

AUGUST 15, 2019 | 6:00PM | THE MID-AMERICA CLUB
HOSTED BY POLYMORPHIC SYSTEMS, INC.



- TOPIC:** The Evolution of Thought: Patterns for Building Cognitive Applications
- SPEAKER:** Arunava (Ron) Majumdar
IBM Integration Architect, IBM Cognitive Cloud and the Chicago Center for Advanced Studies
- WHEN:** August 15, 2019 – 6:00PM
- WHERE:** The Mid-America Club
80th Floor of the AON Center
[RSVP](#) or call 312.861.1100



Arunava (Ron) Majumdar is an integration architect at IBM with extensive experience in middleware and messaging technologies. An author with several patents, he leads the Asset Portfolio Strategy for the IBM Cognitive Cloud and the Chicago Center for Advanced Studies. He is working on API economy, hybrid integration, micro-services, Watson services, Internet-of-Things and pattern-based automation.

The Revolution Will Be Data-Driven

The personal computer revolution brought tremendous changes in how we *use* technology. Now, new tools are changing how we *think* about technology. Design teams benefit not only from improved processing power, but a dramatically greater scope of data collection. We have much more data to help make decisions.

Data about interface design, for example, includes much more than user acceptance testing or tracking instrumentation. We can now use a broad range of sources, including the Internet of Things, new connectivity and communication protocols such as MQTT, layers and layers of networked sensors, cameras, and other tracking devices, as well as the vast sea of unstructured data from social media and elsewhere.

Finding meaning in these disparate data sources, however, requires mastering new tools and methodologies.

Design-centric, human-focused methodologies are being assisted by the latest generations of tools such as natural language processing, visual recognition, deep learning, and various aspects of artificial intelligence. With them, we can more confidently make decisions to help our users get the most from our applications.

Join Us and Learn to Think Better *With* Data

In this discussion, IBM's Ron Majumdar will discuss examples from bionic prosthetics to a cognitive telescope network to neuroscience and the mating patterns of fish, and learn what technological solutions made them possible.

Learn how to use new tools and design patterns to build applications capable of meeting tomorrow's challenges today.

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