Press release

Loop AI Labs to Sponsor Machine Learning Conference in San Francisco

San Francisco, Nov 14, 2014 -

Loop AI Labs is excited to join Intel, Google, Netflix, and others in sponsoring the 2014 Machine Learning Conference (MLConf) on Friday, November 14, in San Francisco.

Machine learning is a very successful technology, but applying it to the real world often requires spending substantial time and effort hand-designing features. To address this, Loop AI Labs' scientific team -- with senior scientists formerly at leading AI research centers like SRI International and the Center for the Study of Language and Information at Stanford University -- spent the past two years creating a new generation of AI with proprietary deep learning algorithms. These algorithms can autonomously learn feature representations from unstructured data, avoiding the cost and effort of feature engineering.

This work resulted in a massive highly distributed neural network, inspired by the human brain, that aims to understand the world the way humans do. It can learn by itself without human supervision, discovering the concepts and relations in any unstructured data set.

Loop AI Labs brings hyper-personalization to the masses. For the first time, developers at any level of experience can leverage this advanced technology as a service, via the Digital Genome API. Developers provide unstructured information about their users or objects, and receive in return the "Digital Genome" -- a structured and actionable representation.

Loop AI Labs' first API, currently in Private Beta, creates deep profiles of users by analyzing social media expressions. The API enables any developer to leverage the power of AI in their applications with a few lines of code. While other personalization services use only structured data like click history, Loop AI Labs' Digital Genome turns unstructured text from online interactions into a deep, actionable profile about people, their lives, and interests.

Chief Scientist Bart Peintner is a big believer in the power of personalization and the role machine learning plays in it. "This is an exciting time at Loop AI Labs. We had a fantastic week at the Dublin Web Summit, meeting hundreds of companies across many industries interested in how we can quickly enable hyper-personalization in their apps. We've just launched the Digital Genome API that brings two year's worth of research to the public, and now we can enjoy a full day of brilliant machine learning talks with world-class experts." says Peintner.

Peintner, together with Patrick Ehlen, Head of Deep Learning, will attend the event to exchange ideas and meet other experts who share a similar passion for the future of machine intelligence.

http://loop.ai

About Loop AI Labs

Loop AI Labs is igniting intelligent personalization and is first in making a rich, instant deep personalization available for everyone.

Founded in 2012 in San Francisco, the company has developed new generation Artificial Intelligence to build the Digital Genome, a deep rich profile of people automatically created by understanding and reasoning on social interactions, social posts, social likes, follows, product touches, and any other kind of unstructured data generated by people and things. The Digital Genome can be easily accessed by everyone through the Digital Genome API.

Loop AI Labs is a team of scientists and engineers drawn from prominent institutions that include SRI International, Stanford University, Google, Youtube and Skype.