



1

Digital Culture 
העצמה דיגיטלית לשיפור ביצועים עסקיים

שינוי תפיסה בעידן של
בינה מלאכותית

כלים דיגיטליים לביצוע משימות,
פיתוח ארגוני, ובחיי היום-יום.

2



בוקר טוב!

3



אלעד דרמון

ייעוץ AI וכלים דיגיטלים לארגונים



elad.darmon



eladdarmon



@eladdarmon

6

Digital Culture  העצמה דיגיטלית לשיפור ביצועים אפקטיביים

העצמה דיגיטלית



7



לפני שנתחיל...

8



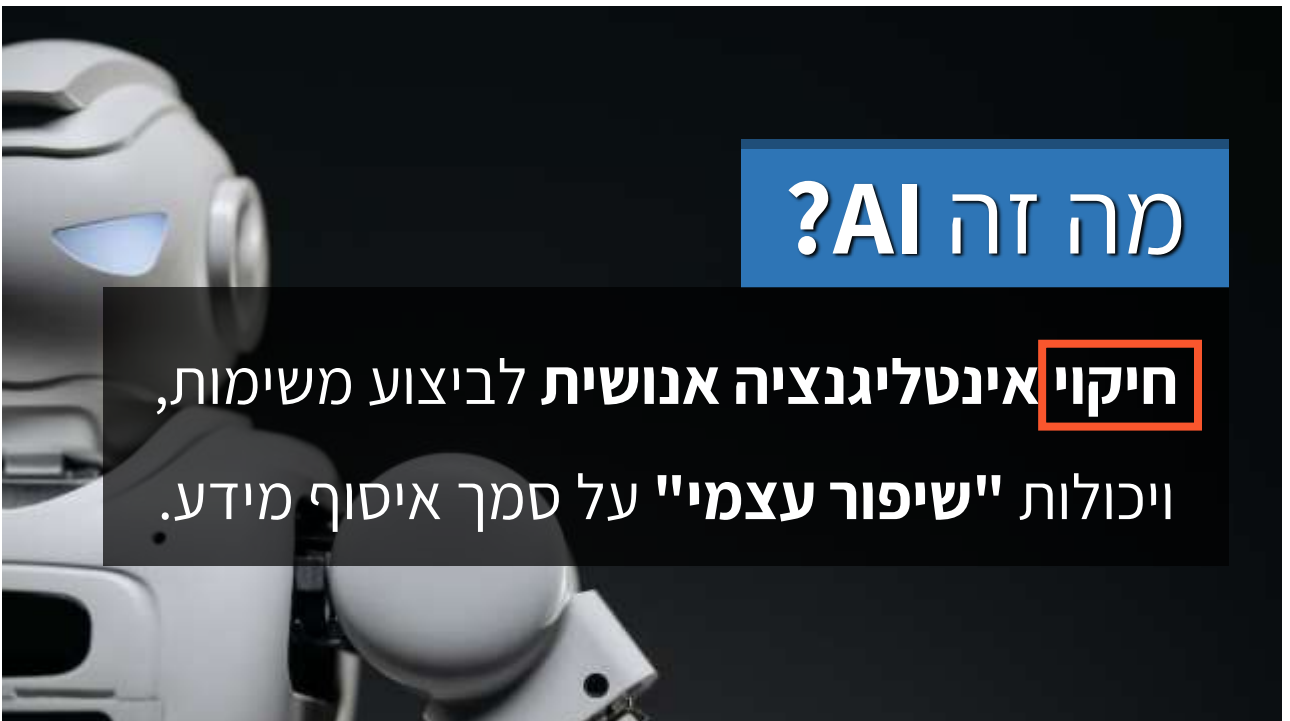
9



10



11



12



15



16

M	L	K	J	I	H	G	F	E	D	C	B	A	
											Hello	שלום	1
											Hello	שלום	2
											hi	שלום	3
											peace	שלום	4
											hello	שלום	5
											HELLO	שלום	6
											hello	שלום	7
											Shalom	שלום	8
											hello	שלום	9
											hello	שלום	10
											Hi	שלום	11
											Hi!	שלום	12
											Hello!	שלום	13
											Hello	שלום	14
											hell	שלום	15
											hello	שלום	16
											hello	שלום	17
											Hello	שלום	18
											Hello	שלום	19
											hi	שלום	20
											peace	שלום	21

17

B

Hello
Hello
hi
peace
hello
HELLO
hello
Shalom
hello
hello
Hi
Hi!
Hello!

