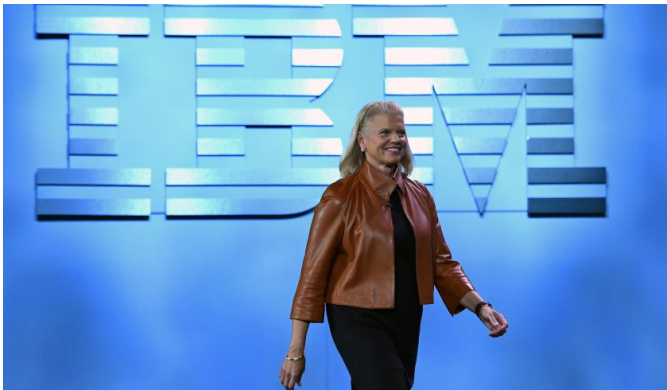


## IBM Pushes Cognitive Computing at CES

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IBM CEO Ginni Rometty makes a perhaps unlikely keynote at CES 2016-- a company first stating the world is headed towards an era of cognitive computing powered by (what else?) Big Blue's Watson supercomputer.



"People see IBM as a hardware, services and software company, and we are," Rometty says. "But we are more than that. IBM now delivers a cognitive solution, a cloud platform and has partnerships that help us reach hundreds of millions-- if not billions-- of people."

To highlight how such cognitive solutions are the Big Blue keynote reveals key partnerships with Under Armour, Medtronic and SoftBank. The 3 companies leverage on Watson to crunch data (such as activity data from Under Armour product wearers or Medtronic blood test results) and gain valuable insights.

Under Armour uses an IBM Cognitive Coaching System to understand how behaviour affects health, while Medtronic says Watson powers a behavioural tracking app to let diabetes patients know in advance when a hyperglycemia incident will happen. Meanwhile SoftBank uses Watson to power the famous Pepper customer assistance robots.

"I have been around for a while, and when I compare the trajectory of [cognitive computing] with any other technology in my lifetime-- including the PC and Internet-- more has been done in cognitive computing than has been done in the past decade with any of those other technologies," Rometty concludes.

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