

Ginni Rometty, Chairman, President and CEO of IBM The Undisputed Leader in AI for Business To Headline Viva Technology in Paris on May 24



Paris, France, May 22, 2018 We are excited to announce that Ginni Rometty, Chairman, President and CEO of IBM, will take the stage in Paris this week at the 2018 edition of Viva Technology, the world's rendezvous for startups and leaders to celebrate innovation.

Ginni Rometty's keynote will be live streamed on May 24, at 11:30 am from Paris, where she will discuss the exponential impact AI – and IBM's Watson – is having on business and society. She will also talk about responsible AI and IBM's Principles for Trust and Transparency, which have guided IBM's work with its clients for decades and is an area where IBM has been leading the industry.

IBM is entrusted with "mission critical" work by major enterprises around the world. In fact, 95 percent of Fortune 500 companies today trust IBM with their data. IBM also enables millions of developers inside and outside these companies to connect with each other through IBM's Cloud and AI platform. IBM has always followed long-standing principles for how AI should be responsibly developed and deployed. These are the same principles that IBM has adhered to in the creation and deployment of IBM Watson, which has been used for 16,000 business engagements around the world.

Ginni Rometty is expected to call on all in the industry to follow IBM's lead in responsible data and AI in her talk at Viva Technology.

After her keynote address, Ginni Rometty will be joined on stage by Maurice Lévy, Chairman of the Supervisory Board of Publicis Groupe, for a fireside chat.

IBM is also hosting more than a dozen deep dives and hands-on training on how to apply AI to business, sharing real examples of AI and Watson in action for the good of business and society. As part of the TechCrunch Hackathon @ VivaTech, IBM is challenging developers to build an inspirational AI-powered app for Apple iOS in just a few hours, using IBM's Watson and Apple's Core ML.

About Viva Technology - Co-organized by Publicis Groupe and le Groupe Les Echos, VivaTech is the world's rendezvous for startups and leaders to celebrate innovation. It's a gathering of the world's brightest minds, talent, and products taking place in Paris on the 24th–26th of May 2018. More than 68,000 visitors attended the 2017 edition, and this year builds on that success as startups, business leaders, investors, academics, students, and media from around the world descend on Paris for three packed days.

More information at www.vivatechnology.com and @VivaTech

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