



SERTIS

A Leading *Data Science* and
AI Research Company



Connecting Data to Action

Sertis provides both off the shelf solutions as well as customised AIs for our clients.

Our expert team of data and AI consultants, with supporting from our partners, will work closely with clients to understand their business needs and to deliver bespoke solutions that are just right for them.

Our current focus regions are South-East Asia and Australia. We have been working with leading companies in Asia since 2014.

Our Services



Big Data
Infrastructure



Blockchain



Custom AI Development



Data Analytics Consultation



Data Science



Data Security

News Coverage



ENERGY

PTT joins Sertis for smart building hub

YUTHANA PRAIWAN

PTT Plc, the state-owned oil and gas conglomerate, has teamed up with data consultancy Sertis Co to explore business opportunities for a new smart energy building complex, to move the country's energy industry towards renewables.

The power market is transforming from traditional power generation supplied by state-run utilities to a production-by-consumer (prosumer) system, most notably with rooftop solar cells.

"We are looking at the possibility of trading electricity in communities from photovoltaic rooftops at PTT's pilot smart energy building on Vibhavadi Rangsit Road," said PTT chief executive Chan-sin Treenuchagron.

The 300,000-square-metre complex also serves as a workspace for PTT's subsidiaries and the Energy Ministry. The facility will be partly powered by a solar rooftop with

capacity of 455 kilowatts per hour.

PTT will run the project through its wholly-owned subsidiary Espresso Co, which is tasked with finding new business partnerships and projects to promote innovation.

Sertis chief executive and founder Thuchakorn Wachiramon said the collaboration between the two firms will set a global standard for how to best share knowledge and techniques to promote more efficient energy use.

This activity is to prepare for the advent of prosumer or power trading among communities in the Thai power market. "Although energy policymakers are not yet open to supplying power to the grid freely, this trend will become unavoidable in a few years," said Mr Thuchakorn.

The two partners will use blockchain and artificial intelligence to optimise energy use and manage power supply and demand in the complex.

Mr Chansin said this new project is part of PTT's goal to find new high-growth businesses emerging from disruptive technologies. Oil and gas will be challenged by electric vehicles and improved energy storage devices, technologies that will eventually drive the costs of renewable energy down to near competitive levels, he said.

Enco complex, which houses PTT's headquarters on Vibhavadi Rangsit Road, was developed to be a green energy building and costs 100 baht in energy per sq m in its first year in 2009, compared with 200 baht per sq m at traditional office buildings.

The building manager has since developed a more efficient energy-saving programme over the last nine years to bring the cost down to 80 baht per sq m.

Mr Chansin said the prospect of future digital and disruptive technologies has driven PTT to invest in drones to aid in the operations of the oil and gas business.

These drones and other robot and sensor equipment observe and scout pipelines, rigs, refineries and gas separation plants to prevent accidents and observe the maintenance schedule.

PTT has set a long-term business direction aimed at increasing net profit from these new businesses by more than 10% by 2030.

The company's consolidated net profit in 2017 rose 43% to 135 billion baht. Of the total, 55% stemmed from oil and gas businesses, 29% oil refinery and petrochemicals, 10% exploration and production, and the remainder coming from electricity, coal mines and other segments.

PTT's power business arm, Global Power Synergy Plc, is also coordinating with Navanorn Plc to develop business management techniques for solar rooftops in factories at the industrial estate in Pathum Thani.



Mr Thuchakorn (left), Mr Chansin (centre), and Chaiwat Sakouwit, managing director of Energy Complex Co, at the Energy Complex launch yesterday. YUTHANA PRAIWAN

ฟาร์มไก่ปรับใช้ 'เอไอ' ปิดช่องโหว่แรงงานมนุษย์



ผู้สื่อข่าวรายงานว่า บริษัท ซีพีเอฟ จำกัด (มหาชน) หรือ ซีพีเอฟ เปิดตัวฟาร์มไก่อัจฉริยะ (Smart Farm) ที่ใช้เทคโนโลยีปัญญาประดิษฐ์ (AI) ในการจัดการฟาร์มไก่ไข่ โดยจะส่งผลกระทบต่อแรงงานมนุษย์และเกษตรกรในด้านการเลี้ยงไก่ไข่



