

Dr. Paul Kruszewski to Keynote at the East Coast Game Conference (ECGC), April 18th 2018

Canada's AI Guru, DR. PAUL KRUSZEWSKI'S KEYNOTE AT ECGC "Why Teaching Cameras To Read Human Body Language will make the world safer, healthier, and more fun"

RALEIGH, NC, USA, March 27, 2018 /EINPresswire.com/ -- Raleigh's East Coast Game Conference ([ECGC](#)) is proud to announce Dr. Paul Kruszewski as the morning keynote at the Raleigh Convention Center on Wednesday, April 18, 2018. Dr. Paul Kruszewski is the CEO of Canada's [wrnch](#) and has been at the bleeding intersection of real-time AI and computer graphics since 2000 when he founded AI.implant to use AI to create and simulate huge crowds of interacting autonomous characters. Customers include Disney and Lucas Film for visual effects; Bioware and EA for game development; and L3 and Lockheed Martin for military simulation. AI.implant was acquired in 2005 by Presagis, the world's leading developer of software tools for military simulation and training. In 2007, he founded GRIP to use AI (behavior trees) to create high fidelity autonomous characters capable of rich and complex behaviors. GRIP was acquired in 2011 by Autodesk, the world's leading developer of software tools for digital entertainment. In 2014, he



Dr. Paul Kruszewski (right) with Jensen Huang, CEO of NVIDIA, at SXSW earlier this month. Wrnch was chosen from a pool of 600 applicants to present at the coveted SXSW Accelerator Pitch Event.

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As the third largest video game industry in the world, the Consulate General of Canada is keen on building and continuing partnerships with the vibrant video game networks in the Southeast U.S.”

*Consul General of Canada
Nadia Theodore*

founded wrnch to use AI (deep learning and computer vision) to enable computers to read human body language to make the world safer, healthier and more fun.

At ECGC 2018, Kruszewski will be speaking on his latest venture, wrnch. By 2020, there will be only 45 billion cameras in the world. Via a unique combination of deep learning, computer vision and computer game techniques, it is now possible to give these cameras to the artificial intelligence to read human body language. The applications of these intelligent cameras are broad and profound including

*allowing digital assistants to detect when the elderly fall in the home and automatically call 911

*enabling autonomous vehicles to read pedestrian intent

*turning mobile phones into human body scanners to aid medical and sports professionals to remotely analyze human posture and performance

*transforming screens into magical mirrors to create new AR experiences

“Along with Invest - Quebec, we are excited to welcome wrnch to the Triangle Area,” Consul General of Canada Nadia Theodore says. “Canada is a global leader in artificial intelligence. Wrnch is one of Canada's many start-up success stories and a strong example of our talents in the field of AI, particularly in deep learning and reinforcement learning.” In 2017, the Canadian government announced its \$100 million USD investment in launching the Pan-Canadian Artificial Intelligence Strategy. Since this announcement, Facebook, Google and Microsoft have announced openings and further investment in their AI offices, all of which are located in Canada. ECGC presents the opportunity to strengthen collaboration in AI between Canada and the growing AI industry in the Triangle Region.

The [Canadian Consulate General](#) will host a breakfast seminar on market opportunities in Canada's booming digital games industry, the world's third largest. To attend the breakfast or for more information, contact madeline.cook@international.gc.ca .

The East Coast Game Conference (ECGC) is the leading forum for game industry professionals and students on the East Coast. ECGC's goal is to provide opportunity for students, all levels of developers and related interactive entertainment companies to network, share industry trends, and build careers as well as look to the future of the industry. The conference features panels and lectures by game industry experts covering a wide variety of topics, and includes an exhibit hall, career lounge, and social events. Registration is now open for the best price register now:

<http://www.ecgconf.com/register/>

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