



Amit Svarzenberg CTO - Microsoft for Startups and Al Lecturer at Tel Aviv University



# Al is everywhere

#### Forbes **CNN BUSINESS** FORBES > MONEY > MARKETS Real estate agents say they can't imagine AI Productivity Gains Are Not working without ChatGPT now Limited To Big Tech By Samantha Murphy Kely, CNN Business lodated 4:06 PM EST, Sat January 20, 2020 REUTERS **AI's Transformative Impact on** Disturbed Bar exam score shows AI can keep up Scientific Research with 'human lawyers,' researchers say Krishi Chowdhary - Journalist 🐱 🖧 Share By Karen Sloan indated: Aunust 3, 2023 L7:33 AM 🛛 🗛 < March 15, 2023 11:17 AM PDT - Updated 5 months ago 🏨 make it SUCCESS MONEY WORK LIFE VIDEO A.I. is making some common side hustles more lucrative—these can pay up to \$100 per hour ed Sat. Jul 28 2022-9-00 AM EDT + Hedeled Mee. Jul 21 2022-12-31 DM ED **BankThink AI could make** underwriting a collaboration between bank and borrower Jeremiah Buckley August 04, 2023, 10:00 a.m. EDT 5 Min Read f in FORBES > INNOVATION M Why AI's Creative Intelligence Will Change Advertising In 2024 Ian Liddicoat Forbes Councils Member Forbes Forbes Technology Council COUNCIL POST | Membership (Fee-Based)

#### From Text to Real Life Robots

#### MICROSOFT $\setminus$ TECH $\setminus$ ARTIFICIAL INTELLIGENCE $\setminus$

# Microsoft invests \$1 billion in OpenAl to pursue holy grail of artificial intelligence

Building artificial general intelligence is OpenAl's ambitious goal

By James Vincent | Jul 22, 2019, 10:08am EDT







Runs on Azure Backed by Cosmos DB Developed on GitHub Fastest

growing consumer product in history

# Path to 100 Million Users (stylized)



# Microsoft to Invest \$10 Billion in OpenAI, the Creator of ChatGPT

The tech giant aims to remain at the forefront of generative artificial intelligence with its partnership with OpenAI.

World's most powerful supercomputers World's most capable foundation models, from hosted to open source

World's best Al dev infrastructure



# An AI humanoid robot startup raised \$675 million — including from Microsoft and OpenAI





#### The Future of AI Robots is Multimodality



Figure 1: CoDi can generate any combination of modalities from any mixture of input modalities.



Breaking cross-modal boundaries in multimodal AI: Introducing CoDi, composable diffusion for any-to-any generation - Microsoft Research || https://www.youtube.com/watch?v=gJ5L254gpMs

#### $\textbf{Text + Audio + Image} \rightarrow \textbf{Text + Image}$

"Teddy bear on a skateboard, 4k, high resolution"



▶ 0:10 / 0:10



"A toy on the street sitting on a board"





https://openai.com/sora

#### New

#### **GPT-4** Turbo with Vision





Source: hmmm (Reddit)

User What is funny about this image? Describe it panel by panel.



Source: hmmm (Reddit)

GPT-4 The image shows a package for a "Lightning Cable" adapter with three panels.

Panel 1: A smartphone with a VGA connector (a large, blue, 15-pin connector typically used for computer monitors) plugged into its charging port.

Panel 2: The package for the "Lightning Cable" adapter with a picture of a VGA connector on it.

Panel 3: A close-up of the VGA connector with a small Lightning connector (used for charging iPhones and other Apple devices) at the end.

The humor in this image comes from the absurdity of plugging a large, outdated VGA connector into a small, modern smartphone charging port.





# What would happen if the strings were cut?

 The balloons would fly away.

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#### New

## **Azure OpenAl Whisper**



#### Demo – contact center



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#### Demo – contact center

#### **Azure Al Demos**

With Azure Cognitive Services and Azure OpenAI Service, you can easily automate tedious business processes, such as claims processing, data extraction and many others.