เจเนอเรชันใหม่จาก ซีพีเอฟจะนำเทคโนโลยีปัญญาประดิษฐ์ (AI) มาใช้เพื่อเพิ่มประสิทธิภาพในการเลี้ยงไก่ไข่ โดยจะส่งผลกระทบต่อแรงงานมนุษย์และเกษตรกรในด้านการเลี้ยงไก่ไข่

ซีพีเอฟได้ลงทุนพัฒนาฟาร์มไก่ไข่อัจฉริยะ (Smart Farm) ซึ่งใช้เทคโนโลยีปัญญาประดิษฐ์ (AI) ในการจัดการฟาร์มไก่ไข่ โดยจะส่งผลกระทบต่อแรงงานมนุษย์และเกษตรกรในด้านการเลี้ยงไก่ไข่



Sertis Launches Sertis Face Scan, an AI-Powered Face Recognition and Verification System, To Assist Airlines With Faster And More Seamless Boarding Process At Airports

Business Wire May 23, 2019





Responsible AI in Action



**How does AI change
the world around us?**

How does AI change the world around us? AI for Personalization



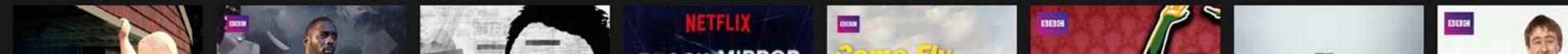
Trending Now



Watch It Again



British TV Programmes



Where is our privacy?

China's surveillance cameras can recognize you

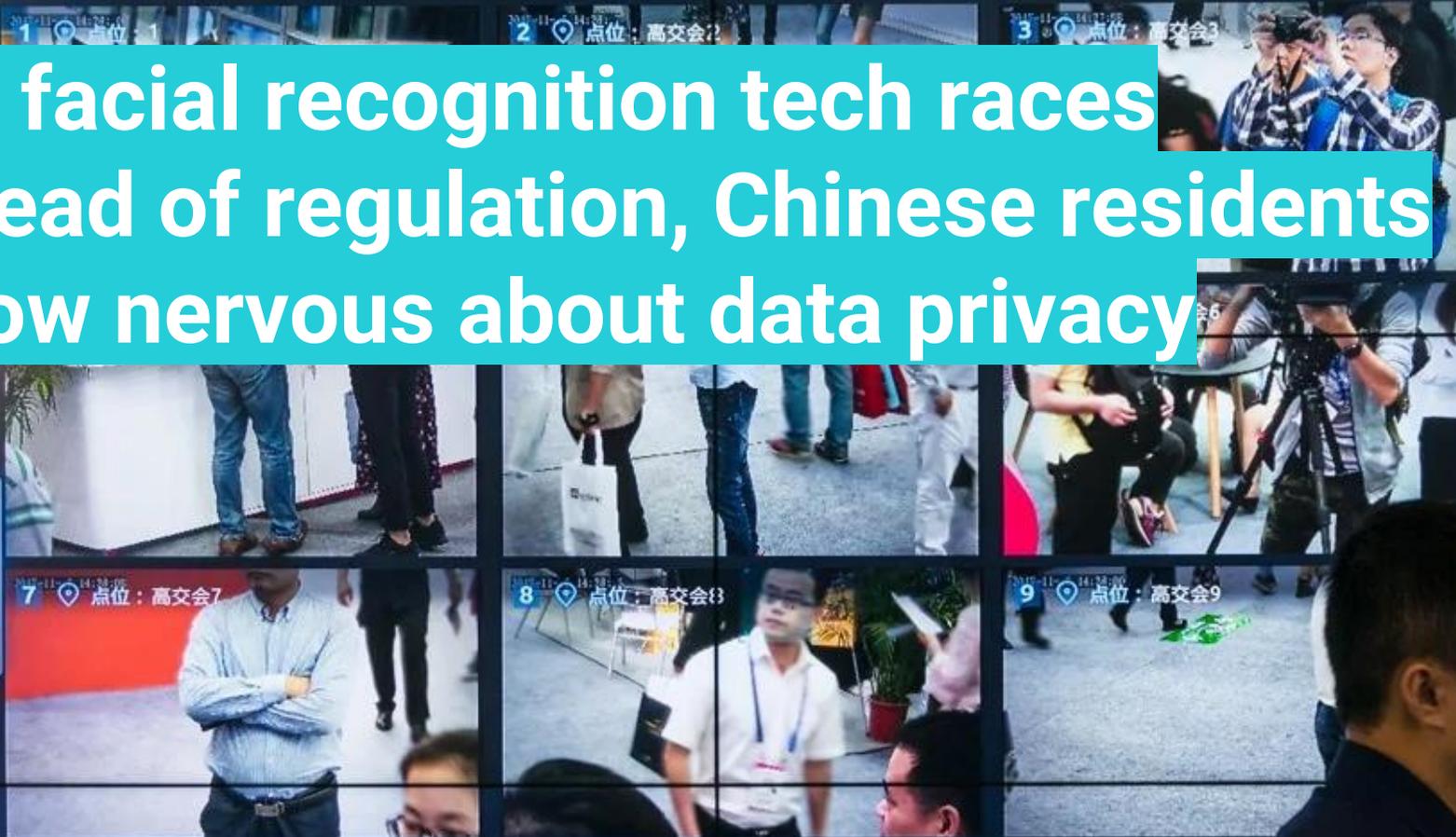
<https://qz.com/1759108/china-launches-mandatory-face-scans-for-mobile-users/>



