

Feel like munching on Creole shrimp-lamp dumpling or an Austrian chocolate burrito? If you're wondering who'd come up with such dishes, get this-- these recipes, and more, were actually created by IBM and its "cognitive computer."



Cognitive computers are machines designed to approximate the workings of the human mind. A leader in the field (having been working on the subject with DARPA since 2008), Big Blue clearly wanted to have some fun through a collaboration with the Institute of Culinary Education it calls "cognitive cooking."

Cognitive cooking is like a search engine on steroids. The chef enters a key ingredient and a couple of parameters (for example, "lobster" and "Thai"), and the system crunches through big data sets to come up with a never-made-before recipe. The result? Swiss-Thai asparagus quiche, Turkish bruschetta and Portugese lobster rolls.

According to IBM the system models food chemistry and human perception on a much vaster scale than chefs ever came, allowing it to come up with recipes that are not only original, but also edible (if not tasty).

In fact, the company is proud enough of its creation to show it off on a US food truck tour, with stops including the Las Vegas IBM Pulse conference and the SXSW festival, Austin.

Of course, cognitive cooking is not all just fun-- it's also a working show of IBM's big data

## IBM, Cognitive Cook

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muscle, which promises to help anyone from designers to marketers to come up with new ideas in the near future.

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