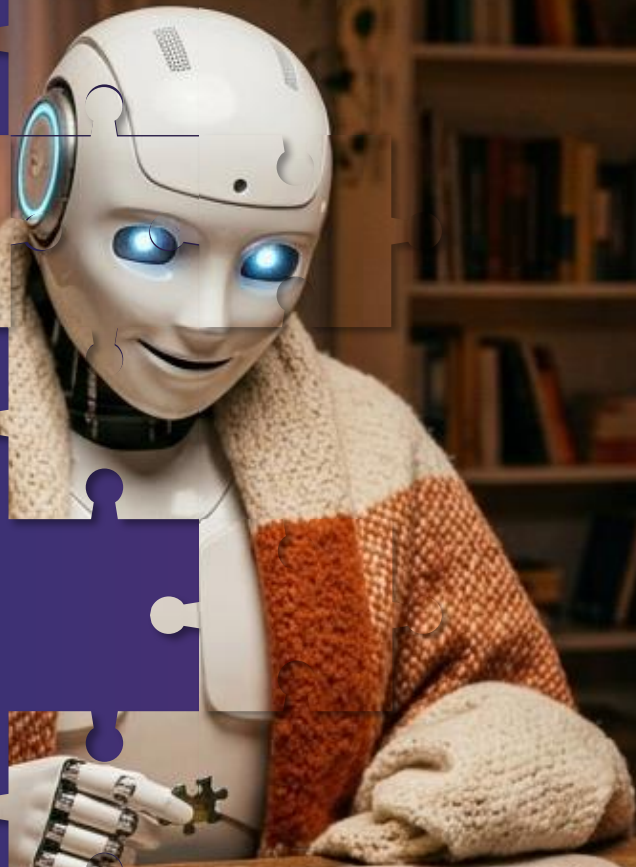
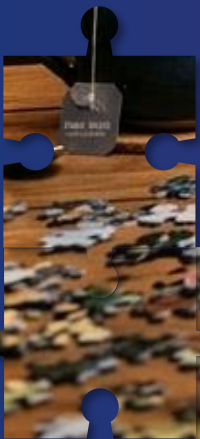




WHY 'AI' IS A MEANINGLESS TERM: (AND WHY THAT MATTERS)



WHAT IS THE AI DREAM?



A detailed steampunk scene set in a large, industrial factory. Two humanoid robots, constructed from brass and copper with intricate mechanical details, are the central focus. The robot on the left is leaning over a large, complex textile machine, its hands positioned as if operating it. The robot on the right stands upright, looking towards the first robot. The factory is filled with various mechanical components, including gears, belts, and large spools of thread. Steam rises from several points in the background, adding to the atmospheric, industrial feel. The lighting is warm and directional, coming from large windows on the right side of the frame, which casts long shadows and highlights the metallic textures of the robots and machinery. The floor is dark and appears to be made of wood or stone, with some debris scattered about.

**A DREAM FUELED BY
HISTORY AND
CULTURAL IMAGINATION**



"...it has the potential — however small one may regard that probability, but it is non-trivial — **it has the potential of civilization destruction.**" - *Elon Musk, April 2023*



OpenAI

"I believe the future is **going to be so bright that no one can do it justice** by trying to write about it now;" - *Sam Altman, OpenAI CEO, Sep 2024*



ANTHROPIC

"Better than almost all humans at almost everything. And then **eventually better than all humans at everything, even robotics.**"

Dario Amodei, Anthropic CEO, Jan 2025

THE DREAM DOES NOT CARRY OVER TO REALITY



GLOBAL OPERATIONS
SYSTEM ALERT
DATA PROCESSING FAILED
Error Code: 60402
Source: Data Aggregator
Time: 03-42:31
View Details

GLOBAL OPERATIONS
DATA MISMATCH DETECTED
ANALYSIS OVER
OPERATIONAL OVER

GLOBAL OPERATIONS
23%
Accuracy Score

ALERT LOG
Data Mismatch
Missing Values
Sync Failure
Invalid Format
Duplicate Records

FINANCE
LOGISTICS
LOGISTICS

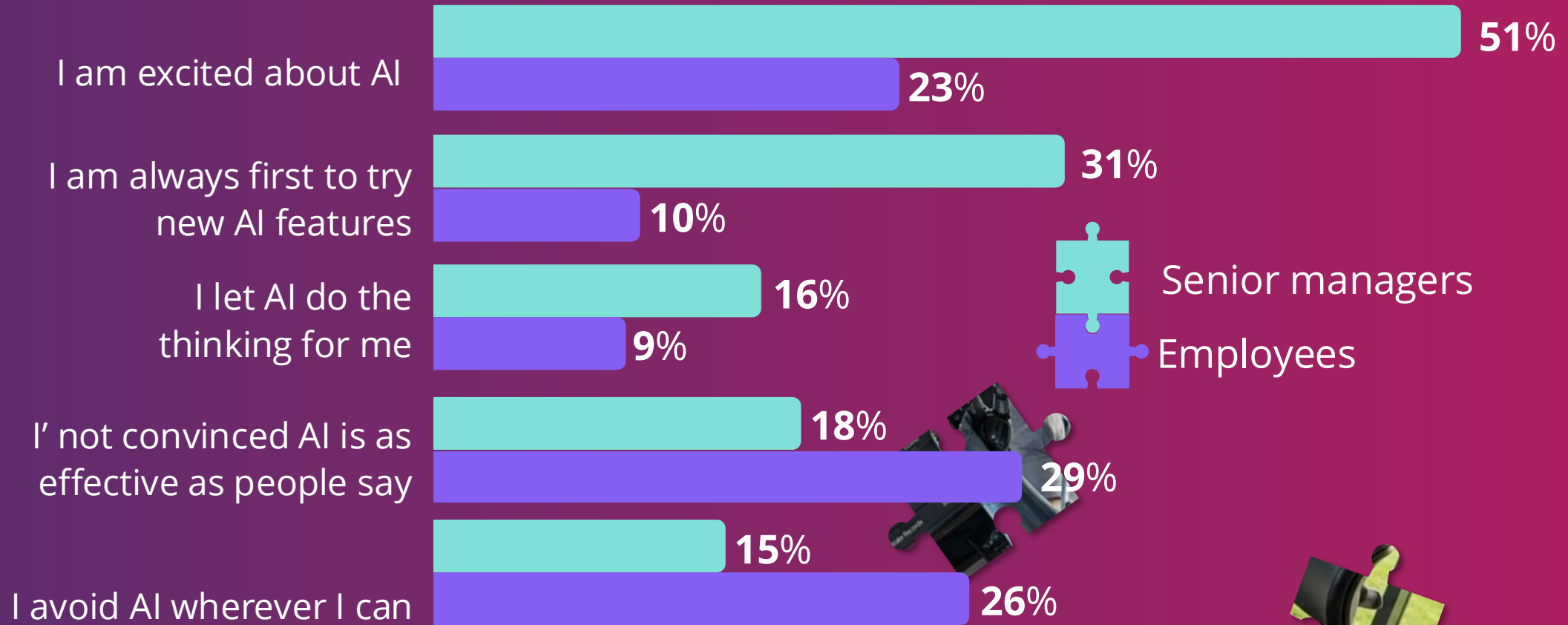
AURORA-9000



32% of UK workers
use **AI** while **59%**
never have.

60% of workers who use AI
say that AI can do “**very little**”
of their work, only **6%** say
most or all of it.

OUR DATA SHOWS A **MAJOR DISCONNECT** BETWEEN MANAGEMENT AND WORKERS



Note(s): Pulse survey, Jan 2026 to April 2026, n 3,229

Source(s): Statista Consumer Insights



AURORA
SYSTEMS

DOES THAT MEAN
THE DREAM IS DEAD?



- WHY THE AI DREAM FAILING IS **FOUNDED ON A MISUNDERSTANDING** OF AI
- WHY “AGENTIC AI” MUST BE UNDERSTOOD AS A **RESPONSE TO THIS FAILURE**
- HOW TAKING A **BOTTOM-UP APPROACH** TO AI ADOPTION OVERCOMES THESE ISSUES



A CONTENTIOUS CLAIM:
AI IS A MEANINGLESS WORD



"AI is the science and engineering of making intelligent machines, especially intelligent computer programs."

- John McCarthy (1955, original formulation)



- PERCEPTION
- MEMORY
- EMOTION
- REASONING
- CREATIVITY
- INTUITION

ARTIFICIAL INTELLIGENCE

- DATA
- ALGORITHMS
- LEARNING
- PATTERNS
- OPTIMIZATION
- PREDICTION

Observe
Reflect
Leap
Adapt

AURORA SYSTEMS




COGNITIVE SCIENCE
MACHINE LEARNING
THE NATURE OF MIND

A woman with dark, wavy hair is shown in profile, looking intently at a puzzle piece she is holding. The puzzle is of a tree, with a brown trunk and green foliage. The scene is set on a wooden table with other puzzle pieces scattered around. A purple banner with white text is overlaid on the image.

HUMAN INTELLIGENCE
DEPENDS ON CONCEPTS &
EXPERIENCE

TYPES OF AI



| Aspect | Traditional AI | Generative AI |
|-------------|---|---|
| Definition | Relies on predefined rules and logic to perform specific tasks. | Utilizes probabilistic models to generate new content based on existing data patterns. |
| Methodology | Follows explicit programming ; deterministic responses. | Learns from data ; produces varied and probabilistic outputs. |
| Flexibility | Task-specific ; limited to scenarios it was programmed for. | Versatile ; can adapt to a range of tasks beyond initial programming. |
| Examples | <ul style="list-style-type: none">• Chess-playing programs• Spam filters• Rule-based chatbots | <ul style="list-style-type: none">• ChatGPT by OpenAI • Claude by Anthropic • Google's Gemini  |

