

"SPARX": ARTIFICIAL INTELLIGENCE FOR EVERYONE – MARKUS WINTERHOLER FROM AWS EXPLAINS HOW THAT WORKS

Zurich/Munich, 19 January 2022

In his "Sparx" talk, Markus Winterholer from Amazon Web Services (AWS) shows how artificial intelligence can be used without any prior knowledge. And be used it should – for according to Winterholer, no one will be able to avoid AI in the future.

"With artificial intelligence, we are able to make better and faster decisions and improve operational processes," says Markus Winterholer, Delivery Practice Manager at AWS. However, as much as AI and machine learning are spreading in the background of our everyday lives and the business world, this powerful technology is still foreign to many.

Yet anyone and everyone – even without prior knowledge or programming skills can already use AI. There are prefabricated building blocks with which you can easily build your own machine learning application.

Markus Winterholer explains exactly how this works in "Sparx": [Using AI without prior knowledge – with building blocks from the cloud](#). (Video will be online from January 25, 2022).

In "Sparx", Markus Winterholer presents amazingly simple applications of machine learning that are available in the AWS Cloud. In his opinion, no one will be able to avoid AI in the future. "Machine Learning is one of the most disruptive technologies of our generation," says Winterholer. "This technology will find its way into more and more applications, fundamentally changing the way we interact with computers." Accordingly, the time is ripe to build your own AI. How easy it is, even without programming skills, and what role the cloud plays in this: The fifth episode of "Sparx": [Using AI without prior knowledge – with building blocks from the cloud](#).

MARKUS WINTERHOLER, who did his Master's in Computer Science at the University of Tübingen, worked in the U.S. for eleven years before coming to Switzerland in 2016. Since 2020, he has been working as Delivery Practice Manager at Amazon Web Service (AWS) Switzerland. In this role, he advises customers around the world on the application of AWS solutions in the areas of cloud and machine learning.

"Sparx" – Ignites your mind. Decodes the future.

Video-Talks about IT, artificial intelligence and digital innovations

Under this visionary title, the innovative IT company Trivadis – Part of Accenture will launch the second season of its inspiring video talk series in November 2021. "Sparx" brings together some of the world's most brilliant minds in IT, who passionately share their knowledge in hands-on keynotes. Every fortnight, these experts reflect in short episodes of 10 to 30 minutes on future-relevant topics such as artificial intelligence, digital ethics or robotics, it's all about groundbreaking insights and new research trends.

***** END OF TEXT *****

About Trivadis – Part of Accenture

Trivadis – Part of Accenture is an IT services company with headquarters in Zurich and 15 offices in Switzerland, Germany, Austria and Romania. Founded in 1994, the company with 700 employees supports its clients in making intelligent use of data and new technologies. Trivadis covers the entire spectrum: from the development and operation of data platforms and solutions to the refinement of data as well as consulting and training. Trivadis' customers include automotive companies as well as insurance companies, banks and healthcare institutions. Further information at: <https://www.trivadis.com/en>

CONTACT

Ilka Franzmann

Phone: +49 (170) 280 51 81

E-Mail: ilka.franzmann@trivadis.com