



# The present & future of Businesses is AI-powered

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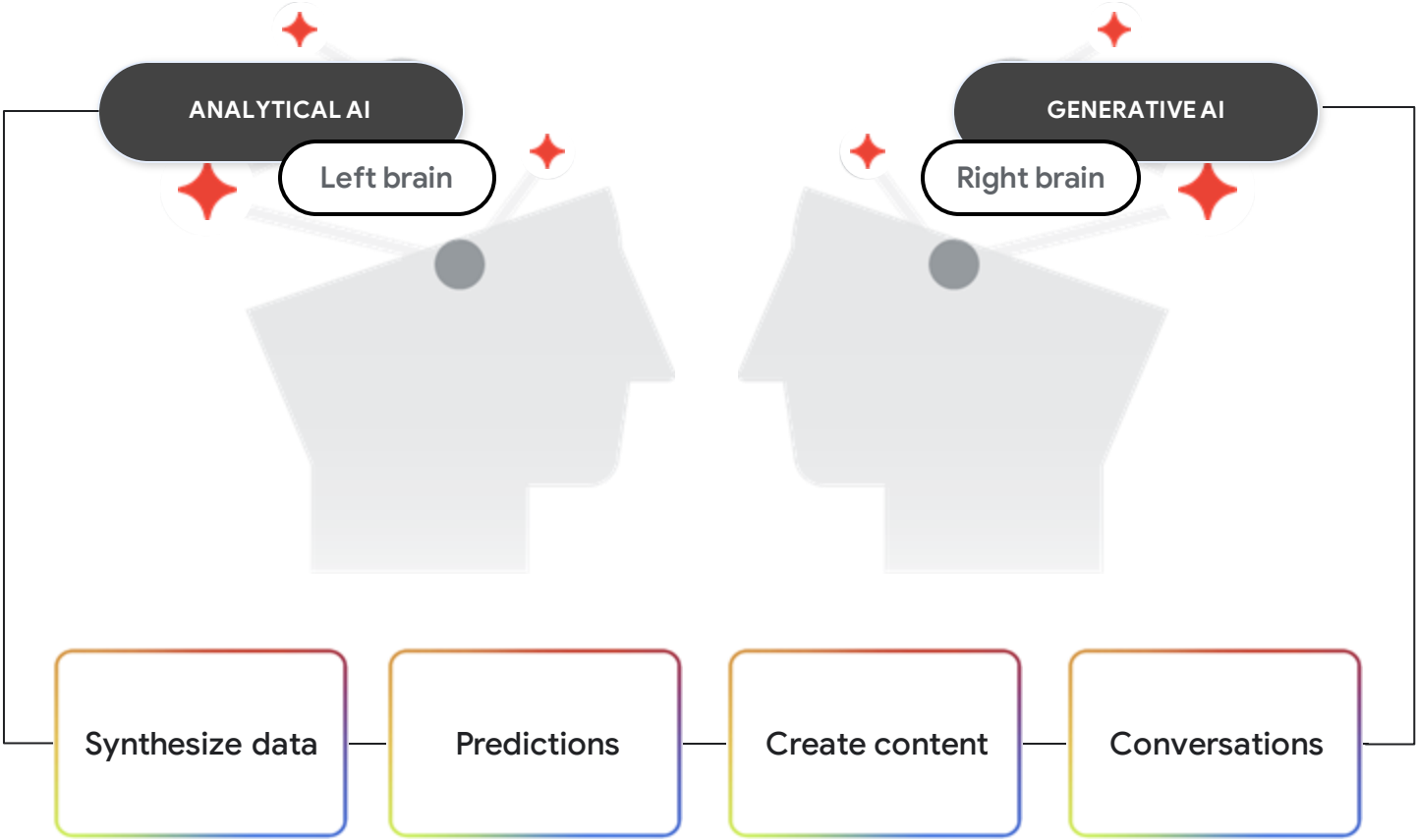
AI

