

Published: May 05, 2019

Over 200 people will fill The Science Exchange on Tuesday to hear from world-leaders revolutionising customer experience through new technologies.

The sold-out event, presented by [AiLab](#) and [koolth](#) in partnership with City of Adelaide, represents the growing appetite of Adelaide's burgeoning entrepreneurial ecosystem to galvanise in sharing knowledge.

A growing number of companies are embracing the use of Artificial Intelligence and other emerging technologies to deliver a customer experience with purpose. Advances in data processing, online services and powerful mobile hardware are being leveraged to create tailored consumer journeys through chatbots and voice-powered assistants, customised products and automated logistical processes.

[Powering Customer Experience with Artificial Intelligence & Emerging Tech](#) - a special Adelaide AI event - will be opened by Deputy Lord Mayor for the City of Adelaide, Houssam Abiad before keynote presentations from the Chief Scientist for South Australia, Professor Caroline McMillen, Zach Johnson from multi-award winning, Xandra and James Wang from globally-renowned Alibaba Cloud.

Host, Dr. John Flackett, co-founder of [AiLab](#), has been sharing his 20 years of AI experience through workshops to empower companies to leverage available AI technologies to solve business problems.



Dr. John Flackett, AiLab

"Our aim at AiLab is to bring AI into the mainstream and help community, industry, government and academia navigate the world of AI by collaborating with global experts to provide education, insights, research and events," says Dr. Flackett.

Internationally recognised for her research, Professor Caroline McMillen is utilising her extensive experience in driving collaboration between start-ups, researchers, investors and industry to develop strategies within the State to ensure innovation supports industry development, employment and economic growth.



Professor Caroline McMillen, Chief Scientist for South Australia

Zach Johnson, CEO and founder of conversational design studio [Xandra](#) and Entrepreneur in Residence for SunCentral, has been forging the path with voice platforms across the globe, including delivering the world's first chatbot tour guide via Facebook. Based in Brooklyn, NYC, Xandra counts some of the world's largest entertainment brands as clients including AT&T, Nickelodeon, Amazon, Sesame Workshop and HBO. Delivering some of the most immersive and interactive voice experiences available, their work on HBO's Esme & Roy has recently been nominated for a 2019 Daytime Emmy Award. Esme & Roy is an adventure game aimed at children aged 3+ which encourages imagination.



Zach Johnson, CEO of Xandra and Entrepreneur in Residence SunCentral, Maroochydore

"South Australia is putting a lot of effort into economic development of knowledge industries - especially Artificial Intelligence and high-tech creative industries," said Zach. "I'm looking forward to finding out more about the opportunities in Adelaide that are created by embracing emerging technologies."

James Wang, Territory Manager of [Alibaba Cloud](#), is responsible for ensuring companies maximise the customer investments in digital experience, supply chain and commerce through the Alibaba Cloud's data storage, relational databases, big-data processing services and content delivery networks. James brings expertise in retail customer journeys through optimisation and automation and insights from his experience founding iProperty Express, a platform that assists real estate agencies to streamline their rental property inspection process.



James Wang, Territory Manager of Alibaba Cloud (Victoria)

A tech showcase will follow the keynote speakers, allowing attendees to interact with some of South Australia's AI and emerging technology customer experience innovations. Innovative products will be on display such as [Go Micro](#), a camera for iPhones that can help people scan moles on their skin, and farmers spot insects and plant disease, and Peel Street based [Ping](#), a world-first device which continuously monitors wind turbines to detect blade damage.

