

AIKA DIH – DIGITAL INNOVATION HUB

# UNWRAPPING THE GIFTS OF INNOVATION AND LLM MAGIC

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# What is Generative AI and Why Should You Care?

- 0 Generative AI creates new content: text,  
1 images, music from data it's trained on.
- 0 Large Language Models (LLMs) are the chatty  
2 cousins of AI, trained on oceans of text to mimic human conversation.
- 0 Together, they're transforming industries,  
3 making processes faster, smarter, and more creative.





# The Magic of Generative AI

How It Works?



- \* Generative AI learns patterns in data and uses probabilistic methods to predict.
- \* It relies on probability to predict the most likely next step in a sequence.
- \* LLMs, a type of Generative AI, specialize in text and are trained on vast datasets.
- \* Finland is known for, ..... [Its beautiful lakes]
- \* They generate human-like responses, complete sentences, and even solve problems based on the context of a conversation or prompt.



# Why LLMs Are Rocking Every Industry



- \* Customer Service: Chatbots for faster, friendlier support.
- \* Content Creation: Articles, summaries, and even poetry.
- \* Code Generation: Writing and debugging software.
- \* Healthcare: Summarizing patient records and research papers.



# Saving Lives, One Algorithm at a Time

- \* Virtual health assistants providing 24/7 patient support..
- \* AI-assisted diagnostics (e.g., generating reports from X-rays).
- \* Drug discovery with generative AI to model molecules faster.





# AI: The New Picasso?

- \* AI-generated music, art, and even movie scripts.
- \* Helping writers and artists with ideas and productivity tools.
- \* Transforming gaming with procedurally generated content.