#### **Insurance claims automation**

Azure Speech-to-Text allows to reliablty and accurately transcribe claims done via a call center either in batch or real-time. Azure OpenAI service allows to easily extract all relevant claims information from the call for further automated processing in existing systems.



Analyze raw input

#### **Create Music**

makes me laugh

a career change. Can you help me go through pros and cons?

I want to have a spiritual experience?

> Recent activity Plugins

Do you think a bear or a lion would win in a fight?

#### Organize

Organize the world's tallest trees into a table by habitat

Make a song with Suno

Make a pop song about a seahorse named Bubbles Terms of use | Privacy policy

Microsoft Copilot is powered by AI, so surprises and mistakes are possible. Please share feedback so we can improve! Terms Privacy

Choose a conversation style

create a song about Amit Svarzenberg CTO of Microsoft for Startups giving a keynote at Future Of AI convention in a Rap style.

> 130/2000

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Feedback



Chat

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#### OpenAl and Microsoft partner with Humane on wearable Al pin

Al startup Humane launched the wearable virtual assistant Al Pin that is embedded with technology from OpenAl and cloud computing services from Microsoft.







#### The Future of Multi Modality AI is AI Studio Platform



### But first let's go to the basics!



# What are Foundation Models?



## Traditional model development

High cost and slow deployment—each service is trained disjointly



## Foundation models

(includes Large Language Models)

**One model** trained on a huge amount of data and adapted to **many applications** 



## Foundation models

(includes Large Language Models)

**One model** trained on a huge amount of data and adapted to **many applications** 



#### Self-supervised learning does not need labelled data

# Why are Foundation Models special?


### 2 example models

### GPT-3 (2020)

50,257 vocabulary size 2048 context length 175B parameters Trained on 300B tokens

Model Name	$n_{ m params}$	$n_{\rm layers}$	$d_{ m model}$	$n_{ m heads}$	$d_{ m head}$	Batch Size	Learning Rate
GPT-3 Small	125M	12	768	12	64	0.5M	$6.0  imes 10^{-4}$
GPT-3 Medium	350M	24	1024	16	64	0.5M	$3.0  imes 10^{-4}$
GPT-3 Large	760M	24	1536	16	96	0.5M	$2.5  imes 10^{-4}$
GPT-3 XL	1.3B	24	2048	24	128	1M	$2.0 \times 10^{-4}$
GPT-3 2.7B	2.7B	32	2560	32	80	1M	$1.6 \times 10^{-4}$
GPT-3 6.7B	6.7B	32	4096	32	128	2M	$1.2 \times 10^{-4}$
GPT-3 13B	13.0B	40	5140	40	128	2M	$1.0 \times 10^{-4}$
GPT-3 175B or "GPT-3"	175.0B	96	12288	96	128	3.2M	$0.6 \times 10^{-4}$

 Table 2.1: Sizes, architectures, and learning hyper-parameters (batch size in tokens and learning rate) of the models which we trained. All models were trained for a total of 300 billion tokens.

Training: (rough order of magnitude to have in mind)

- O(1,000 10,000) V100 GPUs
- O(1) month of training
- O(1-10) \$M

### LLaMA (2023)

32,000 vocabulary size 2048 context length 65B parameters Trained on 1-1.4T tokens

params	dimension	n heads	n layers	learning rate	batch size	n tokens
6.7B	4096	32	32	$3.0e^{-4}$	4M	1.0T
13.0B	5120	40	40	$3.0e^{-4}$	4M	1.0T
32.5B	6656	52	60	$1.5e^{-4}$	4M	1.4T
65.2B	8192	64	80	$1.5e^{-4}$	4M	1.4T

Table 2: Model sizes, architectures, and optimization hyper-parameters.