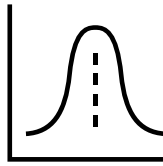
A

שלום
שלום
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שלום

DATASET
יחסים בין נתונים

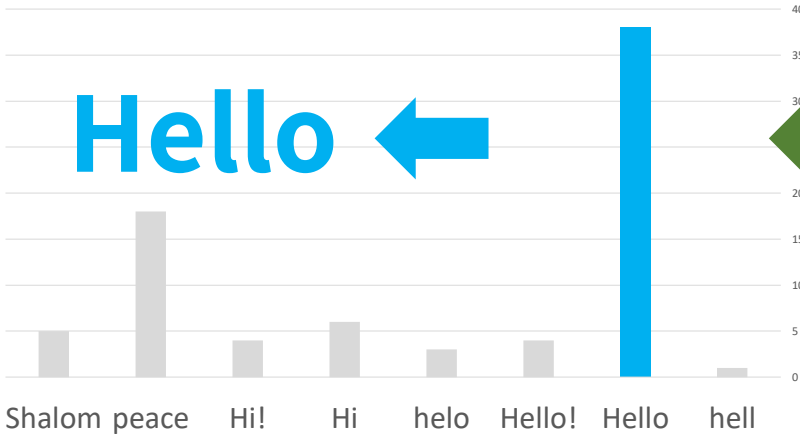
18

B



A

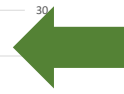
חישוב



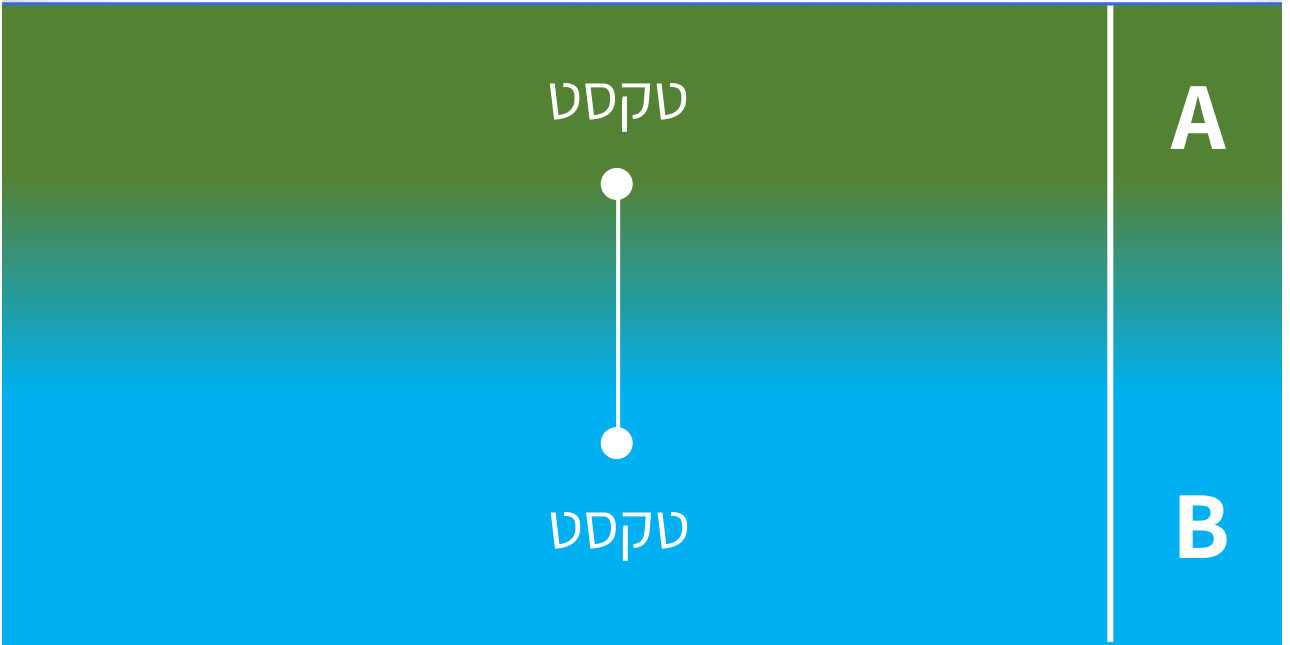
Hello



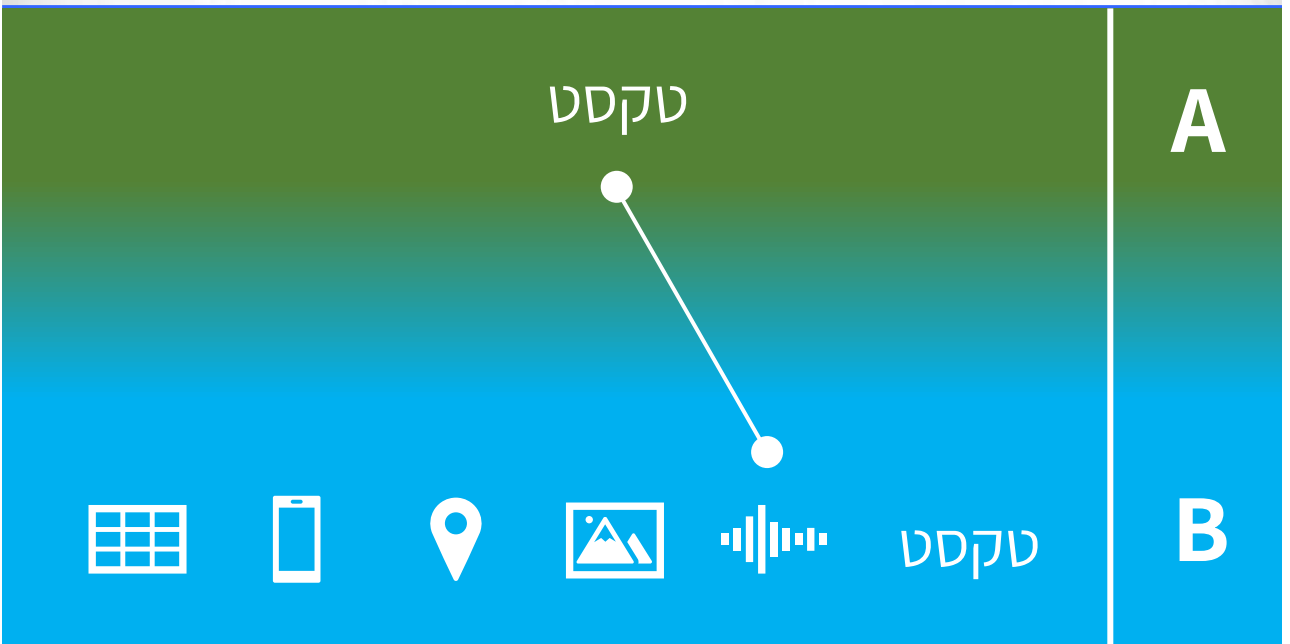
שלום



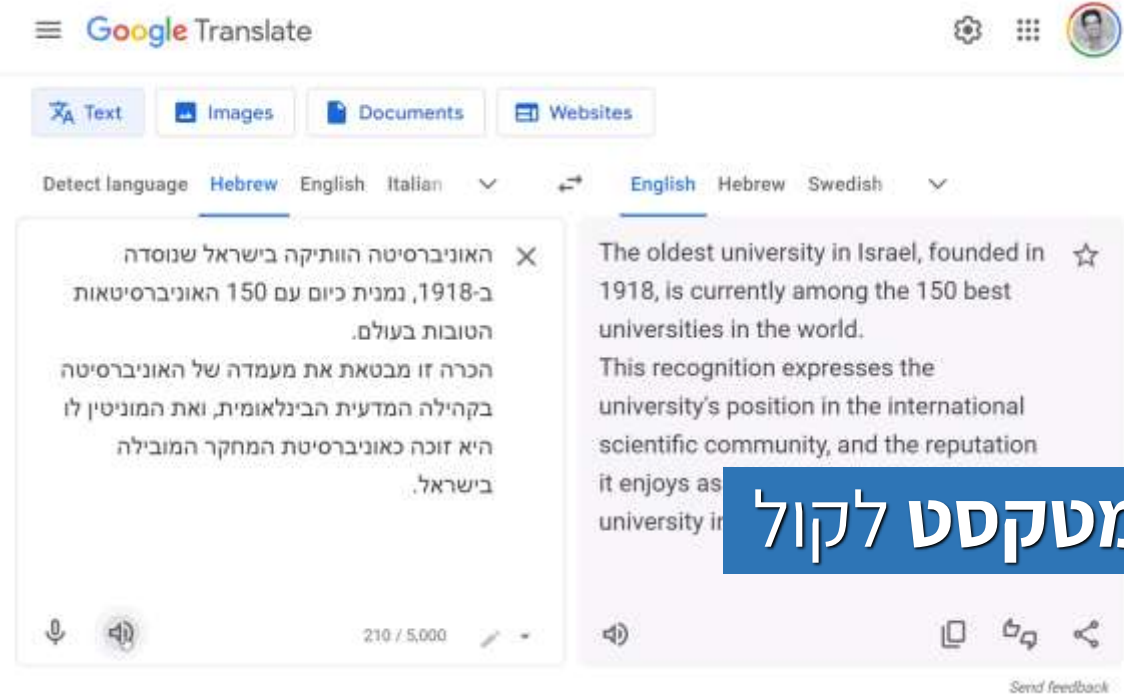
The screenshot shows the Google Translate interface. At the top, there are