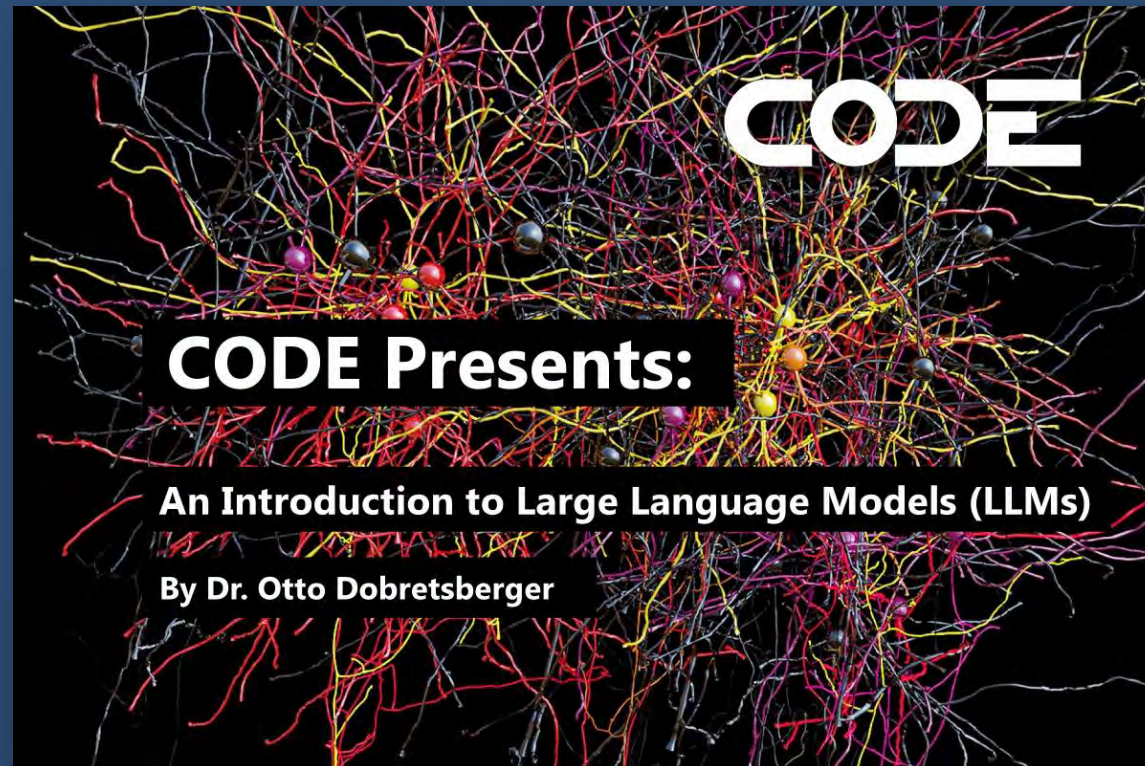
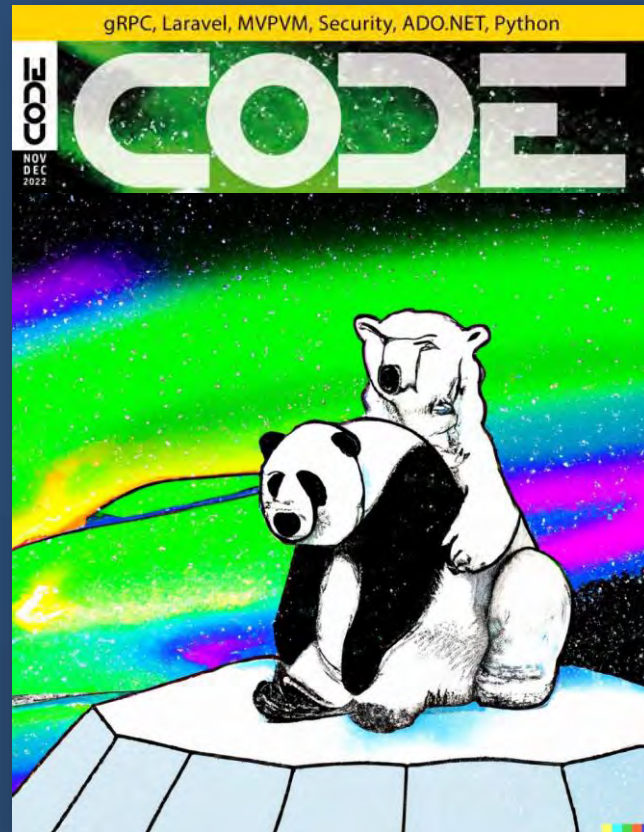




