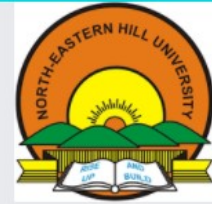North-Eastern Hill University
Shillong 793022

आज़ादी का अमृत महोत्सव
KA LYNGKHUH SNEM BA 75 KA JINGLAITIUID
JAHGITELANI BILSI 75 KO MANIANI
75 YEARS OF INDEPENDENCE

Practical Applications of AI/ML in Ads creative industry

SANTOSH KUMAR NATH
ASSOCIATE VICE PRESIDENT, HUAWEI

DATE: 12.02.2022
TIME: 3:00-4:00 PM

Google Meet Link: https://meet.google.com/kqu-sdtp-vzy

COORDINATOR
Dr. Md. Iftekhar Hussain, Assoc. Prof, Dept. of IT, NEHU

Report on 'Azadi ka Amrit Mahotsav' celebration

Program Title: A talk on "Practical Applications of AI/ML in Ads Creative Industry"

Speaker: Mr. Santosh Kumar Nath, Associate Vice President, Huawei

Date: 12.02.2022 Time: 3:00 to 4:00 pm

Mode: Online   https://meet.google.com/kqu-sdtp-vzy

Attendance:

1. About 50 teachers, researchers, and students from various universities, colleges and other professional institutions from across India.

Brief biodata of the speaker: Santosh worked for 25 years in various R&D software projects in area of architecture, design, and development. He delivered large scale projects of telecommunication software and formed large teams from scratch. After completing his BE in Computer Science & Engineering from Jorhat Engineering College in 1996, he joined Wipro where he was responsible for developing Mediation, provisioning, Telecom Billing and fraud management software solutions. In 2000, he joined Huawei as a tech lead to develop Huawei's first gigabit Router platform. Over last 21 years in Huawei he lead success in NGIN, Mobile devices software, managed

services and, robotic process automation. Currently he heads the technical planning and cooperation practice at Huawei India RnD, Bangalore and drives innovation programs. He holds 17 patents in various areas of his work. He loves to help for various causes of needy and runs crowed source funding programs time to time

Summary of the talk: Digital Ads Creation using Artificial Intelligence/ Machine Learning has got a huge market in today's cyber world. The speaker nicely introduced the topic and discussed the various components of Ads like Product image, brand representation, Slogan, Background, Model, Layout, and Personalization. He further discussed various techniques to generate massive scale cost efficient targeted digital Ad creation with a special emphasis on the role of AI/ML. He concluded the talk mentioning a few future research areas like slogan generation using Deep learning and Natural Language Processing.

Snapshots: A few snapshots of the said talk are attached herewith.
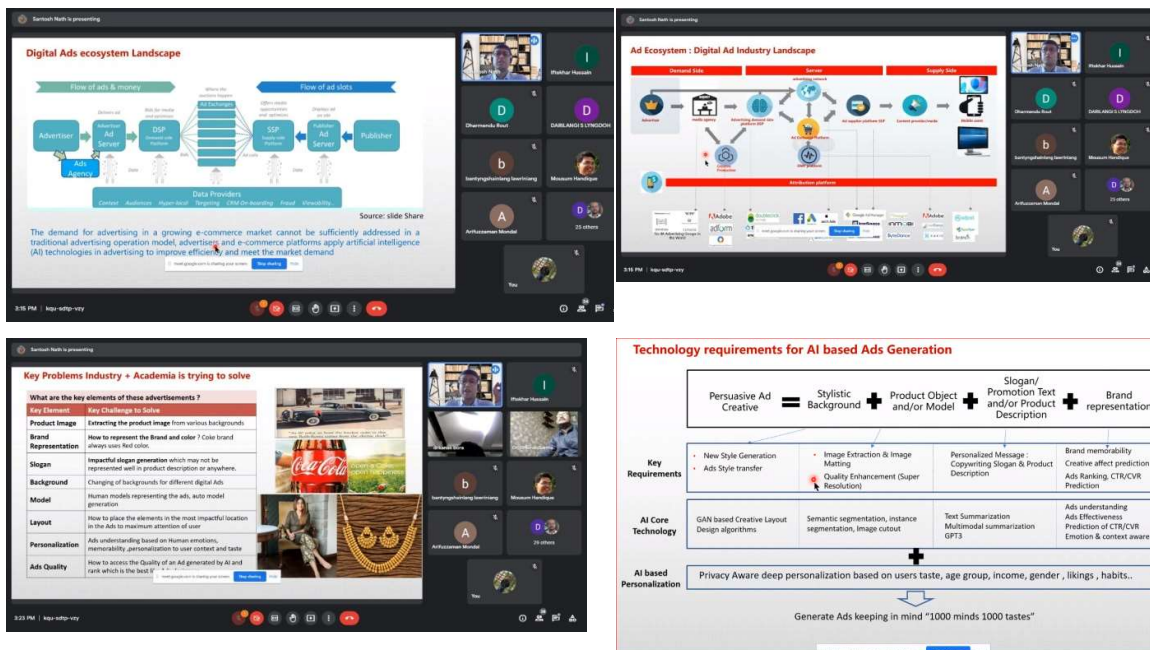
The talk is concluded by vote of thanks offered by Dr. Md. Iftekhar Hussain, Associate Professor, Dept of Information Technology, NEHU.

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