Where is our privacy?

As facial recognition tech races ahead of regulation, Chinese residents grow nervous about data privacy

菜单



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所属库:黑名单-高交会
证件号:未知
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1

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高交会3

© 2017-11-16 14:28
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高交会3

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<https://www.scmp.com/tech/policy/article/3039383/facial-recognition-tech-races-ahead-regulation-chinese-residents-grow>

How does AI change the world around us?

Fake News

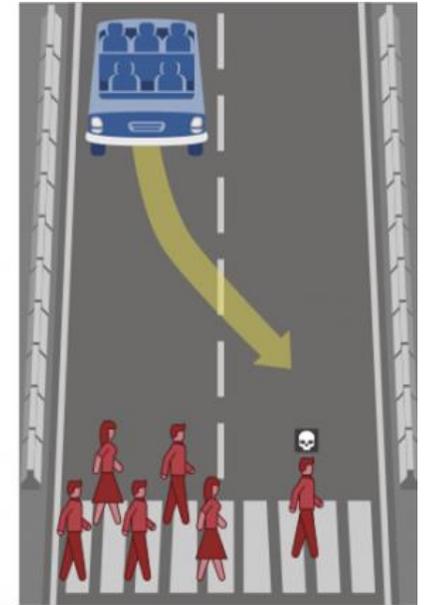
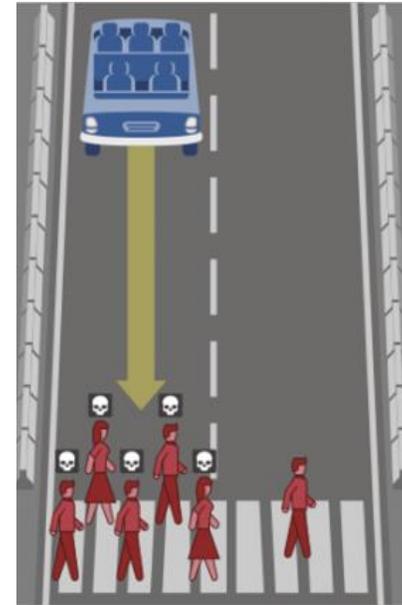
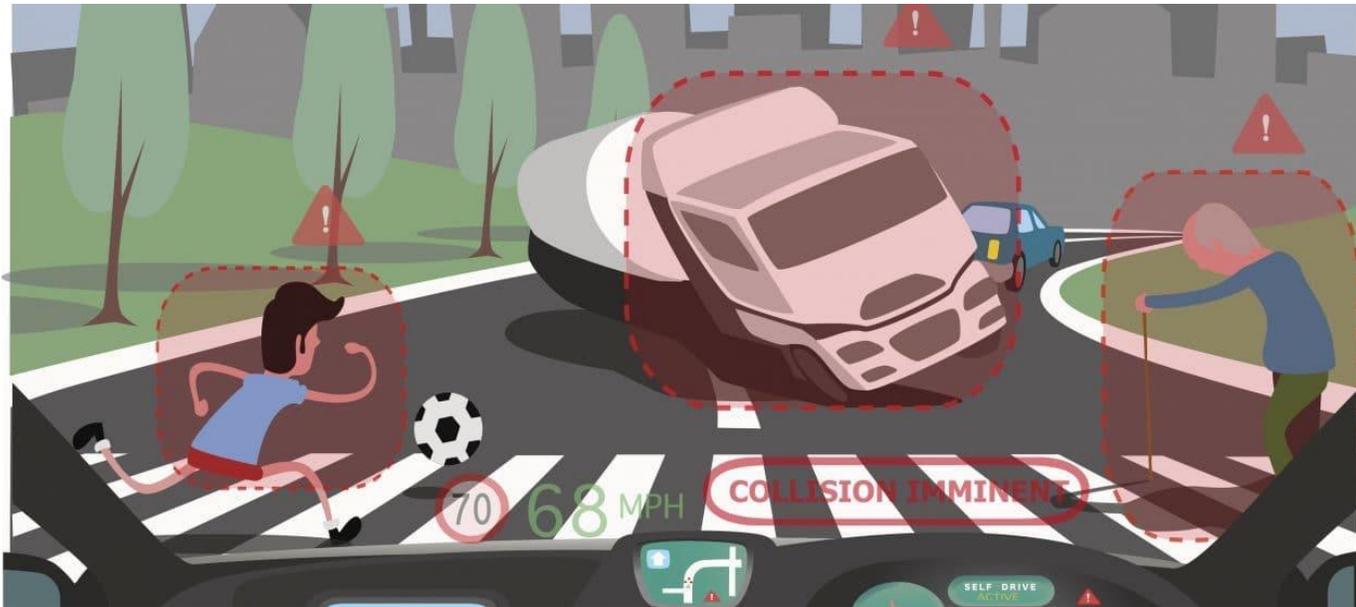