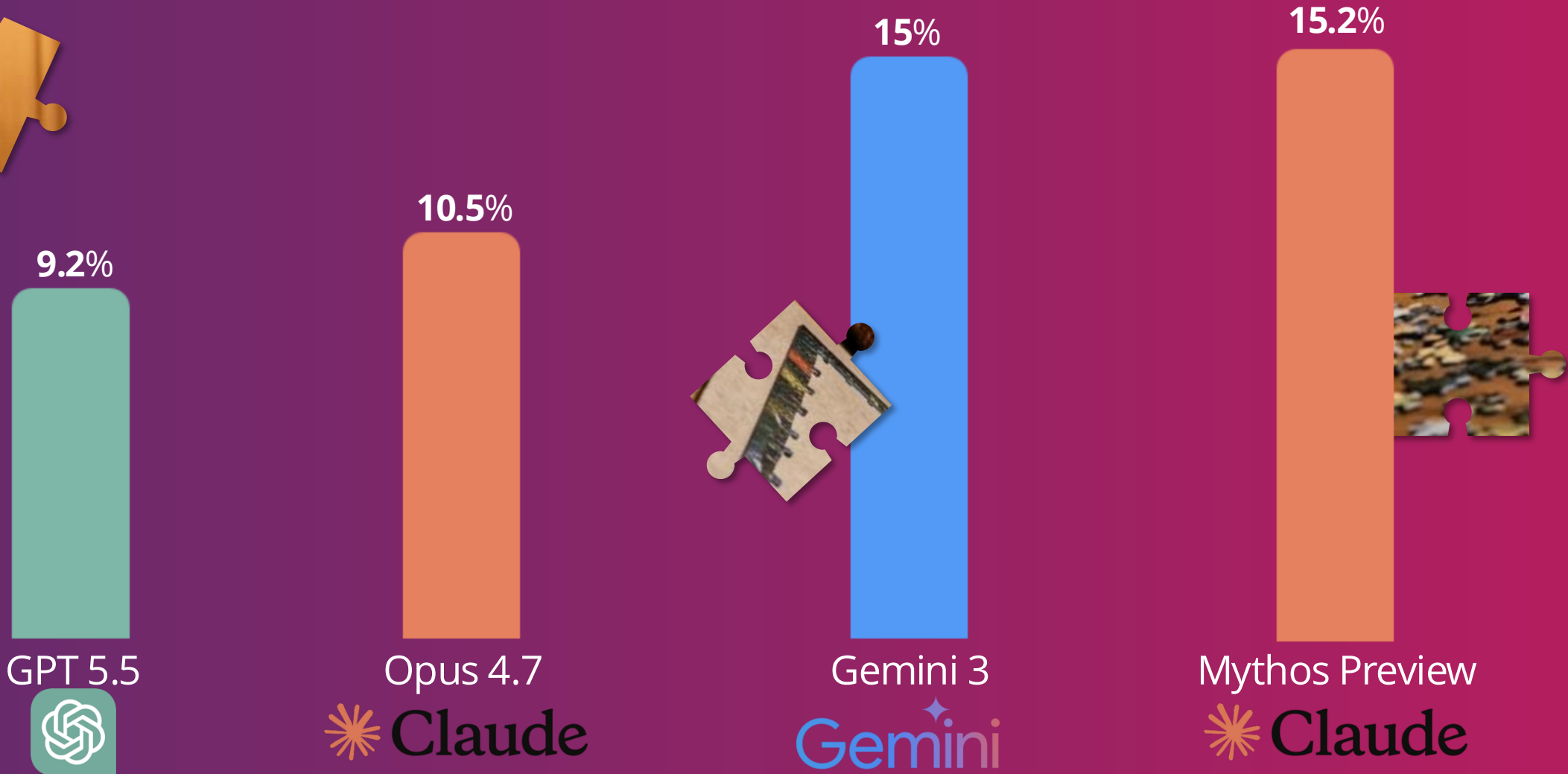
LLMS ARE ESSENTIALLY PROBABILITY MACHINES





**LLMs LACK ACCESS
TO CONCEPTS**

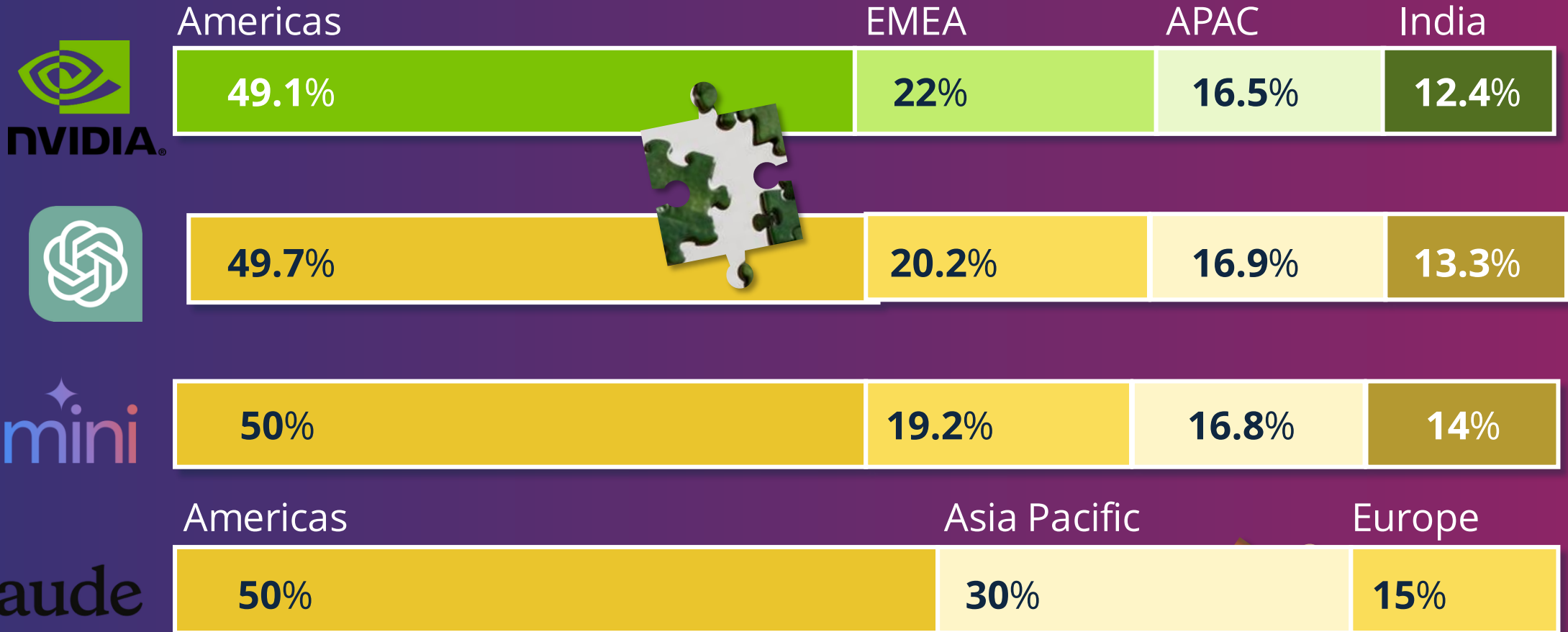
HALLUCINATION RATES STILL APPROX 10%



Note(s): OpenAI April 2026; Anthropic April 2026; Gemini October 2025
Source(s): Statista; OpenAI; Anthropic; The Telegraph; Oumi;

MY NVIDIA EXAMPLE IS STILL WRONG EVERY TIME

Nvidia hiring FY 2025, by region (%)

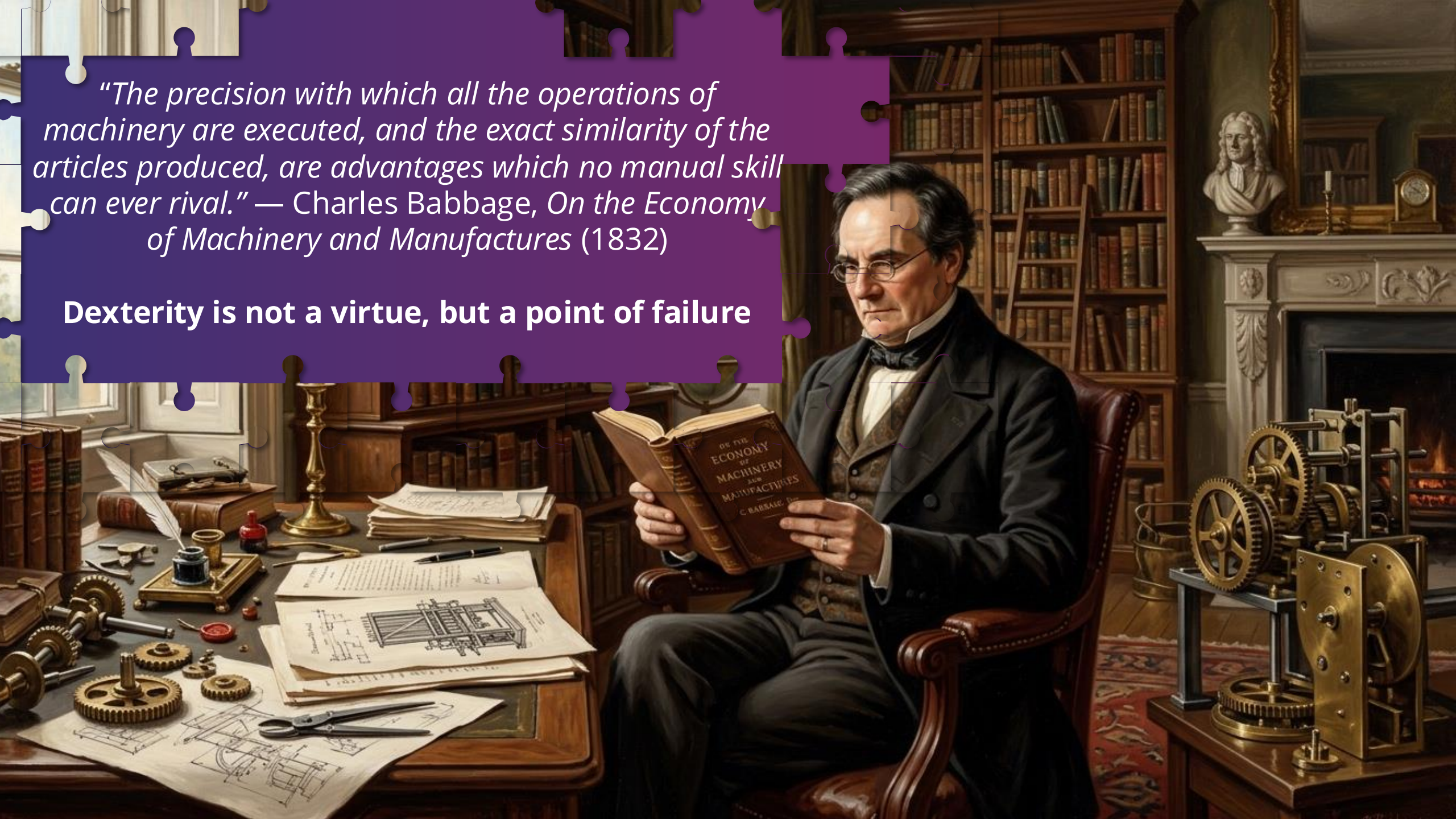


Note(s): April 2026

Source(s): Nvidia; OpenAI; Anthropic; Google Gemini;

"The precision with which all the operations of machinery are executed, and the exact similarity of the articles produced, are advantages which no manual skill can ever rival." — Charles Babbage, On the Economy of Machinery and Manufactures (1832)

