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When
Wednesday, 26 February 2025 from 11:00am-12:00pm EST
(16:00-17:00 UTC)

Topic
Typical Pitfalls and Key Principles of Generative AI in
Technical Disciplines

Speakers
Dr. Frank Höwing & Dr. Michael Sturm

Abstract

Generative AI software like ChatGPT is increasingly being used as a versatile tool by users with highly diverse backgrounds. However, a "naive" approach to its use entails a number of pitfalls. These can be avoided if the fundamental principles of these AI algorithms are understood. With this knowledge, users can not only achieve better results when applying the technology but also make more informed decisions about the strategic and practical use of generative AI.

This webinar illustrates common misunderstandings that can arise on the part of human users as well as some of the limitations of so-called large AI language models. It explains the principles underlying these misunderstandings and limitations, providing an intuitive understanding of the current state of generative AI tools.

While the insights into the core of ChatGPT are universal, the webinar's easy-to-understand examples and use cases focus on technical disciplines and applications.

Biography

Dr. Frank Höwing, Technical Head Data Analytics & AI at in-tech GmbH

In over 25 years of experience in professional Software Engineering projects, Frank has been focusing on innovative technologies including Augmented Reality, Machine Learning and generative AI. His early interest in AI was reflected in his Master's thesis on a hardware architecture for Neural Network processing, followed by a PhD in Computer Vision. Working in various roles such as Technical Project Lead, Senior Lead Engineer, Consultant and Trainer, Frank strives to build bridges between deep technical understanding and benefits for the end user.

Dr. Michael Sturm, CTO/Technical Director Digital at in-tech GmbH

Michael is with in-tech since 2015. In-tech is a global engineering company with 2,300 employees across 8 countries. The company is at the forefront of shaping the future of mobility, focusing on key megatrends like autonomous driving, software-defined vehicles, battery electric driving, and innovative solutions in the rail sector and smart industry. Michael, a doctorate in computer science based in Munich, Germany, is dedicated to delivering value to customers by providing comprehensive solutions and consulting throughout the whole development cycle. He drives the seamless integration of electric/electronic systems and software, guaranteeing premium products that meet the highest standards of security, safety and quality.
1995-2000: Research Assistant and Doctorate in AI - Technical University of

Munich
2000-today: Software Architect, Technology Evangelist and IT Strategist

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