How does AI change the world around us?

Self-Driving / Autonomous cars

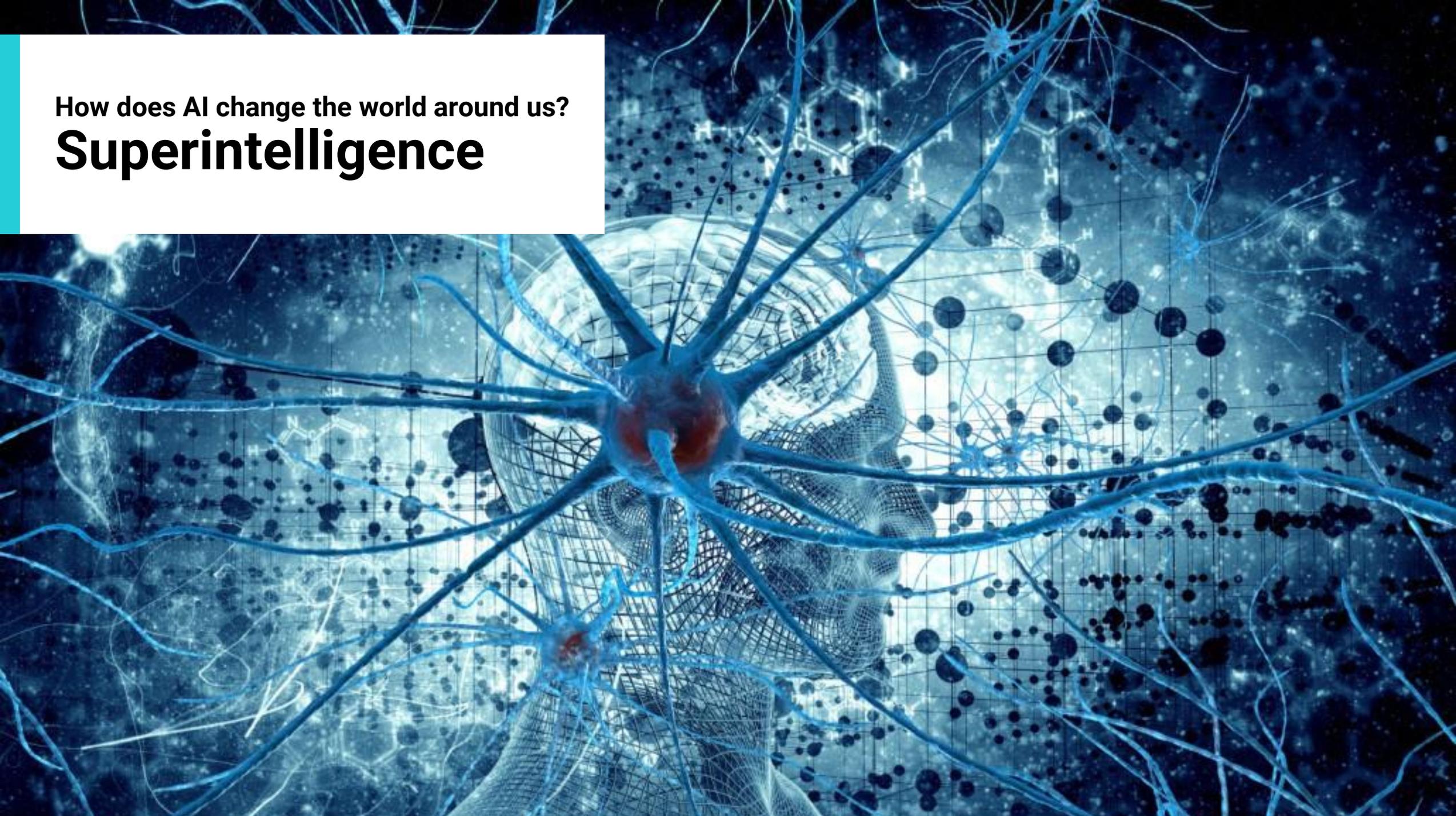


What should self-driving car do?



How does AI change the world around us?

Superintelligence



The possible danger of AI in the wrong hand

Sci-Fi Short Film "Slaughterbots"

https://www.youtube.com/watch?v=O-2tpwW0kmU&feature=emb_title





Responsible AI in Action

PDPA - Personal Data Protection Act

The PDPA is designed to protect a data owner from the unauthorised or unlawful collection, use, or disclosure and processing of their personal data. The Act is aimed at regulating the lawful collection, use, or disclosure of personal data that can directly or indirectly identify a natural person – but does not apply to the data of a deceased person.

Ethics of AI

- Biases in AI systems
- Liability for Partial or Fully Automated Cars
- Weaponization of AI
- Unintended consequences
- Robot ethics

Robot rights

People should have moral obligations towards their machines, similar to [human rights](#) or [animal rights](#).

It has been suggested that robot rights, such as a right to exist and perform its own mission, could be linked to robot duty to serve human, by analogy with linking human rights to human duties before society.

These could include the right to life and liberty, freedom of thought and expression and equality before the law.

The issue has been considered by the [Institute for the Future](#) and by the [U.K. Department of Trade and Industry](#).

Threat to human dignity

[Joseph Weizenbaum](#) argued in 1976 that AI technology should not be used to replace people in positions that require respect and care, such as any of these:

- A customer service representative (AI technology is already used today for telephone-based [interactive voice response](#) systems)
- A therapist (as was proposed by [Kenneth Colby](#) in the 1970s)
- A nursemaid for the elderly (as was reported by [Pamela McCorduck](#) in her book *The Fifth Generation*)
- A soldier
- A judge
- A police officer

Responsible AI in Actions

AI Principles



Fairness AI systems should treat all people fairly

Reliability & Safety AI systems should perform reliably and safely

Privacy & Security AI systems should be secure and respect privacy

Inclusiveness AI systems should empower everyone and engage people

Transparency AI systems should be understandable

Accountability AI systems should have algorithmic accountability



SERTIS AI Principles

We will not use our work or work with people who will use our work to cause **intentional harm to humans**

We will discuss potential ethical issues **openly**

We will not work on developing or improving **weapons**

We will not work for **political parties** or on data that can be used to **affect elections**

We will not use AI to intentionally **mislead people**

THANK YOU