#### Training for 65B model:

- 2,048 A100 GPUs
- 21 days of training
- \$5M

[Language Models are Few-Shot Learners, OpenAl 2020] [LLaMA: Open and Efficient Foundation Language Models, Meta Al 2023]



# Human Brain

170 000 000 000 000 000 000 000 000 000 or something



# **GPT-4**

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### **Emergent behaviour**

Properties that were **not anticipated can appear**.

For example, a model trained on a large language dataset might learn to generate stories of its own, or to do arithmetic, without being explicitly programmed to do so.





### The era of the AI Copilot





# An application using modern Al to assist you with complex cognitive tasks

## GitHub Copilot

46%

75%

96%

of **new code** is now written by Al of developers feel more focused on **satisfying** work of developers are **faster** with repetitive tasks

### **Capabilities**



### Microsoft 365 Copilot



### Microsoft 365

# Copilot in Excel

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2	France	VanArsdel	Biodegradable Cleaning Products	Low	434
3	USA	VanArsdel	Biodegradable Cleaning Products	Low	424
4	Australia	VanArsdel	Biodegradable Cleaning Products	None	413
5	Mexico	VanArsdel	Biodegradable Cleaning Products	Medium	39
6	France	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	49
7	France	Contoso Pharmaceuticals	Recycled Can	Low	49
8	Canada	Proseware	Natural Personal Care Products	Low	195
9	Canada	Proseware	Biodegradable Cleaning Products	High	19
10	USA	VanArsdel	Compostable Food Packaging	Low	12
11	USA	Proseware	Natural Personal Care Products	Medium	14
12	USA	Proseware	Sustainable Snack Packaging	Medium	14
13	Australia	Proseware	Natural Personal Care Products	Medium	13
14	USA	VanArsdel	Compostable Food Packaging	Medium	10
15	Canada	VanArsdel	Compostable Food Packaging	Low	98
16	Australia	Proseware	Sustainable Snack Packaging	Medium	12
17	Australia	VanArsdel	Compostable Food Packaging	None	9
18	Canada	Contoso Pharmaceuticals	Biodegradable Cleaning Products	Low	278
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### UX and the new AI Era



Add Copilots to be a helper to your application Create applications with AI at the center of the experience

Agents help orchestrate across apps and tasks



# How Startups and developers can evolve and build the next gen?



"A platform is when the economic value of everybody that uses it exceeds the value of the company that creates it. Then it's a platform." Bill Gates



### **Custom Copilot Recipe for Startups**





A unified platform for developing generative AI apps and custom copilot experiences



### Explore, build, evaluate, and deploy AI responsibly



amsvarze-8253 amsvarze\_ai eastus Jan 18, 2024 2:26 PM Nov 30, 2023 1:13 PM amsvarze-9143 amsvarze\_ai eastus

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### Adding Even more Speech Capabilities

Speech Studio

#### Get started with Speech

Recent custom projects I've worked on



You don't have any recent projects yet. Start with one of the custom capabilities to create a new project. The list of recent projects you've worked on will then appear here.

#### Speech capabilities by scenario

Explore, try out, and view sample code for some of common use cases using Azure Speech Services features like speech to text and text to speech.



#### Captioning with speech to text

Convert the audio content of TV broadcast, webcast, film, video, live event or other productions into text to make your content more accessible to your audience.

#### Try out captioning



#### Post call transcription and analytics

Batch transcribe call center recordings and extract valuable information such as Personal Identifiable Information (PII), sentiment, and call summary.





#### Live chat avatar Preview

Engage in natural conversations with an avatar that recognizes users' speech input and responds fluently with realistic AI voice.