Dexterity is not a virtue, but a point of failure





Flutes

Oboes

Clarinets

Horns

Trumpets

Violin I

Violin II

Violas

Cellos

Basses

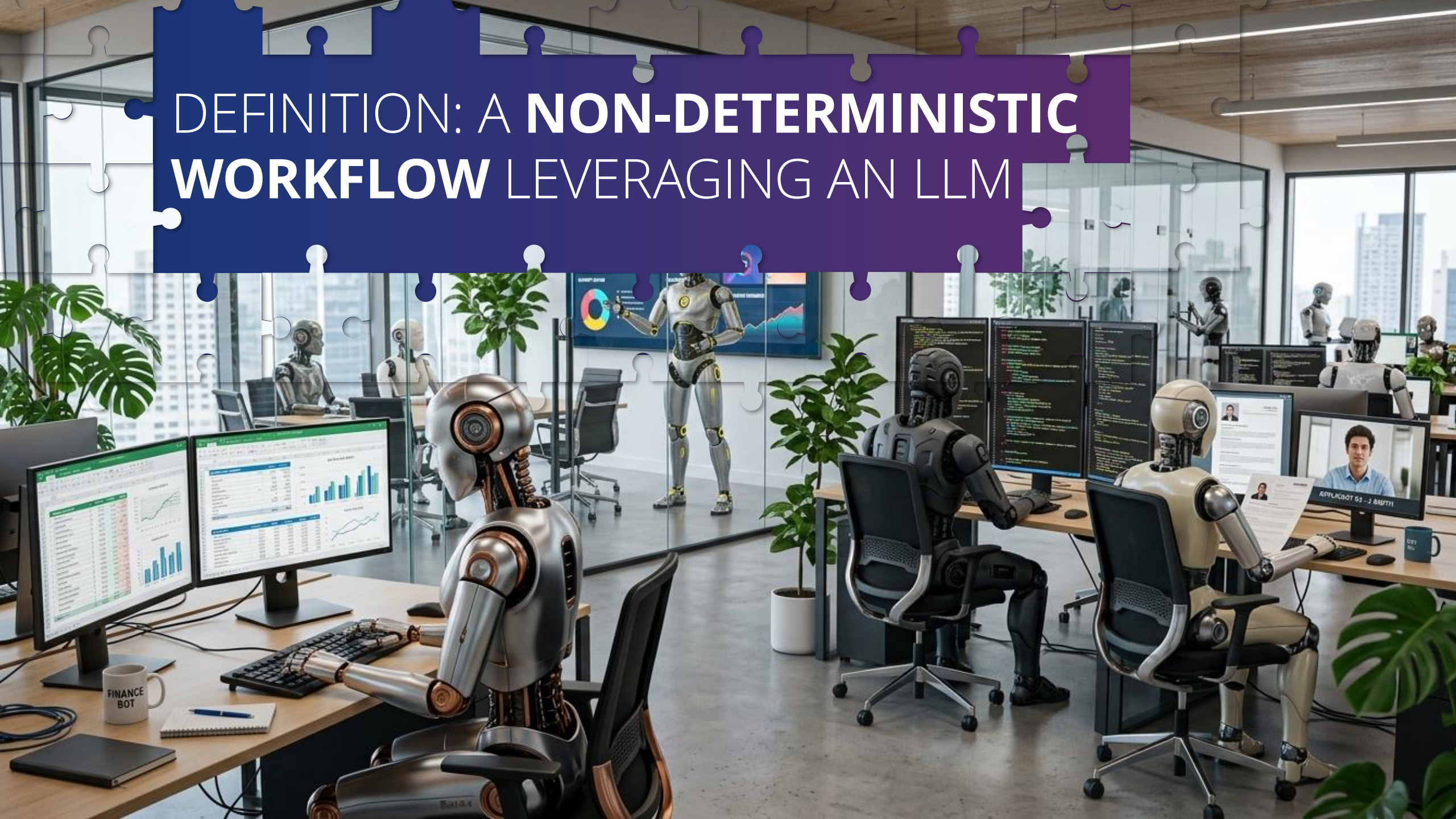
HUMANS HAVE 'BIG PICTURE' CAPABILITY

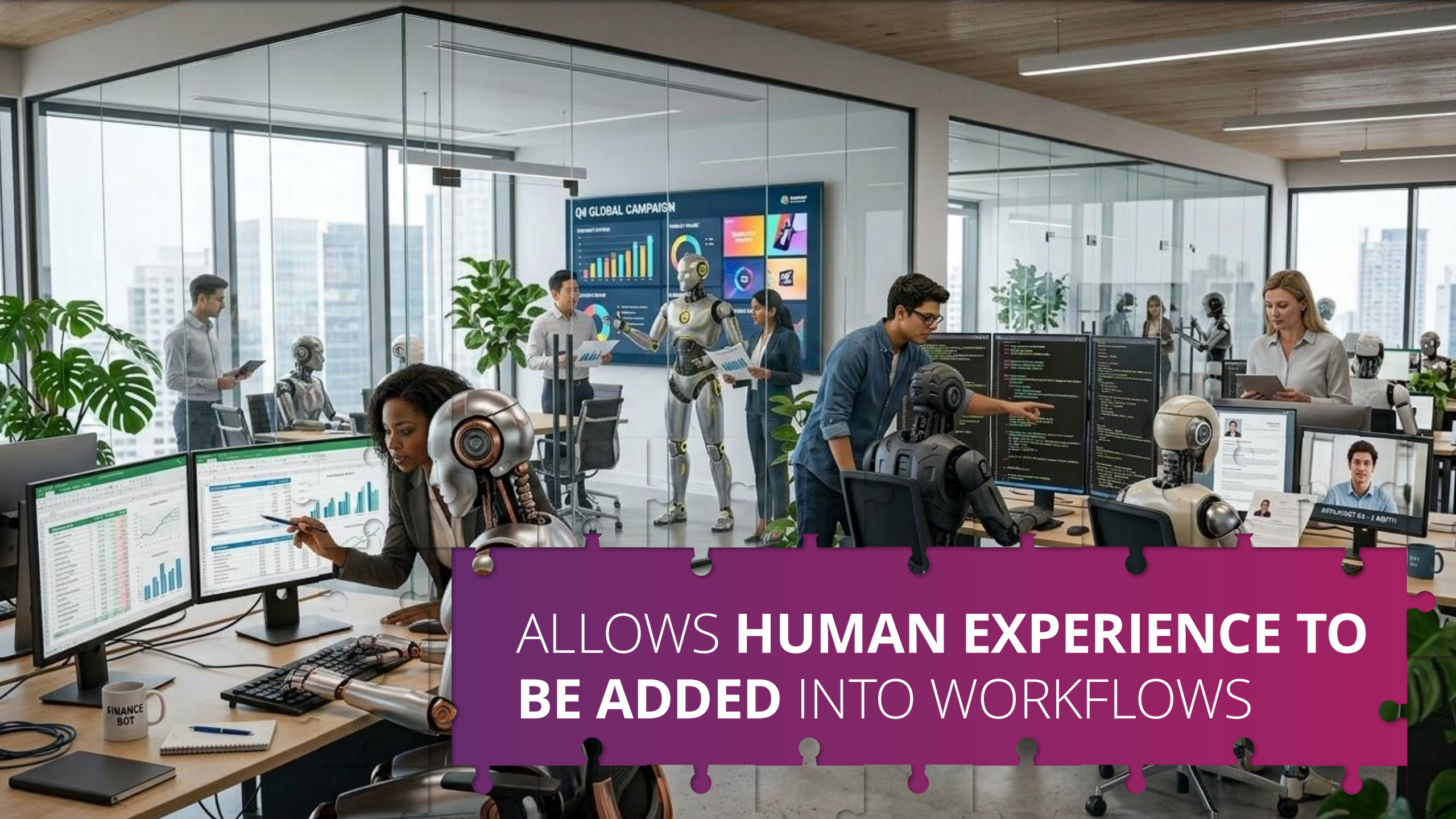


AURORA
SYSTEMS

DOES THAT MEAN
THE DREAM IS DEAD?

