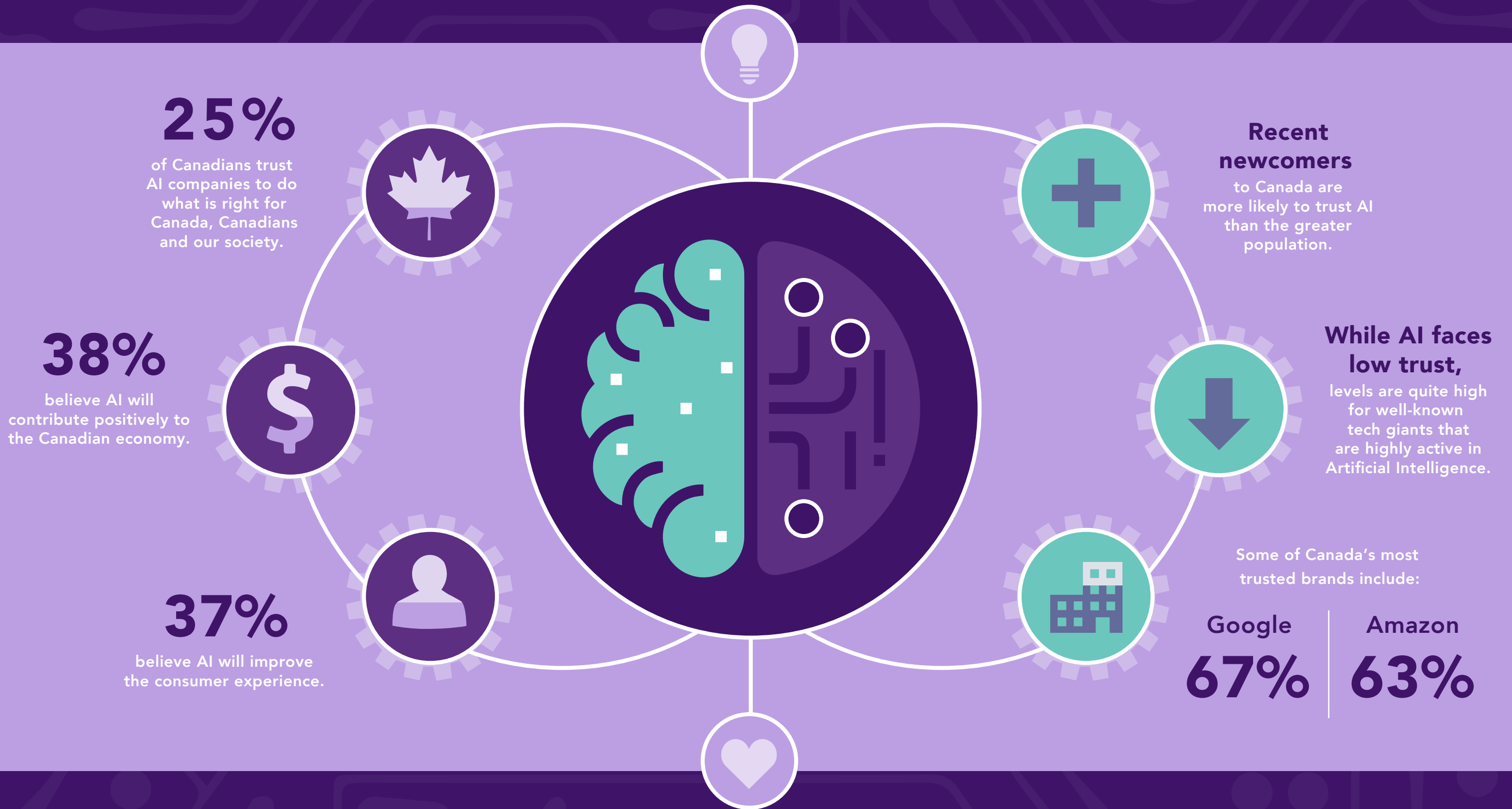


ARTIFICIAL INTELLIGENCE: LET'S GET REAL

We set out to uncover Canadians' level of trust in artificial intelligence and found the industry has more work to do to educate Canadians on the value of AI.



WHAT CAN WE DO? MAKE AI MORE "REAL" TO CONSUMERS.

Since AI is still fairly new and unfamiliar to most people, building trust will require significant efforts to educate Canadians about the opportunities technology will create for business and consumers' daily lives.