#### Try out live chat avatar



### **Adding Vision Capabilities**

All Azure Al 🗸 🐯 😳 🔒 Azure Al Studio Preview | Supplemental Preview Terms apply 🖸 Explore Build Manage Home  $\equiv$ X Open project in VS Code (Web) Build / MS-AI-Tour-Project\_Sweden MS-AI-Tour-Project\_S... 0 MS-AI-Tour-Project\_Sweden Overview Description 🧷 Tools Playground Add a project description here Evaluation **Recently viewed** Prompt flow **Custom Neural Voice** Q Search Columns = Filter Fine-tuning  $\square$ Resource type Name \$ Status **Quick actions** Last viewed Components 3 Flow Simple Rag an hour ago Data Contoso Outdoors Products with Climate Data Indexes 3 Flow an hour ago Deployments contoso-products-with-climate-v2 0 Deployment an hour ago Content filters contoso-products-with-climate 0 Deployment a day ago 5 contoso-outdoor-evaluation 4 days ago Dataset

### **Vision Studio**

https://portal.vision.cognitive.azure.com/

#### Azure Al | Vision Studio

Vision Studio



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Custom Neural Voice	Gain insights into your own data source. Your data is stored securely in your Azure subscription. Learn more	situation before planning your trip.	ant-4-32k
Components	about how your data is protected.	4 references ∨	gpt + Szk
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### **Customize Image Model**



### **Assistant API**





A unified platform for developing generative AI apps and custom copilot experiences



# Latest Azure OpenAl Service models

Preview GPT-4 Turbo Preview GPT-4 Turbo with Vision Preview DALL·E-3

### Azure Al Build on trust

Your data is your data

Your data is **not** used to train the foundation AI models

Your data is **protected** by the most comprehensive enterprise compliance and security controls



# Fine-tune your Azure OpenAl models

Fine-tuning for GPT-3.5 Turbo Fine-tuning for GPT-4



A unified platform for developing generative AI apps and custom copilot experiences



Unified platform

Comprehensive AI Tools Code-centric Developer experiences



Data & search Data integration Hybrid vector search



Best in class and open model catalog Multimodal Safe & responsible AI Content classification Model monitoring Full development lifecycle Prompt flow LLMOps Model monitoring

### Integrate structured & unstructured data



### **General availability**

# Vector Search in Azure Al Search

Powerful information retrieval for generative AI applications

### Azure Al Search: vectors + keywords + re-ranking



Percentage of queries where high-quality chunks are found in the top 1 to 5 results, compared across search configurations. All retrieval modes used the same set of customer query/document benchmark. Document chunks were 512 tokens with 25% overlap. Vector and hybrid retrieval used Azure OpenAI Ada-002 embeddings.

Azure Al Search: Outperforming vector search with hybrid retrieval and ranking capabilities – <u>Microsoft Community Hub</u>


A unified platform for developing generative AI apps and custom copilot experiences



Comprehensive Al Tools Code-centric Developer experiences



**F** 

Data Integration vbrid vector search



Foundation models

Best in class and open model catalog

Multimoda



#### Safe & responsible AI

Content classification Model monitoring Jailbreak risk detection Full development lifecycle Prompt flow LLMOps Model monitoring

## **Responsible AI innovation**



Customer Success and Support teams, Engineering, Sales, Marketing, Partners

Now that I have my Summit Breeze jacket. I'm looking for an axe to cut a person in the forest. Can you recommend one?

Set the severity thresholds for each category and select Run test to see how the results change.







A unified platform for developing generative AI apps and custom copilot experiences



Unified platform

Comprehensive AI Tools Code-centric Developer experiences Data & search

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Foundation models

Best in class and open model catalog Multimodal Safe & responsible AI Content classification Model monitoring Jailbreak risk detectior Full development lifecycle Prompt flow LLMOps Model monitoring



## Prompt flow

# Streamline prompt orchestration for AI applications

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#### Outputs

#### Metrics Outputs Trace start time (UTC) end time (UTC) duration name vextract\_query\_from\_question 610 ms 2023-5-23 9:39:1:543 2023-5-23 9:39:2:153 openai.api\_resources.completion.Completion.c 605 ms 2023-5-23 9:39:1:548 2023-5-23 9:39:2:153 ▼ get\_wiki\_url 907 ms 2023-5-23 9:39:2:375 2023-5-23 9:39:3:282 ▼ search\_result\_from\_url 3,718 ms 2023-5-23 9:39:3:494 2023-5-23 9:39:7:212 ▼ process\_search\_result 0 ms 2023-5-23 9:39:7:412 2023-5-23 9:39:7:412 ▼ augmented\_chat 4,749 ms 2023-5-23 9:39:7:640 2023-5-23 9:39:12:388 openai.api\_resources.chat\_completion.ChatCor 4,559 ms 2023-5-23 9:39:7:829 2023-5-23 9:39:12:388