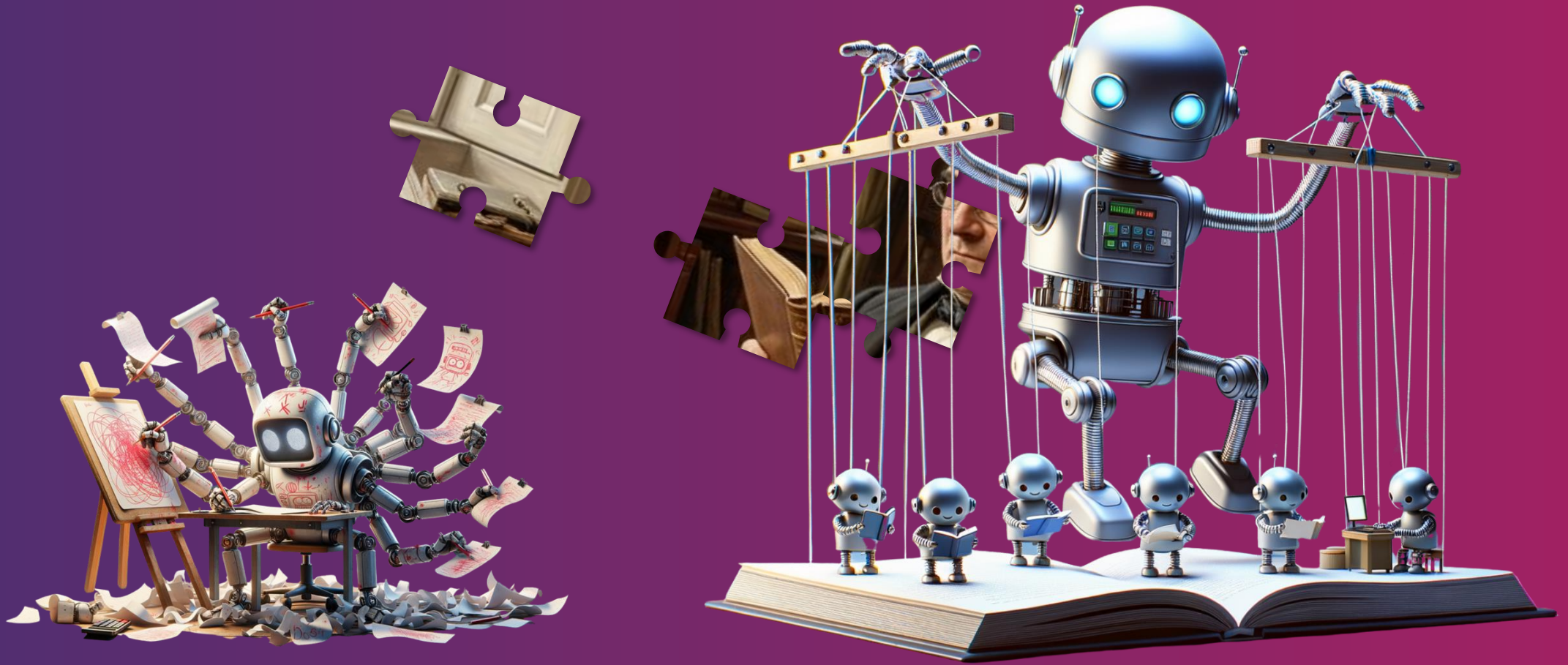
DEFINITION: A **NON-DETERMINISTIC WORKFLOW** LEVERAGING AN LLM



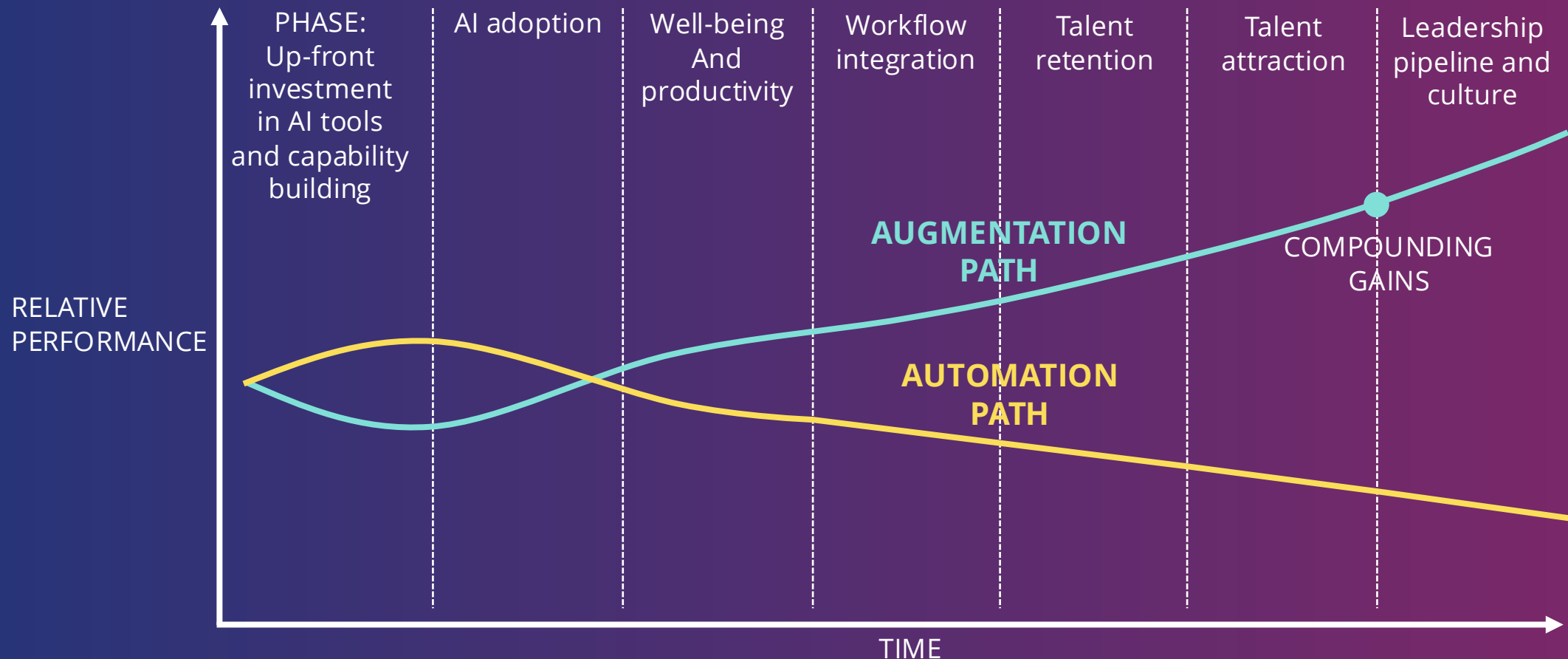


ALLOWS **HUMAN EXPERIENCE TO BE ADDED** INTO WORKFLOWS

THE PROBLEM: AI AGENTS ARE THE OPPOSITE OF THE AI DREAM!



WE ARE STARTING TO SEE **AUGMENTATION** VS **AUTOMATION**



Source(s): Jan-Emmanuel De Neve et al.

AUGMENTATION REQUIRES CHOOSING THE **RIGHT TOOL FOR THE JOB**



Internal expertise

statista Connect

External expertise



Research AI by Statista
Ask your question-get sourced answers instantly

Ask anything.

ⓘ Our AI can make mistakes. Please check important information.

[Summary global trade](#) [Deep dive population growth](#) [List generative AI trends](#)

Microsoft 365 Copilot

Microsoft 365 Copilot
Bring trusted data to every task with Statista inside Microsoft Copilot. Research faster, write smarter, and make data-backed decisions.

- ✓ Expert-verified Statista insights
- ✓ Enhance Word, Excel, PowerPoint, & Teams
- ✓ Make confident decisions with cited insights

[Learn more](#)

Persona generator

Understand your target groups deeply and steer your company toward product-market fit with data-backed personas.

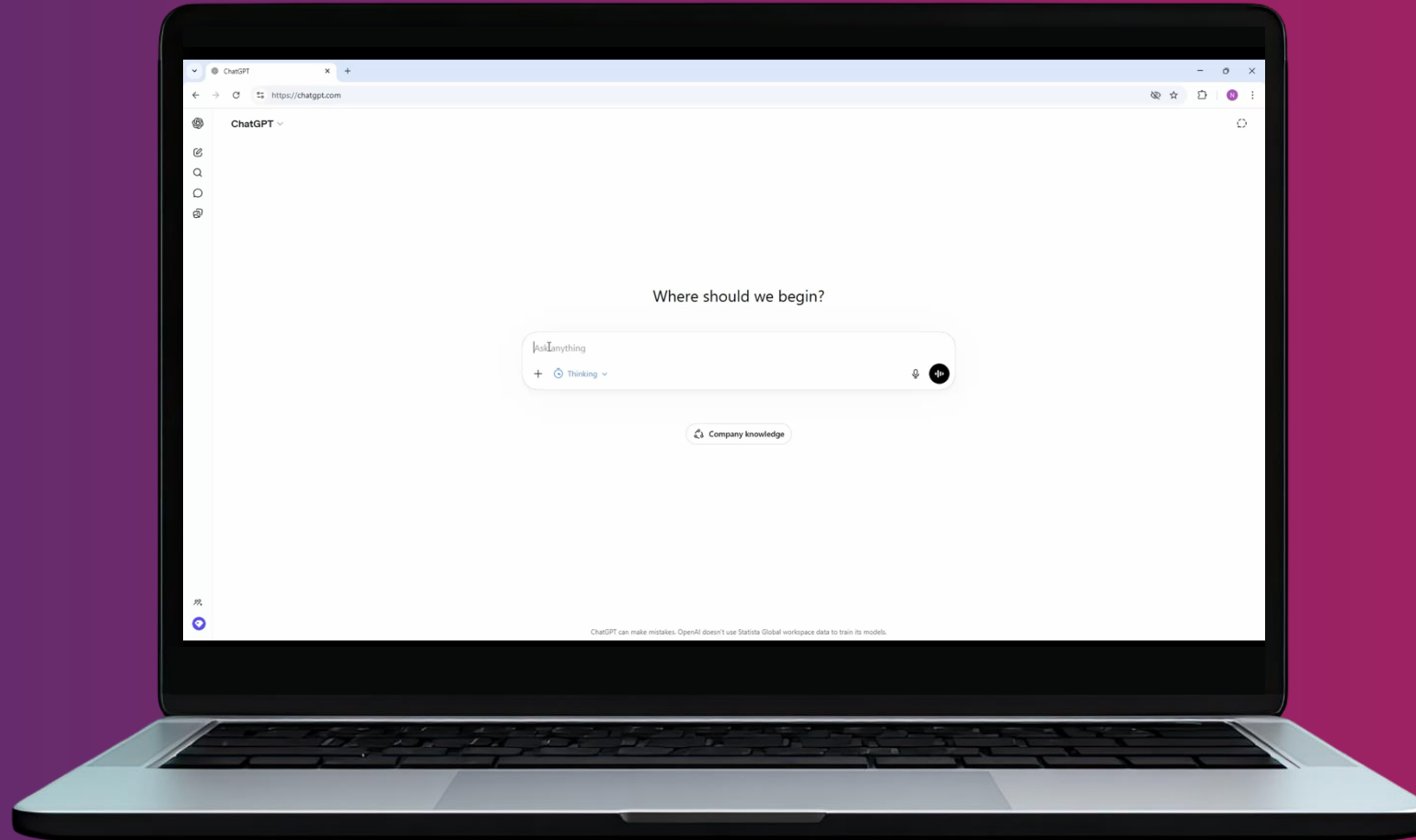
[Watch video](#)