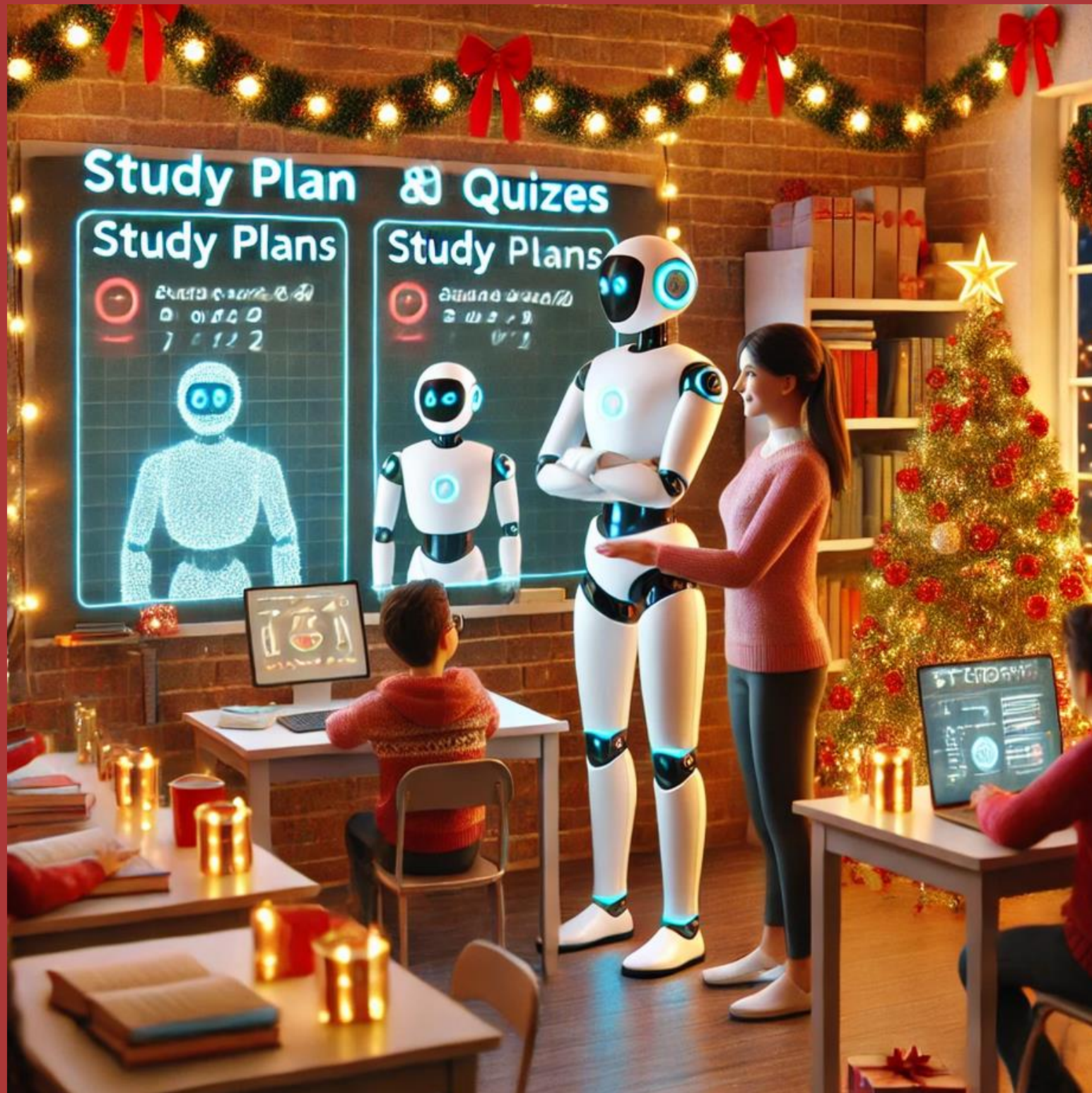




		category
Product search	We use generative artificial intelligence to support product search to produce better search results for customers.	Limited
Customer service	Our customer service uses generative artificial intelligence in chat to serve customers and streamline transactions.	Limited
Marketing	We always try to add to the image description or metadata if the image has been processed with generative artificial intelligence.	Limited
Human resources support	Human Resources uses generative artificial intelligence to generate answers to questions sent to <a href="mailto:rekry@verkkokauppa.com">rekry@verkkokauppa.com</a> .	Limited
Sales and content creation	We use generative artificial intelligence to generate ideas and create outlines for articles and other sales material.	Limited
Product descriptions	We use generative artificial intelligence to help create product descriptions to improve efficiency.	Limited



# Your New Study Buddy



- \* Automated essay feedback.
- \* Personalized learning plans.
- \* Content generation for educators, like crafting quizzes and lesson plans.

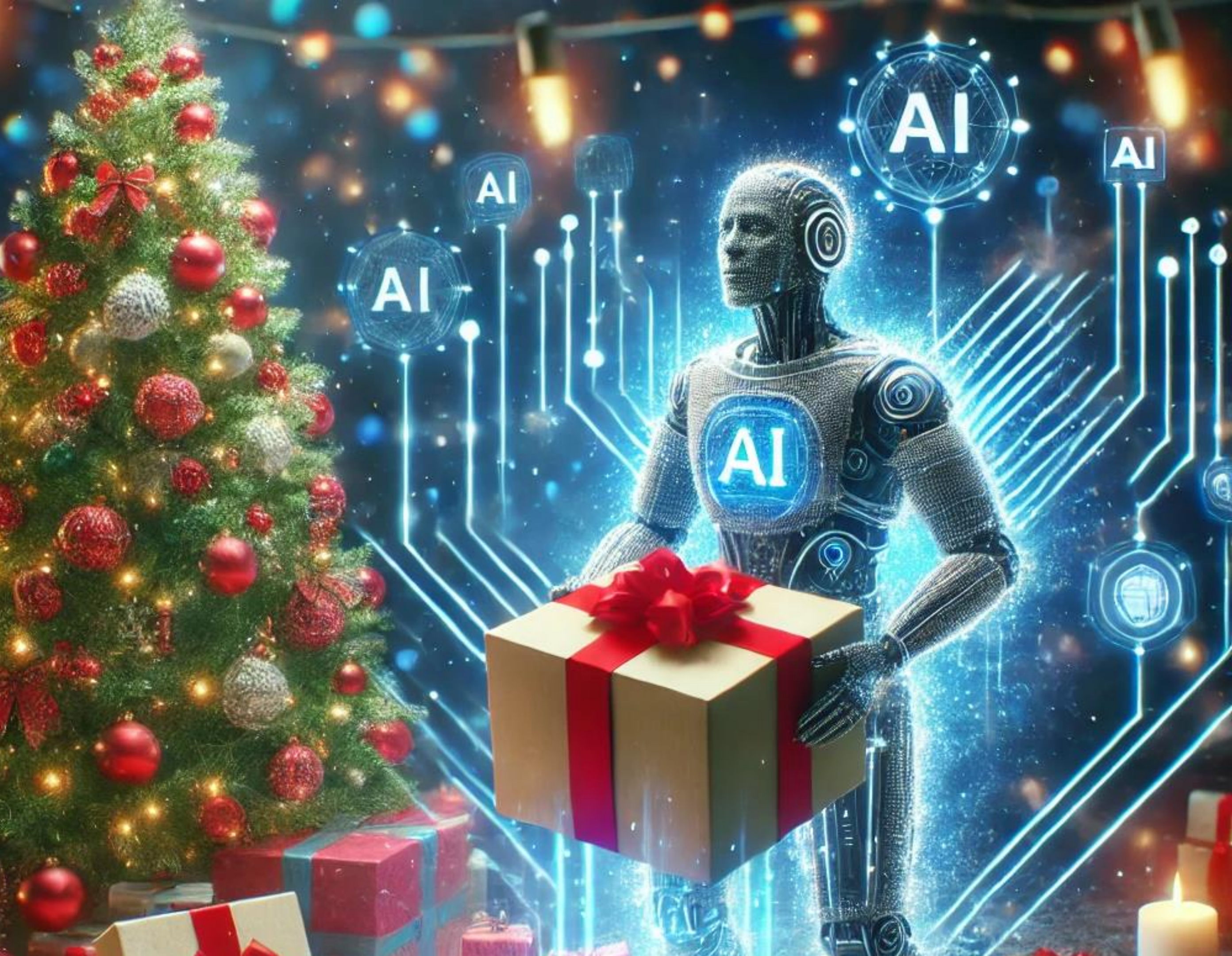


# Great Power, Great Responsibility

- \* Bias in training data can lead to biased outputs.
- \* LLMs can be misused for disinformation or spam.
- \* Ethical AI development requires careful monitoring.







**Thank you**

**and**

**Happy Christmas**