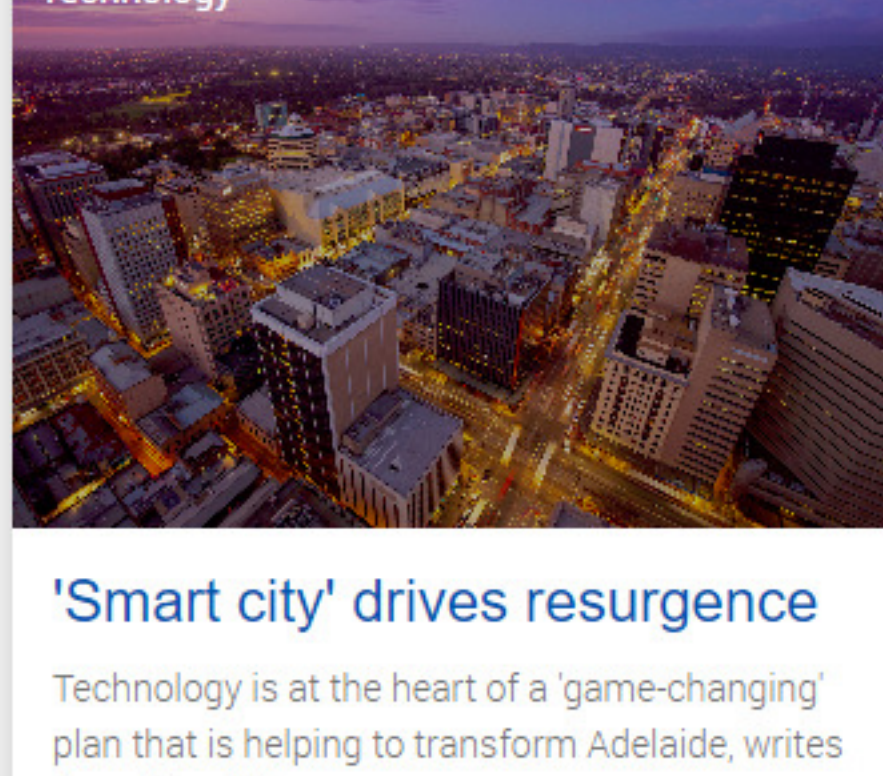
The event reflects a growing interest and delivery of innovative technologies by the local business sector. On the back of [Lot Fourteen](#), the [new home of The Australian Space Agency](#) and [Ten Gigabit Adelaide](#), the city continues to propel its global reputation as a tech incubator and a destination of choice for entrepreneurs, start-ups and small and large-scale corporations.

koolth.

AiLab.
Navigating Artificial Intelligence

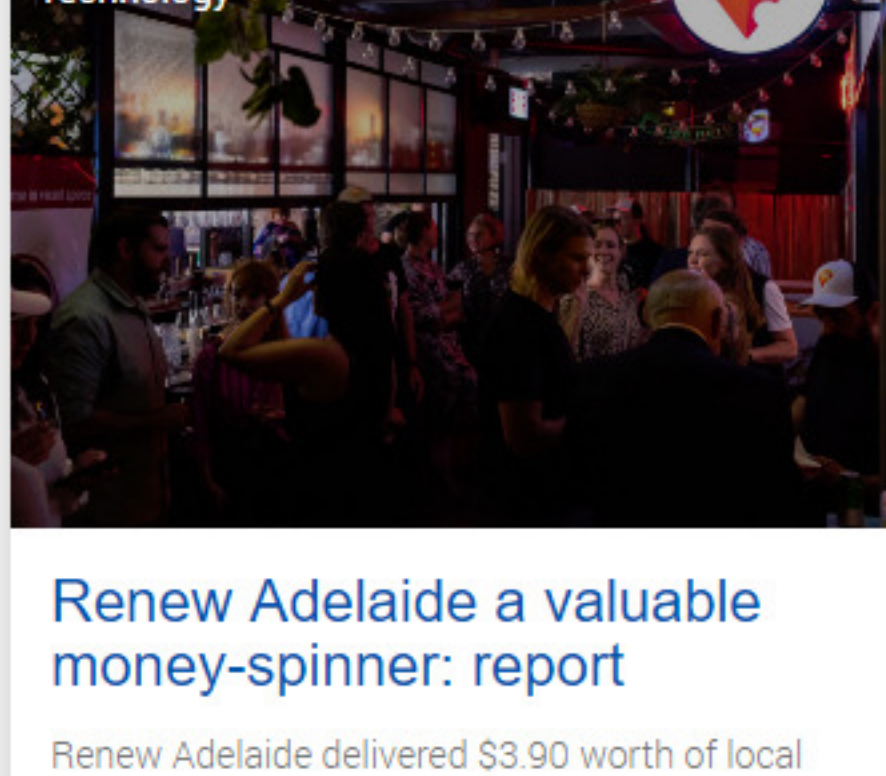
CITY OF ADELAIDE

OTHER SUCCESS STORIES



'Smart city' drives resurgence

Technology is at the heart of a 'game-changing' plan that is helping to transform Adelaide, writes Anna Randell.



Renew Adelaide a valuable money-spinner: report

Renew Adelaide delivered \$3.90 worth of local wages and business profits for every \$1 that taxpayers spent on its operations over 12 months, according to a cost-benefit analysis released today.