SiteSelect
Location Planning as a Service - find optimal sites for expansion

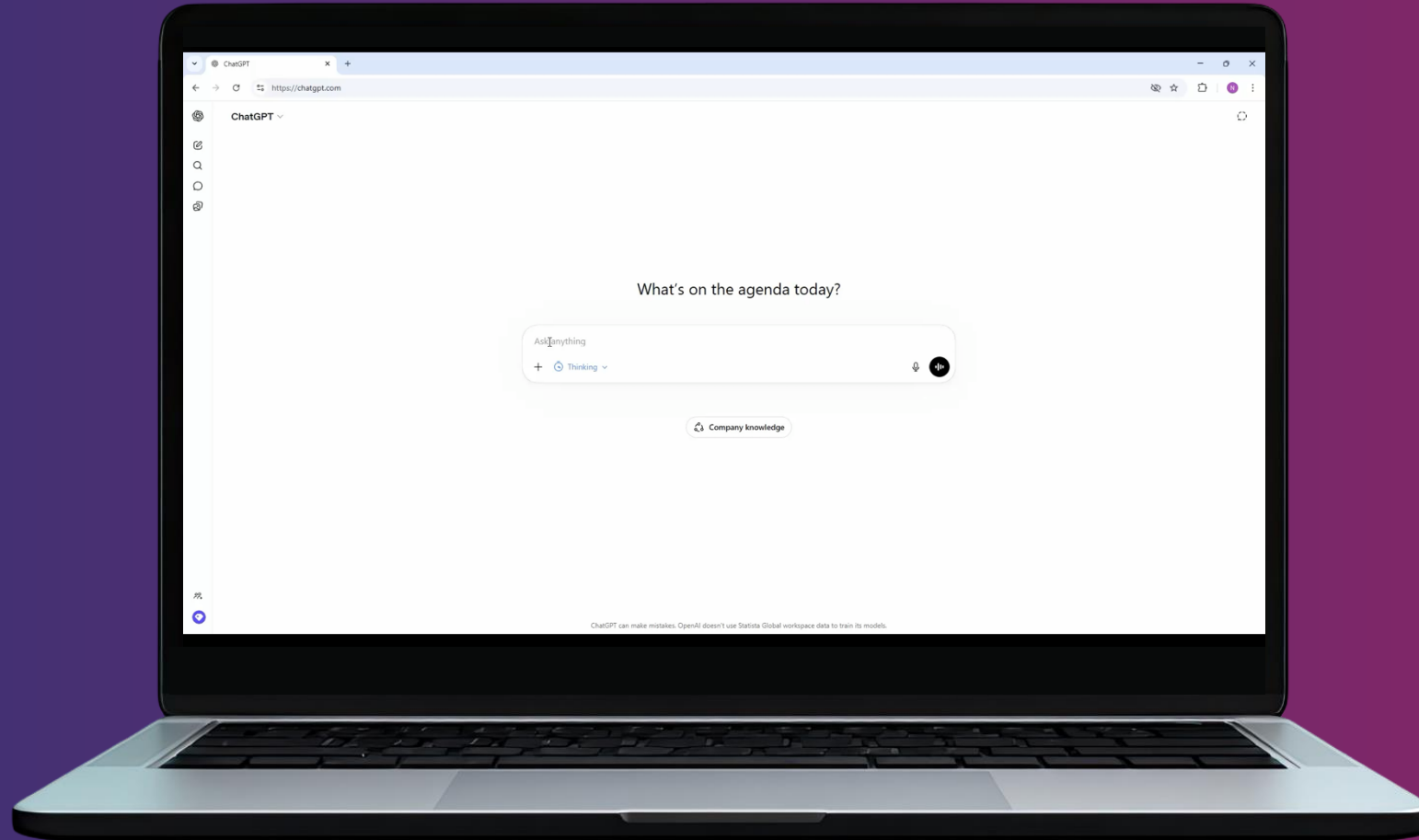
←
Flexibility

→
Consistency

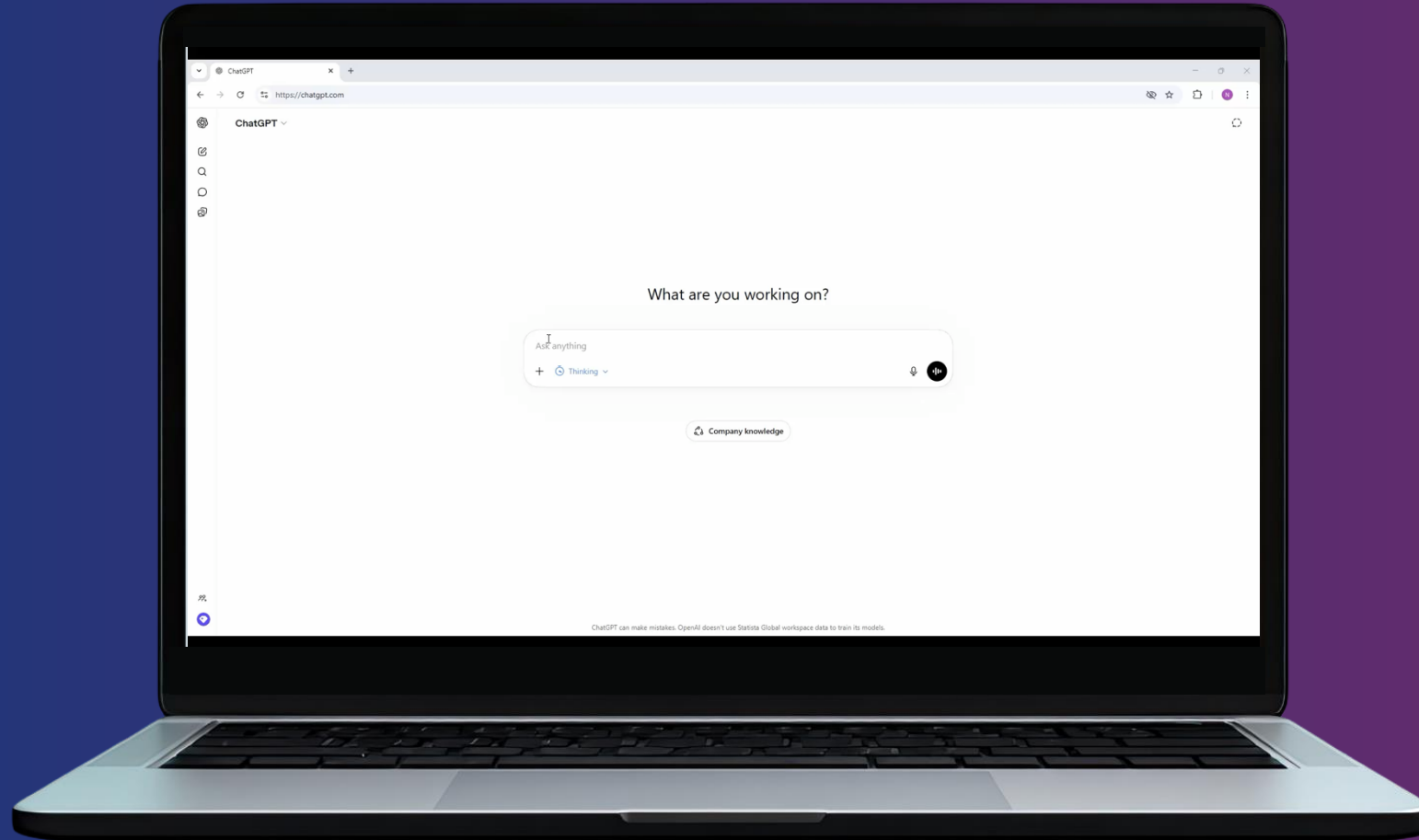
CHATGPT: TELL ME ABOUT TIME-POOR, VALUE-CONSCIOUS UK GROCERY SHOPPERS TRYING TO EAT HEALTHIER