navigation icons and a user profile picture. Below that, there are buttons for 'Text', 'Images', 'Documents', and 'Websites'. The main interface shows the source language 'Hebrew' and the target language 'English'. The input text is 'שלום' and the output is 'Hello'. A dropdown menu is open, showing suggestions: 'Hello' (selected), 'Peace', 'Shalom', 'Hey there', and 'well hello there'. There are also icons for 'See dictionary', 'Send feedback', and a character count '4 / 5,000'.



22



23



24



Audiobox
AI research by Meta

Capabilities

Explore the six individual AI model features to see what you can create with Audiobox.

CREATE AUDIO



sample



text description



Restyled Voices
Change the style of any audio sample using text description (Combining Your Voice and Described Voices)




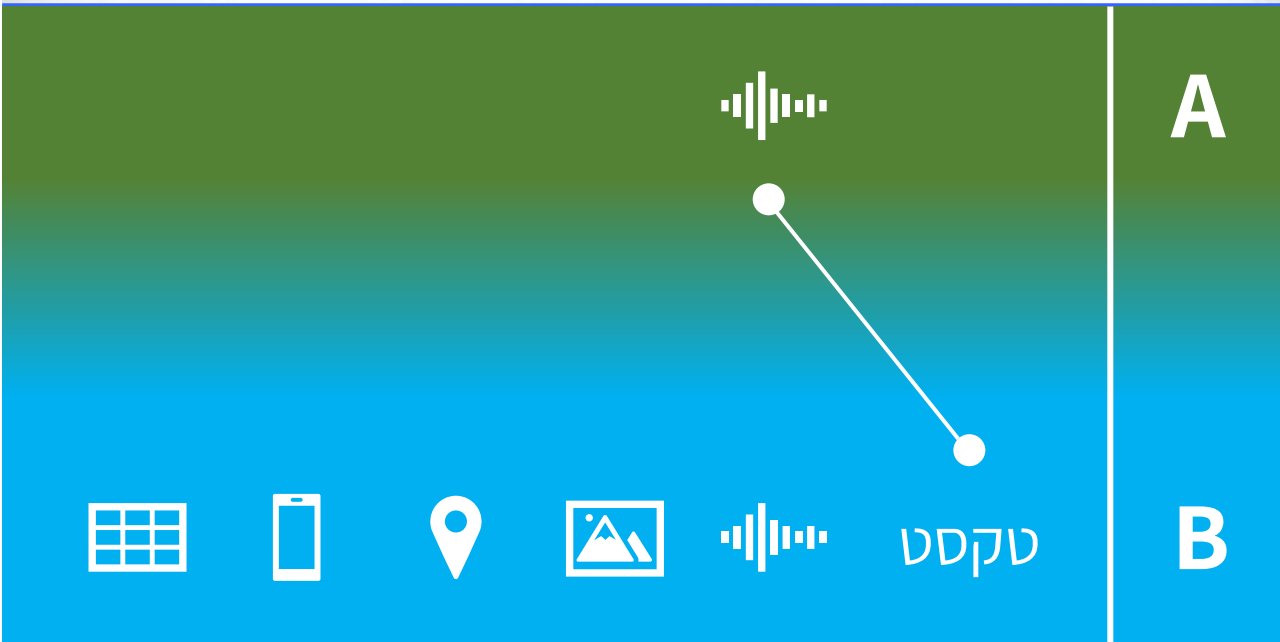
Sound Effects
Generate sound effects from a text description