1. Internet

2. Mobile

# AI is the next big shift





ANALYTICAL AI

Left brain

GENERATIVE AI

Right brain

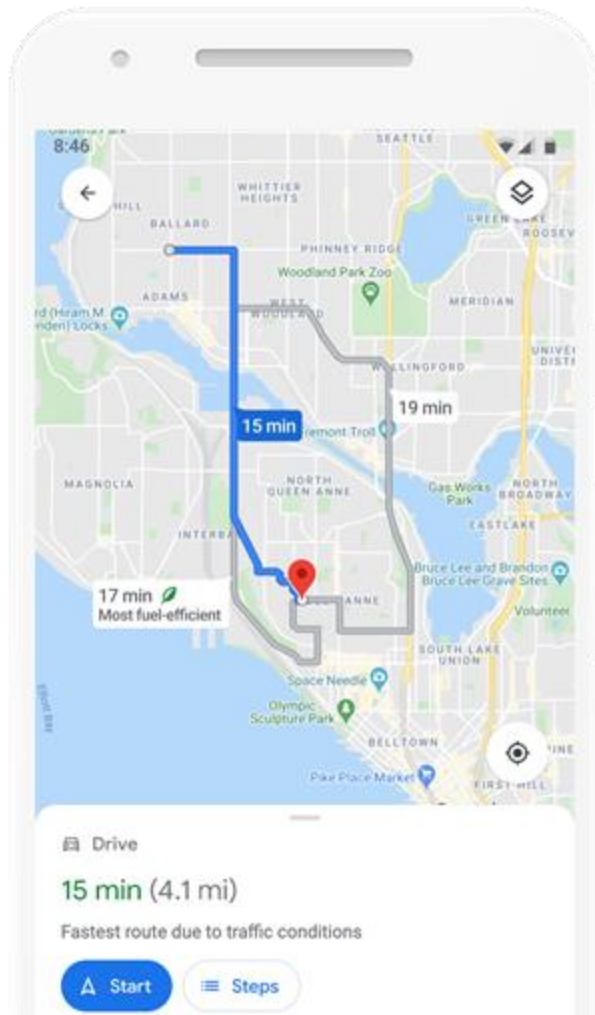
Synthesize data

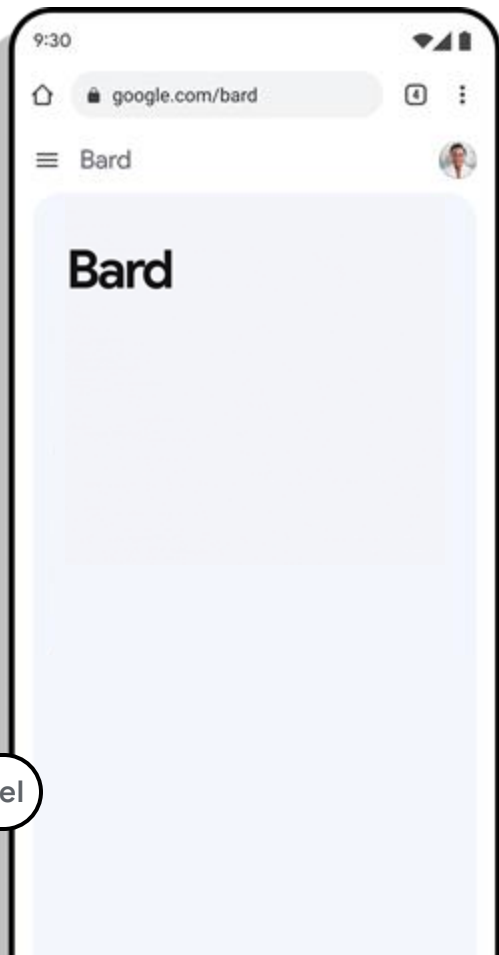
Predictions

Create content

Conversations

# Analytical AI is optimizing the world around us





Bard Experiment



# GenAI: the next chapter unlocking a world of creativity

Large Language Model

Google



Chrome-plated duck with a golden beak arguing with an angry turtle in a forest |



Imagen Demo

# Text to Image with Imagen



So how can  
AI help you?