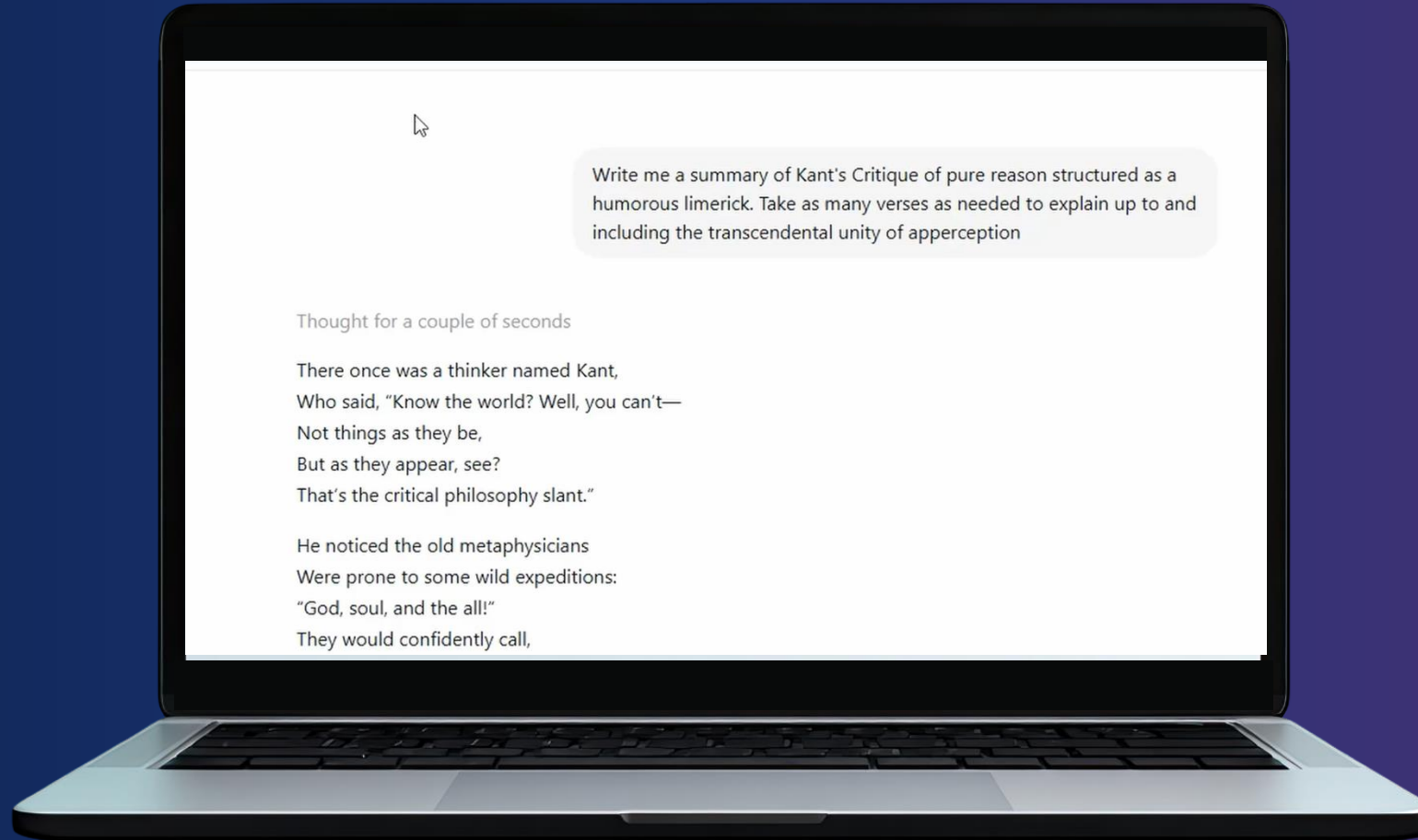
CHATGPT: HOW LARGE IS THE CONVENIENCE FOOD MARKET IN THE UK



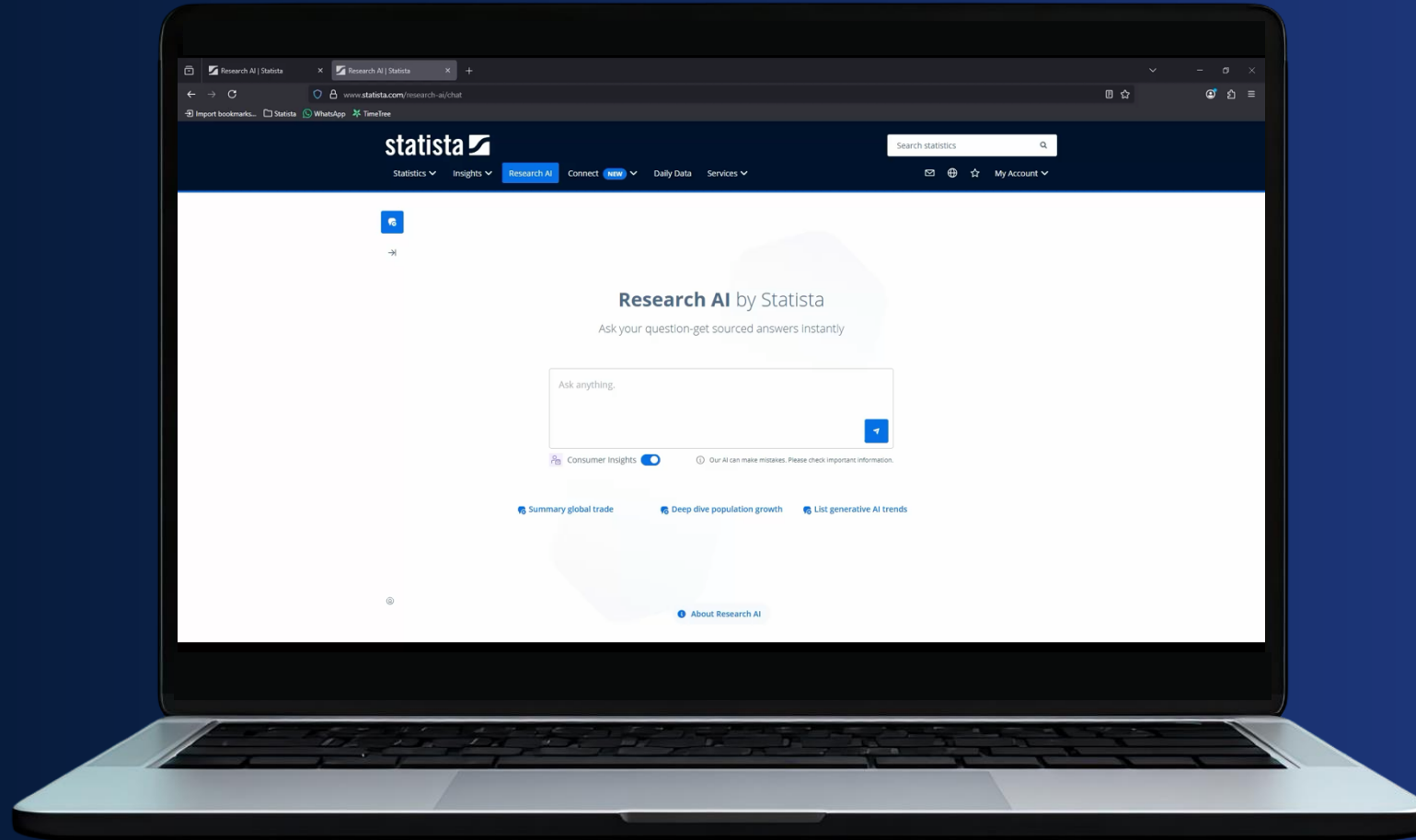
CHATGPT: HOW LARGE IS THE CONVENIENCE FOOD MARKET IN THE UK. **NO FORECAST REFERENCE**



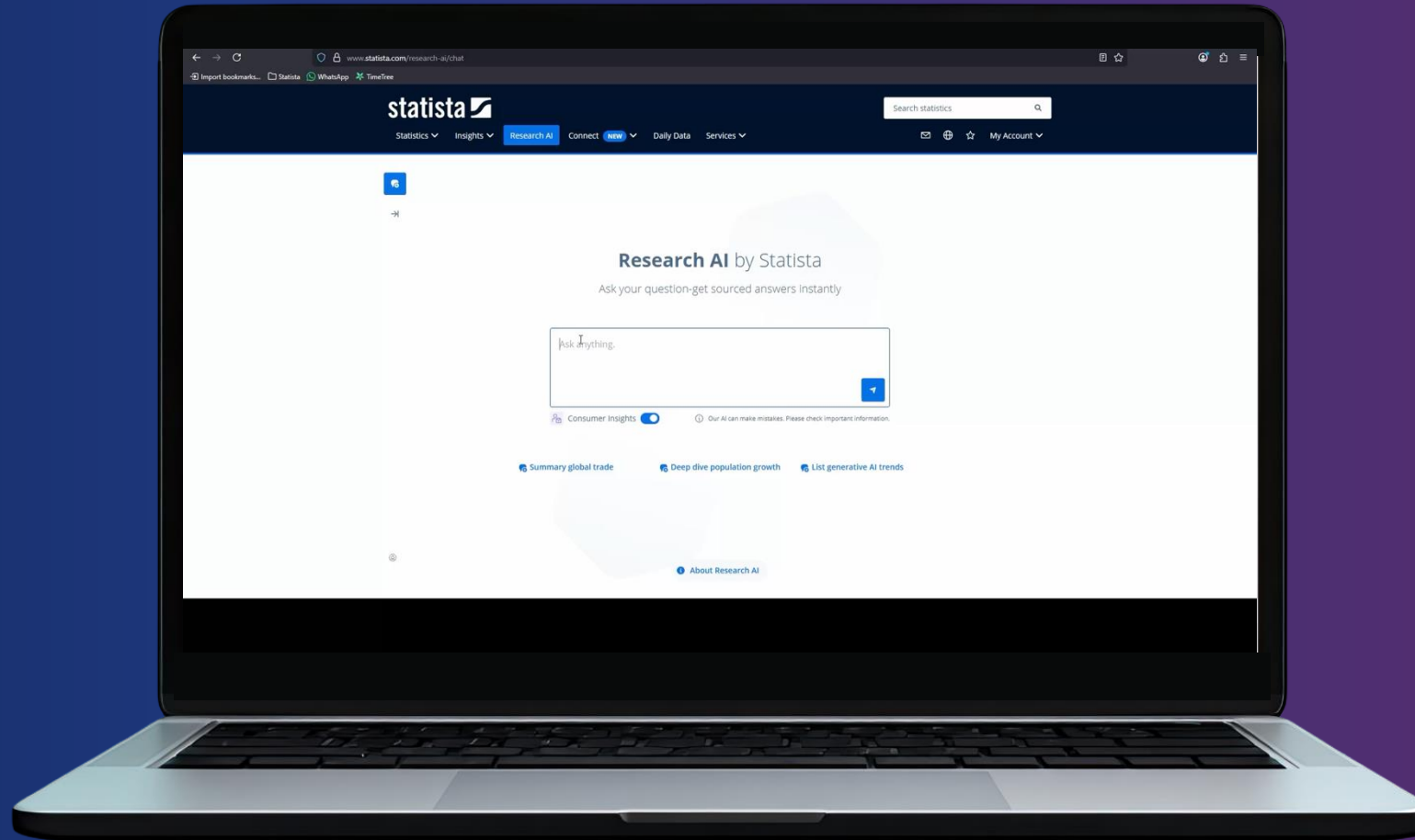
CHATGPT: WRITE ME A SUMMARY OF KANT'S CRITIQUE OF PURE REASON



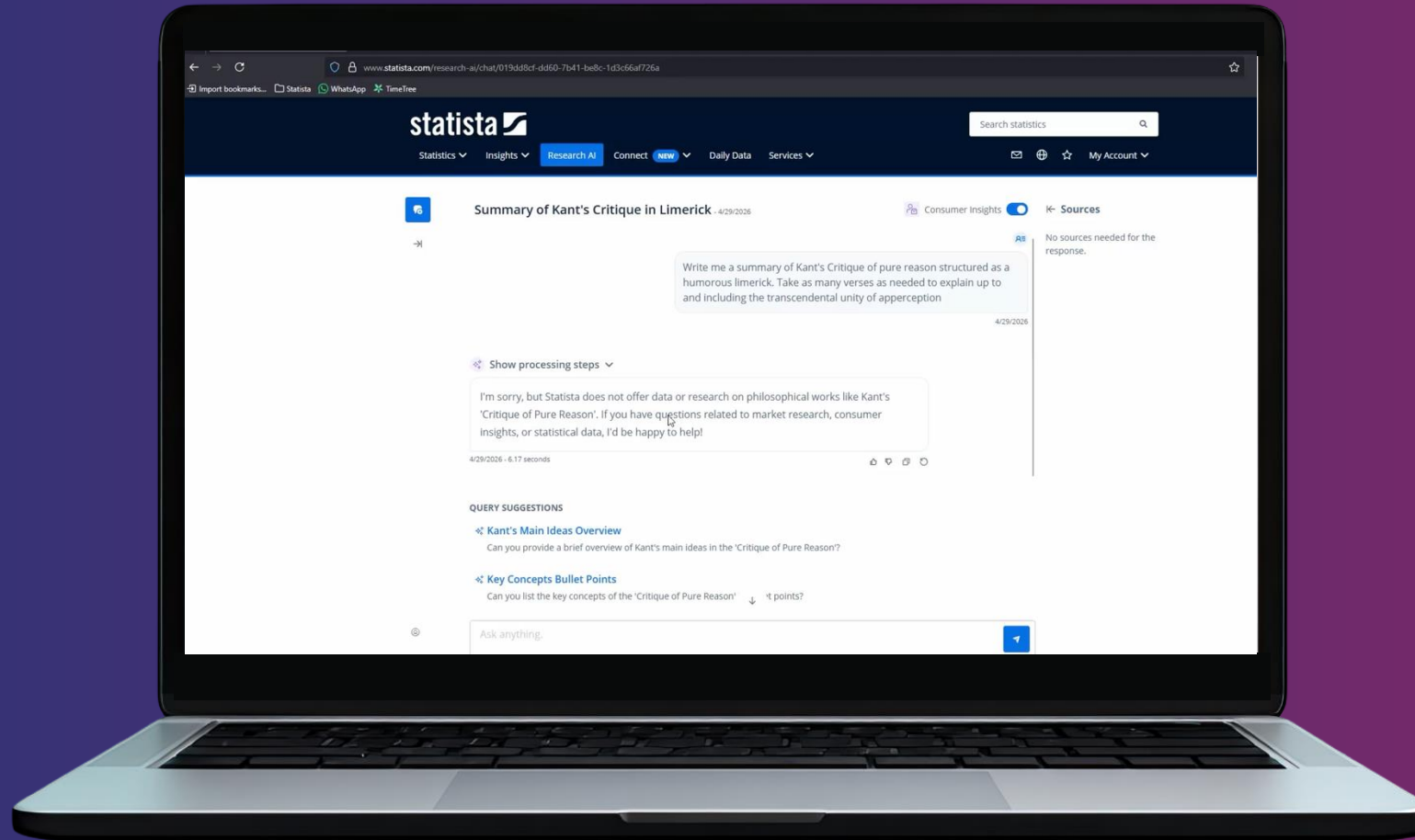
STATISTA RESEARCH AI: TELL ME ABOUT TIME-POOR, VALUE-CONSCIOUS UK GROCERY SHOPPERS TRYING TO EAT HEALTHIER