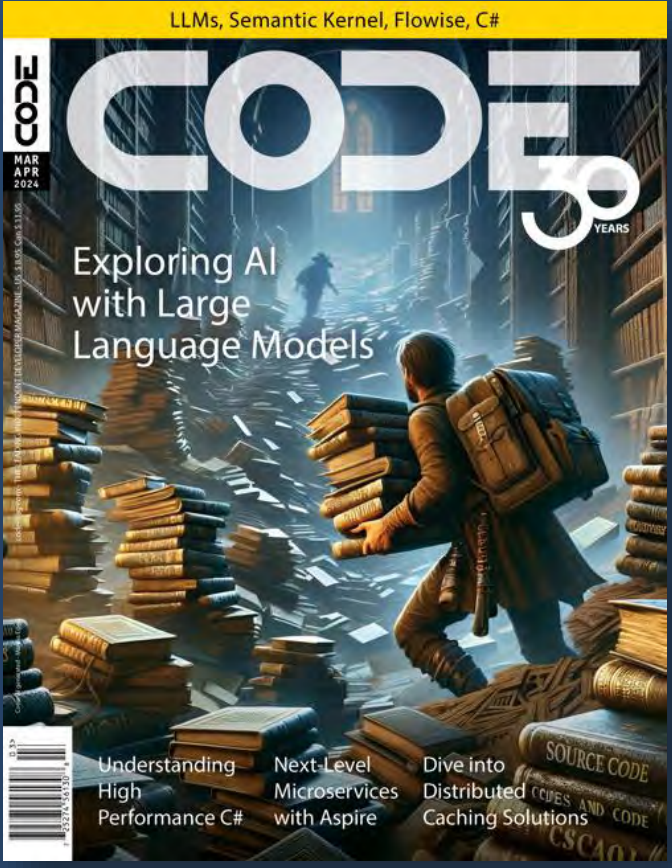
Image Generation

OpenAI - DALL-E 2

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YEARS



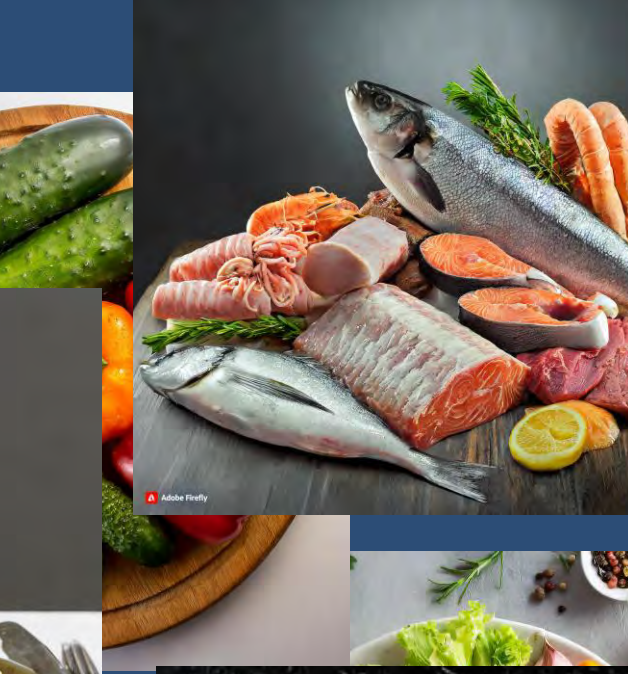
DALL-E 3



OpenAI - Sora



- Sora ist ein Video-Generator von OpenAI
- www.OpenAI.com/Sora



AI-Powered Content Creation



CODE Image Picker

Image Generation Prompt: Suggest Prompt

Create an image that represents the concept of preparing for Azure migration using Azure Migrate Application and Code Assessment. The image should have a futuristic art style, inspired by Blade Runner and The Matrix. It could feature a spaceship-like structure hovering in the clouds, symbolizing the migration to Azure. The structure should have a bridge-like design, representing the connection between on-premises and the cloud. Additionally, there could be puzzle pieces scattered around, symbolizing the assessment and re-platforming process. The overall image should be calm and non-cluttered, with bold colors and design. Instruct DALL-E to avoid using letters and numbers, unless necessary for the concept. Let creativity flow! - Possible Art Style(s): Futuristic. Possibly useful inspirations: Cloud architecture, Azure portal. Possibly useful metaphors: Spaceship, bridge, puzzle pieces. Possibly useful pop-culture references: Blade Runner, The Matrix. Possibly useful visual ideas that could be included: Clouds, futuristic buildings, server racks.

Image Preview:

Image Information: AIGeneratedImage.png

Original Prompt:

Create an image that represents the concept of preparing for Azure migration using Azure Migrate Application and Code Assessment. The image should have a futuristic art style, inspired by Blade Runner and The Matrix. It could feature a spaceship-like structure hovering in the clouds, symbolizing the migration to Azure. The structure should have a bridge-like design, representing the connection between on-premises and the cloud. Additionally, there could be puzzle pieces scattered around, symbolizing the assessment and re-platforming process. The overall image should be calm and non-cluttered, with bold colors and design. Instruct DALL-E to avoid using letters and numbers, unless necessary for the concept. Let creativity flow! - Possible Art Style(s): Futuristic. Possibly useful inspirations: Cloud architecture, Azure portal. Possibly useful metaphors: Spaceship, bridge, puzzle pieces. Possibly useful pop-culture references: Blade Runner, The Matrix. Possibly useful visual ideas that could be included: Clouds, futuristic buildings, server racks.

