

# Applied AI News

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The Norwegian Police Data Center utilized an expert system to provide police coverage during the 1994 Winter Olympics, held in Lillehammer, Norway. The police put the intelligent application online to simplify the task of supplying staffing at the games while complying with complex national employment regulations. Plans are to deploy and network the expert system into every law enforcement office in the country.

Microsoft (Redmond, Wash.) has developed a neural network application that has improved the efficiency of its direct mail marketing efforts by 35%. The neural network helps determine which people on a mailing list should receive a second mailing.

ITT Commercial Finance (St. Louis, Mo.) has received a patent for its Expert Credit System (ECS), an expert system used to enhance its credit review process. ECS is a rule-based, credit/loan decision system that analyzes credit information, identifies the strengths and weaknesses of credit proposals, and offers credit recommendations to management.

Sheshunoff Information Services (Austin, Tex.) has improved the efficiency of its customer service thanks to a client/server-based expert system. The intelligent help desk application enables account representatives to enter orders themselves into an online order entry system.

Westland System Assessment (Yeovil, England) is using virtual reality to complement its business activities in operational effectiveness studies, mission planning, training, and logistics. One group at Westland is using VR as a complementary design tool to existing CAD packages.

Georgia Tech (Atlanta, Ga.) is developing a neural network application to

help predict aircraft fires and other catastrophes. Neural network techniques are being used to identify and interpret previously unrecognized patterns and risk factors from the records of the National Transportation Safety Board.

Carnegie Group and Westinghouse Electric (both in Pittsburgh, Penn.) are working with Pittsburgh area medical centers to develop an intelligent information and logistics network to improve breast cancer care. The network will gather and organize data on clinical diagnoses, treatment, clinical and research findings, and patient outcomes.

Integral Solutions (Basingstoke, England) is helping the BBC, the UK's largest broadcasting company, to use intelligent system technology in TV audience prediction. Results show a

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David Blanchard is the author of *The Intelligent Systems Industry Sourcebook*, a comprehensive resource guide, market analysis and directory of the entire advanced computing arena. The book examines in detail all the key AI technologies: expert systems, neural networks, fuzzy logic, virtual reality, speech recognition, artificial life, and more. Price: \$495. Contact Lionheart Publishing Inc., 2555 Cumberland Parkway, Suite 299, Atlanta, GA 30339, (404) 434-2187, FAX: (404) 432-6969.

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neural network can be trained to predict audience share of test examples with an average error of 4 percentage share points, and a similar level of accuracy has been achieved using rule induction.

The State of Minnesota Department of Revenue has developed a speech recognition-based system to meet its increasing tax inquiry phone load and to expand service. The department has been able to respond to an additional 100,000 phone inquiries,

at half the cost of additional staffing.

The Hong Kong-based Mass Transit Railway Corp. (MTRC) has developed the Station Management Expert System (SMES). SMES is an intelligent decision support system designed to help a subway station controller by monitoring and regulating various functions and advising the controller of actions to take in case of emergency. The system is installed in Ya Ma Tei Station as a test site, and the MTRC plans to expand its use throughout the subway system as it proves to be successful.

Martin Marietta (Bethesda, Md.) is using a real-time expert system to build the Traffic Operations Center (TOC) component of its Intelligent Vehicle Highway System (IVHS) initiative. The TOC is a traffic command and control center that enables real-time control and management of the traffic network. It includes computers, communication equipment, video display systems, custom-designed operator consoles and emergency planning and action centers, as well as a full range of functions for network-wide surveillance, real-time adaptive traffic control, rapid incident management, multi-jurisdictional coordination, and intermodal transportation.

Scientists at Research Triangle Institute (Research Triangle Park, N.C.), working with IBM-Germany, are using virtual reality to recreate the Frauenkirche (Church of Our Lady), which was destroyed during World War Two. The virtual model will be used to generate enthusiasm for the project and to help raise funds needed to complete the church. Patrons will be able to "walk around" inside the church, see the architectural design and colors from different vantage points, and hear the three-story organ.