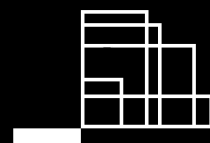


The Artificial Intelligence Newsletter

April 2023



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Introduction

Staying ahead of the curve

The ever evolving world of technology drives us at PwC Albania and Kosovo to always be on the lookout for new technologies, trending topics, inside stories on the future of technology and innovations globally, security policies, privacy and risks, new regulations, impactful industry players and more, and to share them with all tech enthusiasts.

To stay ahead of current developments and technology booms, we have created a series of newsletters for the latest trends in the field of technology and innovation with a focus on a variety of disciplines.

We open these series with a focus on the Artificial Intelligence Newsletter.

With our newsletter, readers can get a grasp of what is happening with technology globally, what is revolutionizing the market, what are the latest technologies available or under development, innovations, business development opportunities, technology wins and struggles.

To have a clear overview and all information in one place, all releases will be published and stored on this dedicated [site](#)

*Through these newsletters PwC Albania and Kosovo is not endorsing any of the technologies or solutions mentioned, but rather summarizing and bringing to you trending technologies which are defined by external experts as game-changing technologies.

The technology

Transformers, Large Language Models
and Diffusion Models



Transformers in AI and The rise of AI Generative Models

Recently, AI has experienced a boom both technically, largely driven by the emergence of transformer models and generative models. These innovations have opened up new possibilities for processing large amounts of text and generating human-like responses, as well as creating new applications like chatbots, natural language processing, and visual data generation.

- **Transformer models**, in particular, are a type of AI model that uses self-attention mechanisms to process text and generate natural language. They have been successful in a wide range of applications, including machine translation, question-answering, and natural language understanding. With their ability to quickly process large amounts of text and generate accurate and human-like responses, transformer models have changed the world of AI.
- **Generative models**, on the other hand, are capable of generating accurate and coherent text, audio, or visual outputs from a given set of inputs. This has led to new types of applications such as chatbots, natural language processing, visual data generation, and 3D processing. The key innovation of the transformer architecture is the use of self-attention mechanisms, allowing the model to weigh the importance of different parts of the input when making predictions. Some examples of AI generative models include GPT-3, StyleGan, and WaveNet. These models are able to produce high-quality outputs, such as realistic images and natural-sounding speech.

The technology

Transformers, Large Language Models
and Diffusion Models



Large Language Models, Natural Language Processing, Diffusion Models and Ethical Concerns

1.Large Language Models (LLMs) and **Natural Language Processing (NLP)** have become increasingly important in recent years, with remarkable accuracy and capabilities to understand complex questions and conversations. LLMs are trained on massive amounts of text data and can perform various tasks such as language translation, text summarization, and question answering. They use transformer architectures and have been pre-trained on large amounts of data, allowing them to be fine-tuned for specific tasks with a smaller amount of data.

LLMs are expected to have a significant impact on various industries, making them well-suited for a wide range of applications from chatbots to content creation.

Some examples of large language models include GPT-3, BERT, and T5.

2.Diffusion models are another type of generative model that are able to **generate visual, audio, or text outputs** with a high degree of accuracy and detail. They are also capable of simulating the process of how information spreads through a network. These models are also being used:

- In a variety of other domains, such as architecture, medical imaging, and medical diagnosis.
- In a wide range of applications such as social network analysis, epidemiology, and marketing.

Recently, they have been applied in the field of art, by simulating the process of how different artistic styles and movements have spread through time. This has led to the creation of new artworks that are generated by the model and has opened up new possibilities for art creation.

Stay tuned for our upcoming newsletter covering Big Data, Predictive Analytics, Automated Decision Making and Modern Age Ethical Concerns when it comes to AI.

For more information, contact us:

PricewaterhouseCoopers Albania
Str. "Ibrahim Rugova", Sky Tower, 9/1

Telephone: +355 4 22 90 700

Email: al_pwc_albania@pwc.com

Web: www.pwc.com/al