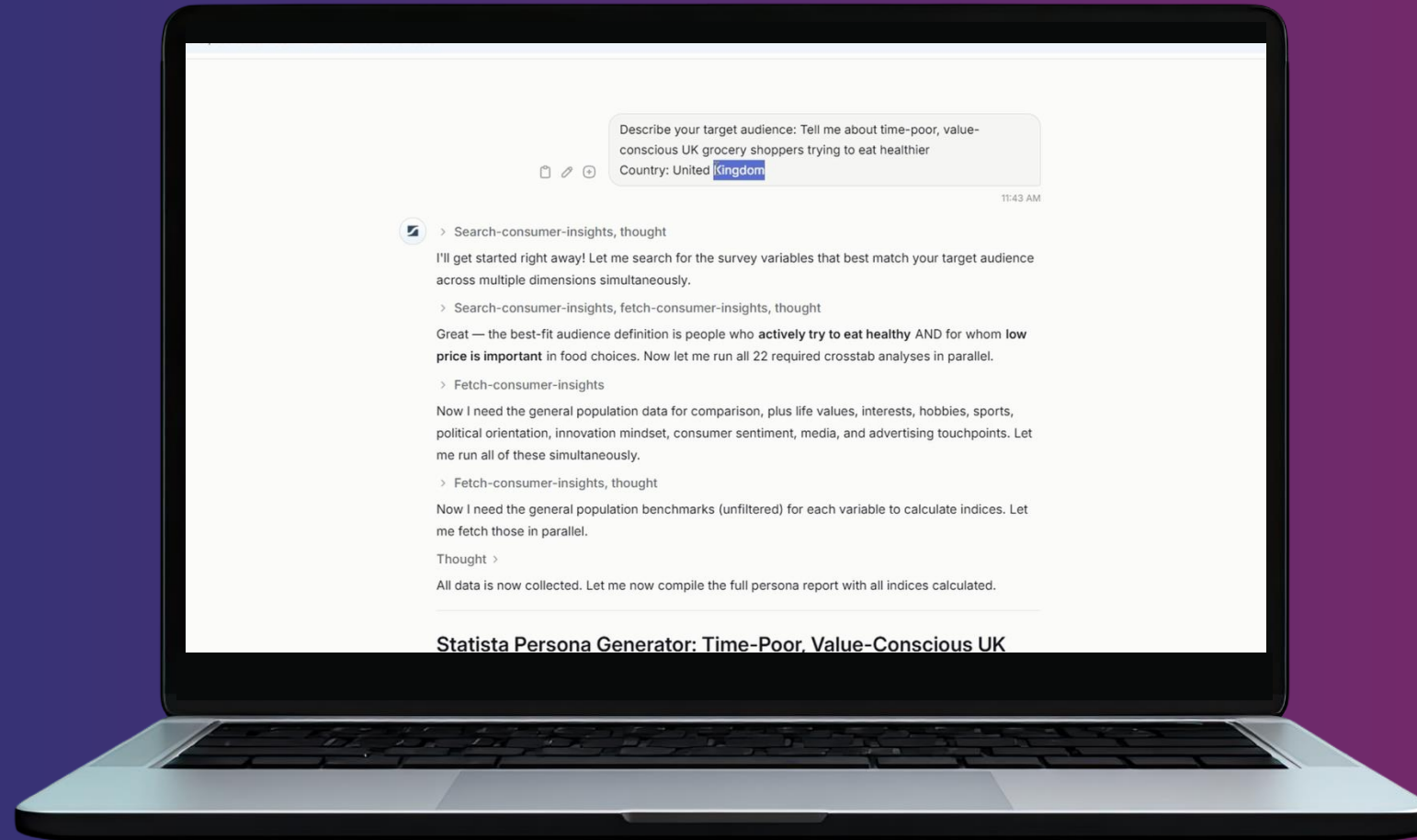
STATISTA RESEARCH AI: TELL ME ABOUT TIME-POOR, VALUE-CONSCIOUS UK GROCERY SHOPPERS TRYING TO EAT HEALTHIER



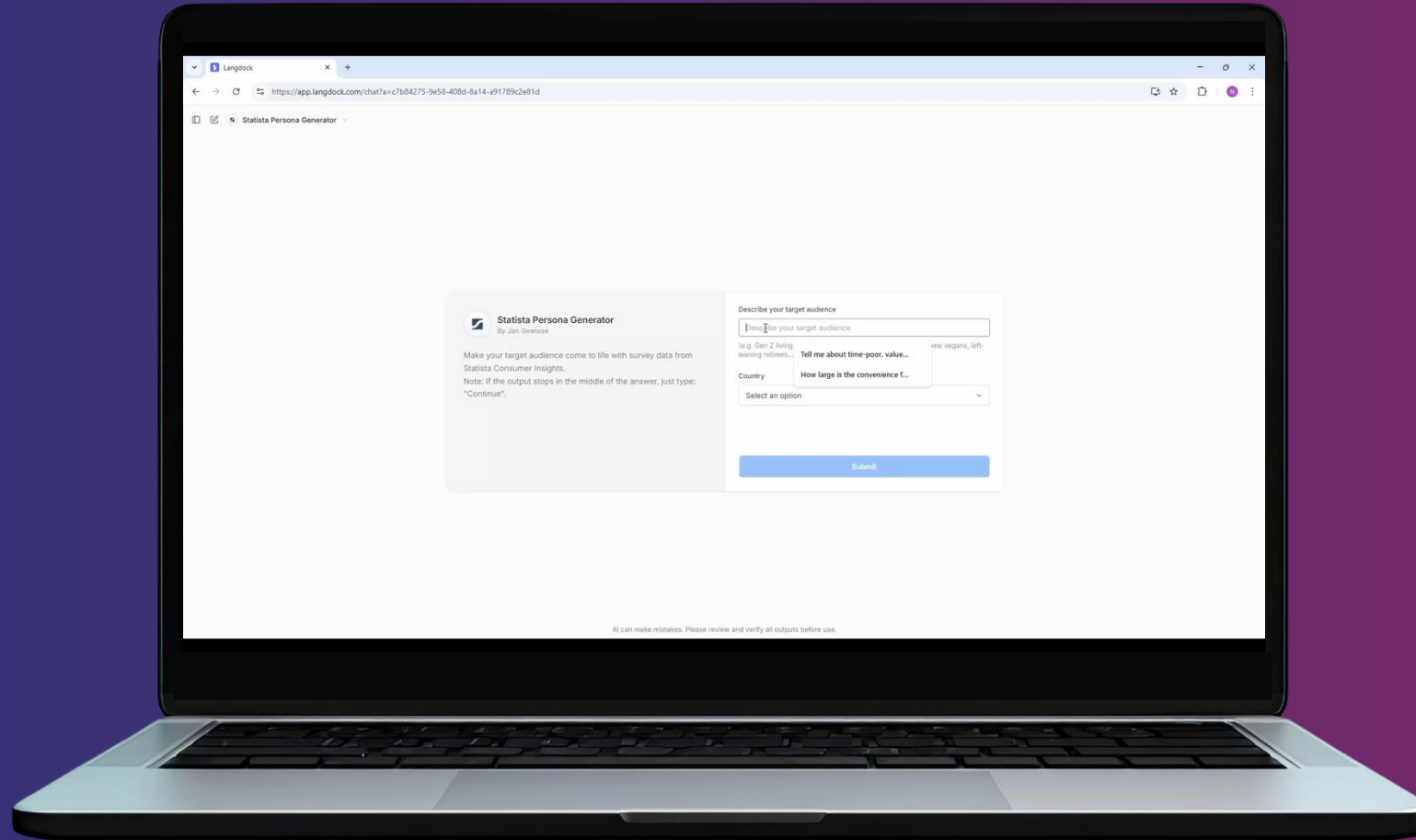
STATISTA RESEARCH AI: WRITE ME A SUMMARY OF KANT'S CRITIQUE OF PURE REASON



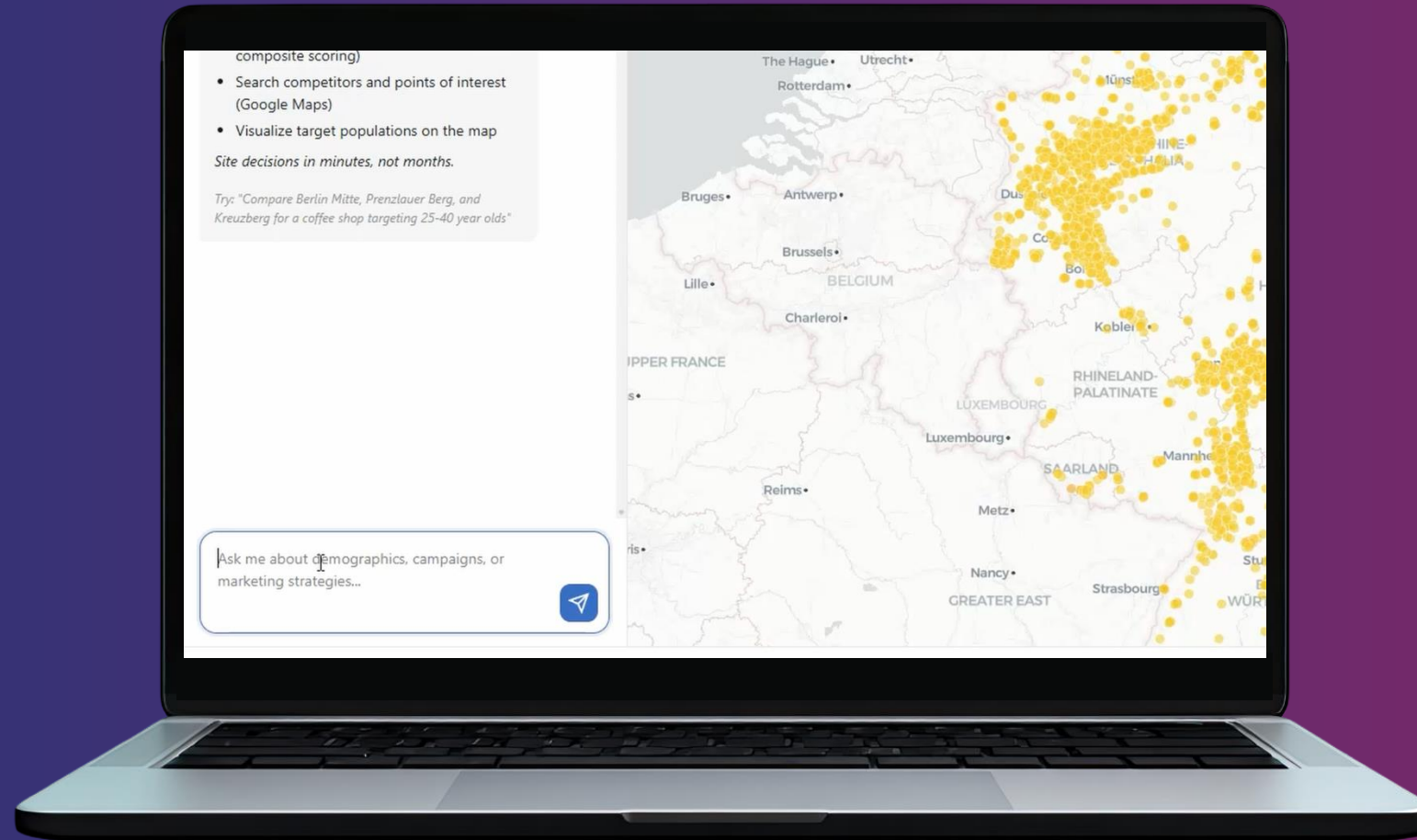
STATISTA PERSONA GENERATOR AGENT: TELL ME ABOUT TIME-POOR, VALUE-CONSCIOUS UK GROCERY SHOPPERS TRYING TO EAT HEALTHIER