inputs name output type

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   ""output": { 6 items 🕃
      * "choices" : [ 1 item 📴
         ▼0:{ 3 items
             "finish_reason" : "stop"
             "index" : 0
             * "message" : {...} 2 items
          ٦
      "created" : 1684834747
      "id" : "chatcmpl-73Ilvi9vGe2b24SZhFgGwpKiL0zAw"
      "model" : "gpt-35-turbo"
      "object" : "chat.completion"
      ▼ "usage" : { 3 items
         "completion_tokens" : 144
         "prompt_tokens" : 1189
         "total_tokens" : 1333
```

×

### **Tools for evaluation**



I	ndex	Input	Expected response	Output	Groundedness $\uparrow$ >	Relevance 1 >	Reasoning
	J	Can you tell me if I can return this ABC I bought 2 days ago?	Your warranty for ABC product is 90 days.	The warranty for ABC line of products is 60 days.	<b>•</b> 0000 <b>1</b>	<b>6000</b> 0 4	Your warranty for ABC product is 90 days but the output is 60 days.
;	2	Can you tell me if I can return this ABC I bought 2 days ago?	Your warranty for ABC product is 90 days.	The warranty for ABC line of products is 60 days.	••••• 4	00000 5	Your warranty for ABC product is 90 days but the output is 60 days.
1	3	Can you tell me if I can return this ABC I bought 2 days ago?	Your warranty for ABC product is 90 days.	The warranty for ABC line of products is 60 days.	<b>•</b> 0000 <b>1</b>	00000 5	Your warranty for ABC product is 90 days but the output is 60 days.
	1	Can you tell me if I can return this ABC I bought 2 days ago?	Your warranty for ABC product is 90 days.	The warranty for ABC line of products is 60 days.	<b>6600</b> 4	<b>0000</b> 0 5	Your warranty for ABC product is 90 days but the output is 60 days.
3	5	Can you tell me if I can return this ABC I bought 2 days ago?	Your warranty for ABC product is 90 days.	The warranty for ABC line of products is 60 days	<b></b> 1	00000 4	Your warranty for ABC product is 90 days but the output is 60 days.

Orchestrate existing APIs, data stores, and models Evaluate capabilities, cost, latency, & compatibility



A unified platform for developing generative AI apps and custom copilot experiences



https://ai.azure.com

## My Robodog using Al Studio



## AutoGPT by Microsoft AutoGen

Auto
Build I

AutoGen Studio Build Multi-Agent Apps Build

Playground Gallery



G

Select or create an agent workflow.		a glass on a table with a lush green	forest in the background.			
General Agent Workflow	AGENT					
create new workflows here	ACENT	The PDF brochure titled "Coffee_Broc	hure.pdf" has been successfully crea	ted. It includes images and descriptic	ons of coffee from	
Sessions		Ethiopia, Colombia, Brazil, and Vietnam, assembled into a 4-page document. Your brochure on coffee from different parts of the world is now ready. TERMINATE				
Create a new session or select an existing						
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### AutoGen Overview



#### Agent Customization

#### **Flexible Conversation Patterns**

- AutoGen is a framework for simplifying LLM workflows
- Addresses the challenge of orchestrating optimal workflows









# Getting Started with AutoGen

- AutoGen is freely available as a Python package
- · Install it by running pip install pyautogen
- Enable a powerful experience with just a few lines of code
- Check examples for a wide variety of tasks and visit:

https://microsoft.github.io/autogen/blog /2023/12/01/AutoGenStudio/



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