

IBM Experts Discuss Artificial Intelligence Augmenting Human Intelligence and Creativity at 2017 Tribeca Film Festival®

NEW YORK, April 24, 2017 /PRNewswire/ -- At the 2017 Tribeca Film Festival, IBM (NYSE:[IBM](#)) experts and filmmakers will discuss how artificial intelligence can be applied across storytelling mediums such as film and video, web content, gaming, augmented reality and virtual reality to enhance human expertise and creativity.

Panel: [How VR, Games and Artificial Intelligence Deepen Learning and Engagement](#)

Wednesday, April 26 from 11 a.m. - Noon

Studio 5 Lounge on 6th floor of The Hub, Spring Studios, 50 Varick Street, New York, NY

Porter Stowell, serious gaming expert joins virtual reality creators Fred Volhuer and Gregoire Parain for a discussion on the intersection of healthcare, technology and artificial intelligence as it relates to their work. The VR creators will discuss with the IBM game design experts how Watson can be used within games like Minecraft to educate at-risk school students about infectious diseases by asking Watson questions in the game.

Panel: [The Quest for AI and Creativity](#)

Wednesday, April 26 from 2:00 p.m. – 3:00 p.m.

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IBM Fellow Dr. John Smith talks with virtual reality creator Kevin Cornish (Remember: Remember, TFF 2017) about organic integration of Artificial Intelligence in entertainment. Cornish is creator of the upcoming VR project 36Q, which uses AI in its interface to examine how a user can fall in love with someone using a simple set of questions. Dr. Smith is IBM Fellow and Manager of Multimedia and Vision at IBM T. J. Watson Research Center. He leads IBM's Research & Development on image and video analysis and understanding and led efforts to use IBM Watson cognitive platform for the first ever AI-created movie trailer for 20th Century Fox's horror flick, *Morgan*. *Moderated by Loren Hammonds Tribeca Programmer, Film & Interactive.* A sneak peek of the VR experience will also be available to demo in the lounge.

In addition, the Tribeca Film Festival and IBM are teaming up to present [Storytellers with Watson](#)", a competition for creative builders across media and entertainment including Tribeca's alumni network to use IBM Watson's cognitive computing platform to create original stories. Details on the competition and submission process can be found here: <https://ibm.biz/Bdizph>

About IBM Watson: Pioneering a New Era of Computing

Watson represents a new era in computing called cognitive computing, where systems understand the world in a way more similar to humans: through senses, learning, and experience. Watson continuously learns from previous interactions, gaining in value and knowledge over time. With the help of Watson, organizations are harnessing the power of cognitive computing to transform industries, help professionals do their jobs better, and solve important challenges.

As part of IBM's strategy to accelerate the growth of cognitive computing, Watson is open to the world, allowing a growing community of developers, students, entrepreneurs and tech enthusiasts to easily tap into the most advanced and diverse cognitive computing platform available today. Watson solutions are being built, used and deployed in more than 45 countries and across 20 different industries.

For more information on IBM Watson, visit: ibm.com/watson. Join the conversation at #ibmwatson.

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