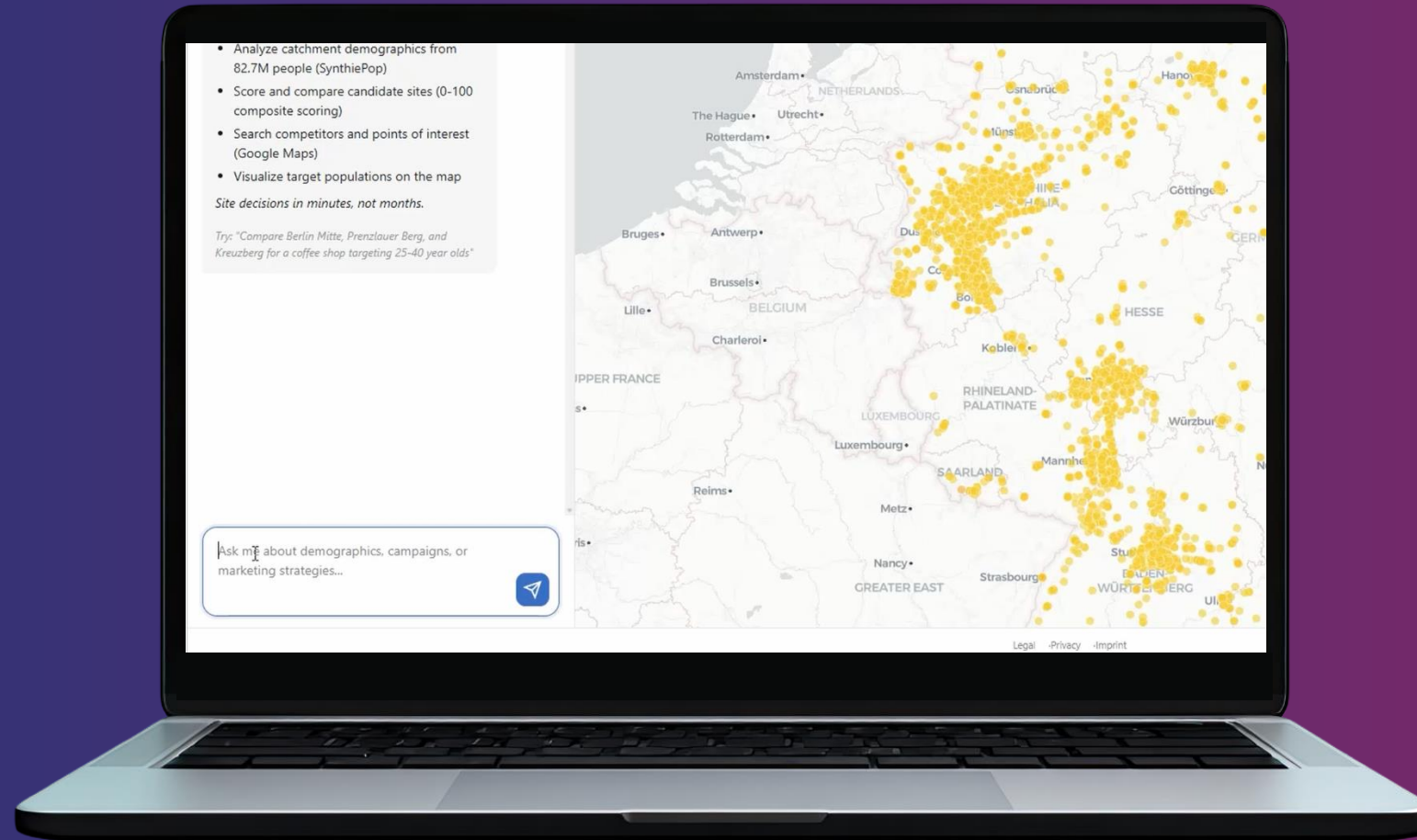
STATISTA PERSONA GENERATOR AGENT: HOW LARGE IS THE CONVENIENCE FOOD MARKET IN THE UK



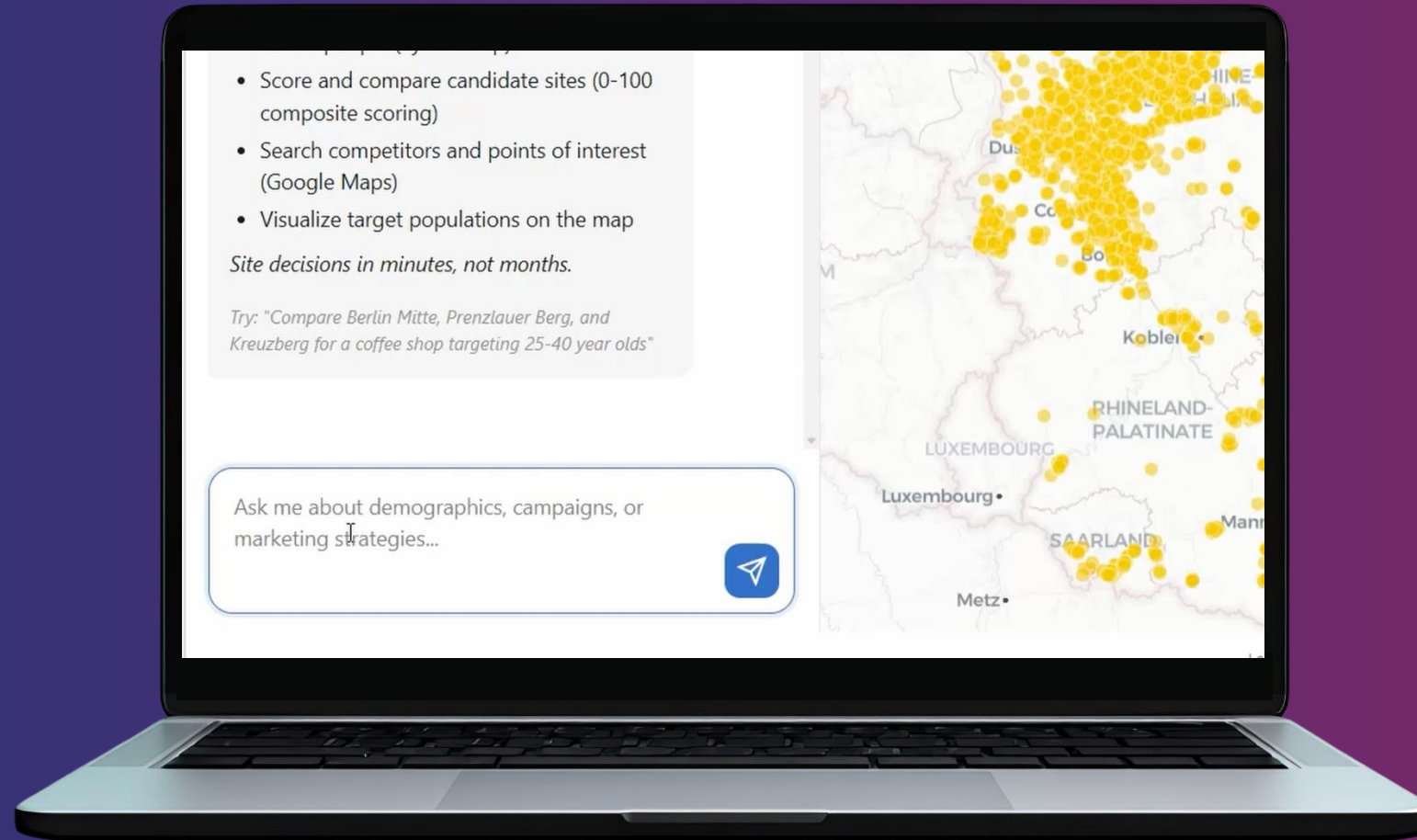
STATISTA SYNTHIEPOP: TELL ME ABOUT TIME-POOR, VALUE-CONSCIOUS UK GROCERY SHOPPERS TRYING TO EAT HEALTHIER



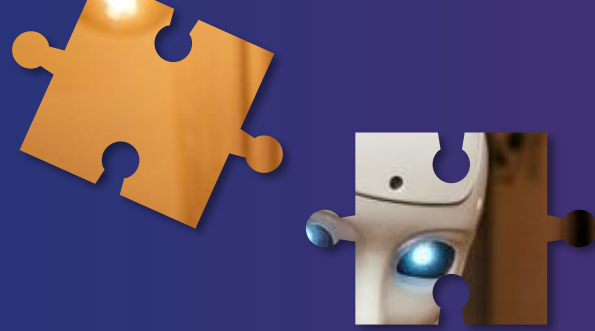
STATISTA SYNTHIEPOP: HOW LARGE IS THE CONVENIENCE FOOD MARKET IN THE UK



STATISTA SYNTHIEPOP SITE SELECTOR DOING WHAT IT IS DESIGNED TO DO



KEY TAKEAWAYS



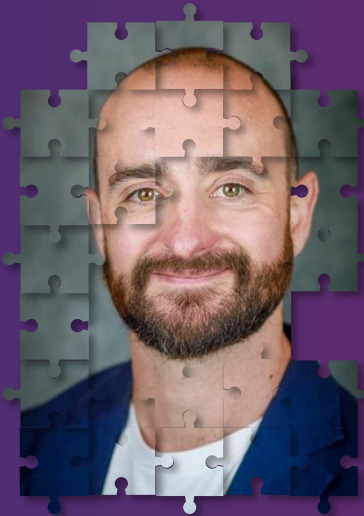
- WE NEED TO CHANGE OUR THINKING ABOUT THE AI DREAM
- LEVERAGING HUMAN EXPERTISE IS THE KEY TO AI ADOPTION
- NEED TO THINK OF AI TOOLS IN TERMS OF A CONTINUUM BETWEEN FLEXIBILITY AND CONSISTENCY





NICHOLAS QUAASS

Global Sales Enablement Manager



TOM BRERETON

Director of Accounts (Europe)

COME SEE US
AT BOOTH: **210**