How can **AI** help your  
business  
**Today & tomorrow?**

✦ Lens

**Create better consumer experiences**

✦ AlphaFold

**Solve societal challenges**

✦ Performance Max

**Help companies grow**

Contact Center AI

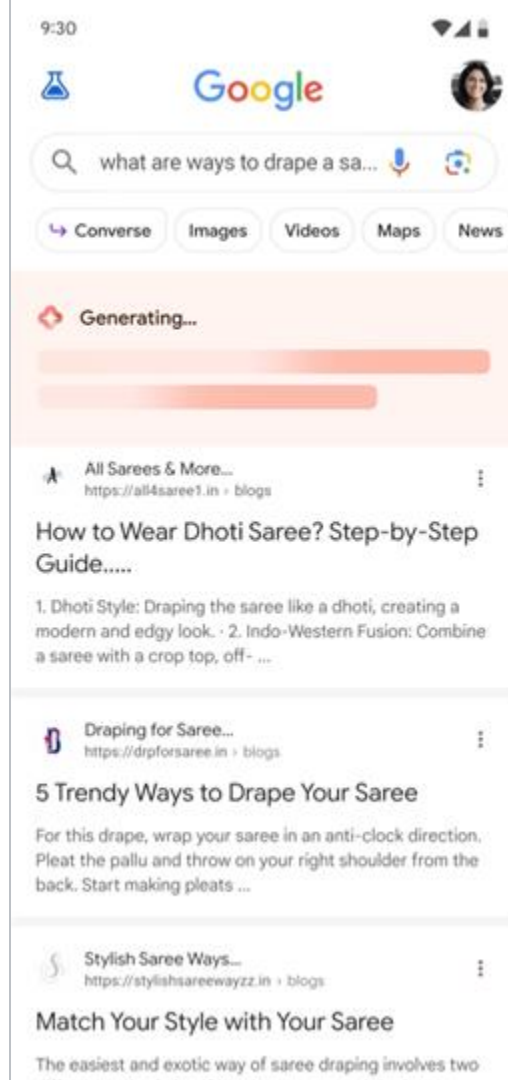
**Help companies become more efficient**

# AI

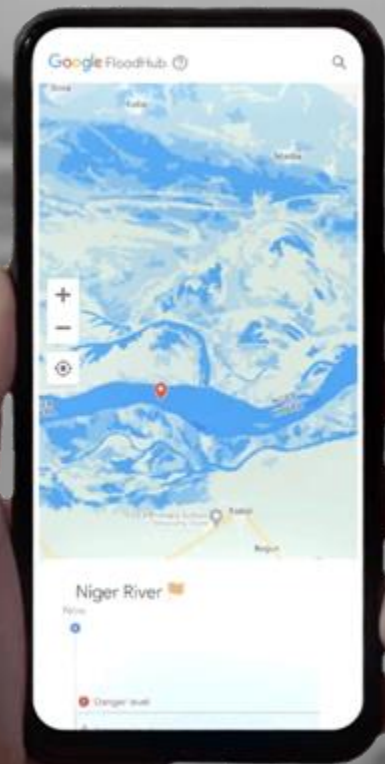
**helps consumers,  
communities, and companies  
to achieve their highest  
potential**

Does your next  
product  
discovery lie in  
everyday  
questions?

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# Helping solve major societal challenges





**70%**

revenue increase



**28%**

cost decrease

What is the next best step?

When technology **changes the world,**  
who you **partner** with is everything



# Google's AI is your business multiplier



# Think **Inputs**, Control **Output**



Perf Max



*Carbury*  
Celebrations



\*T&Cs Apply.

# Your Ingenuity

+ AI 

You're not  
competing  
with AI.

You're  
competing  
with another  
Business  
using AI