Image Description (revised prompt provided by AI):

Create a futuristic image inspired by concepts from science fiction films, focusing on the theme of migration to cloud technology using Azure Migrate Application and Code Assessment. Feature a spaceship-like structure hovering amidst the clouds, showcasing a bold palette of colors and a clean, non-cluttered aesthetic. The image should depict a bridge-like design connecting the structure and the ground below, symbolizing the connection between on-premises technology and the cloud. Scattered around should be puzzle pieces, illustrating the process of assessment and re-platforming. The visual narrative should be calm and smooth, devoid of letters and numbers unless entirely necessary for the concept, promoting an atmosphere of imaginative creativity.

Image Name: AIGeneratedImage.png Save Image as File...





















Other Announcements

AI Consulting Services



Check out our new Executive Briefing offer!

We can help with your AI needs

What does AI mean for you?

“Skunk Works” Projects

codemag.com/AI

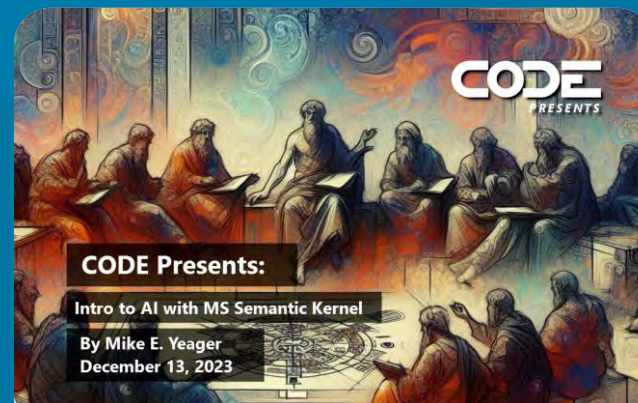
codemag.com/ExecutiveBriefing



Events und Training



- Related Events and Training Classes
- Most of them are completely free
- www.codemag.com/training



Castle Camp

- Gratis Online-Vortrag vor einem halben Jahr
- Die Aufnahme ist verfügbare auf: www.codemag.com/StateOfAI
- Castle Camp ist ein Live-Event und findet auch 2024 statt: www.castlecamp.at



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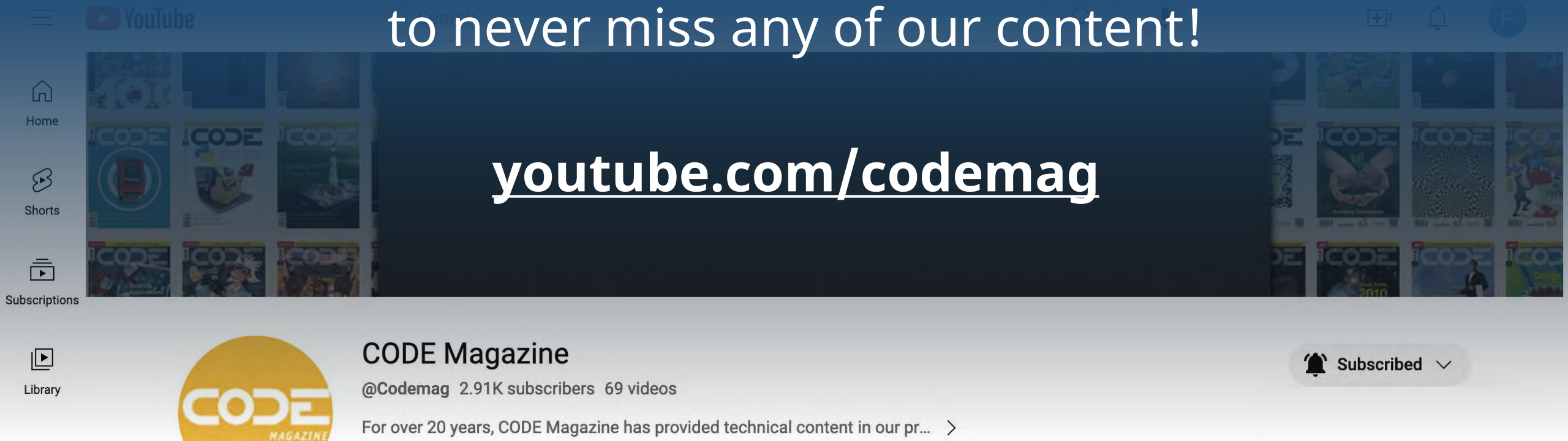
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