# Joint Symposium eMDC-2017 & ISSM-2017

## Invited Speech: From AV to AI

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## About the Speaker

Spark Tsao got his PhD in the field of data mining/machine learning from NTU in 2010. He joined Trend Micro in 2008 as a data scientist, devoted himself applying data science knowledge to enhance security solutions ranging from e-mail, web, and file reputation services. Based on big data from Trend Micro Smart Protection Network platform, he also spends more than 2 years enhance product experience based on consumer data analytics. Spark is now playing an important role in Trend Micro's latest AI solution: XGen. Before Trend Micro, Spark worked in Intel, Sony online entertainment and Taiwan local e-commerce companies.

## Abstract

AI revolution has significant impact on many different industries these years. Cybersecurity is also on the list. You can easily find several academic papers and start-up companies using advanced machine learning or AI approaches for security related challenges.

This presentation summarizes the followings:

1. Threat landscape changes in these 30 years and how Trend Micro embraces new technologies to deliver products and solutions our customers need.
2. For the AI impact, how we achieve high fidelity performance by integrating domain knowledge and advanced AI algorithms.
3. What challenges we confront in solving sophisticated threats such as ransomware and why traditional machine learning not works.
4. How we are defining AI in our field beyond just a vague buzzword.