תיאור סביבת קולות

25

Digital Culture  **איך זה עובד?**
הצגת דיגיטלית לשימור ביטויים אסתטיים

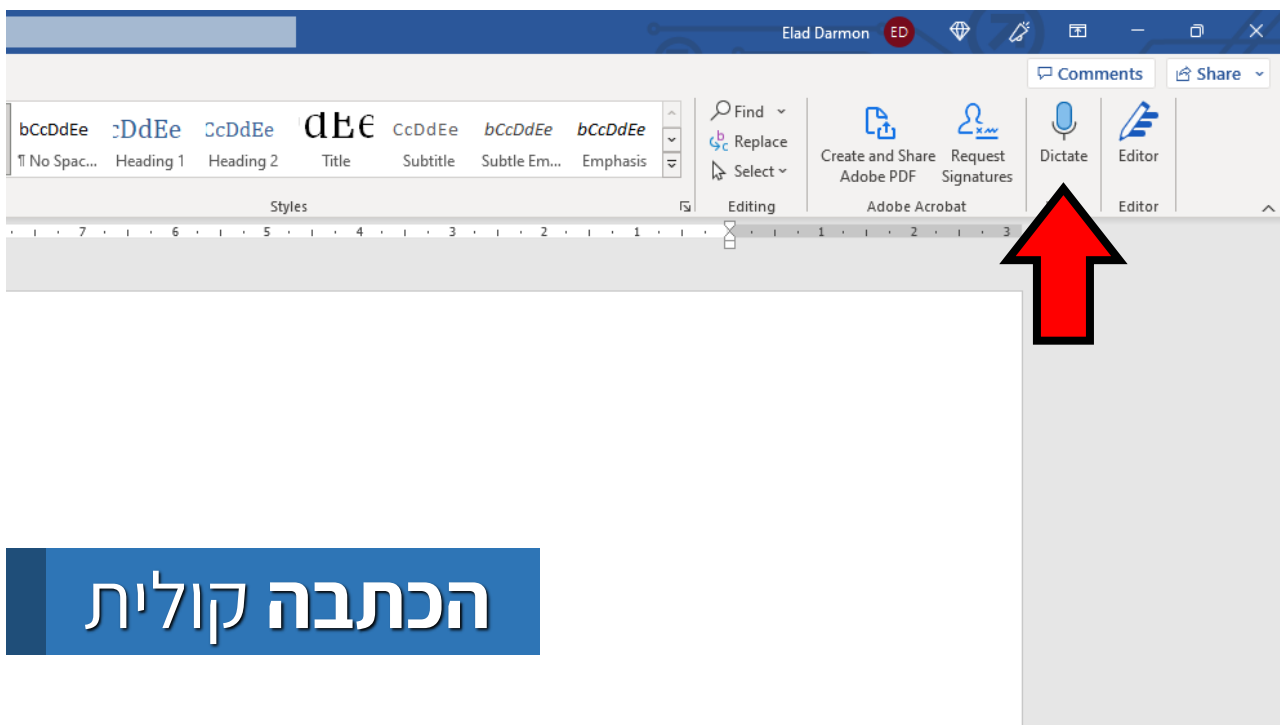


A

B

טקסט

26



Elad Darmon ED

Comments Share

Find Replace Select

Create and Share Adobe PDF Request Signatures

Dictate Editor

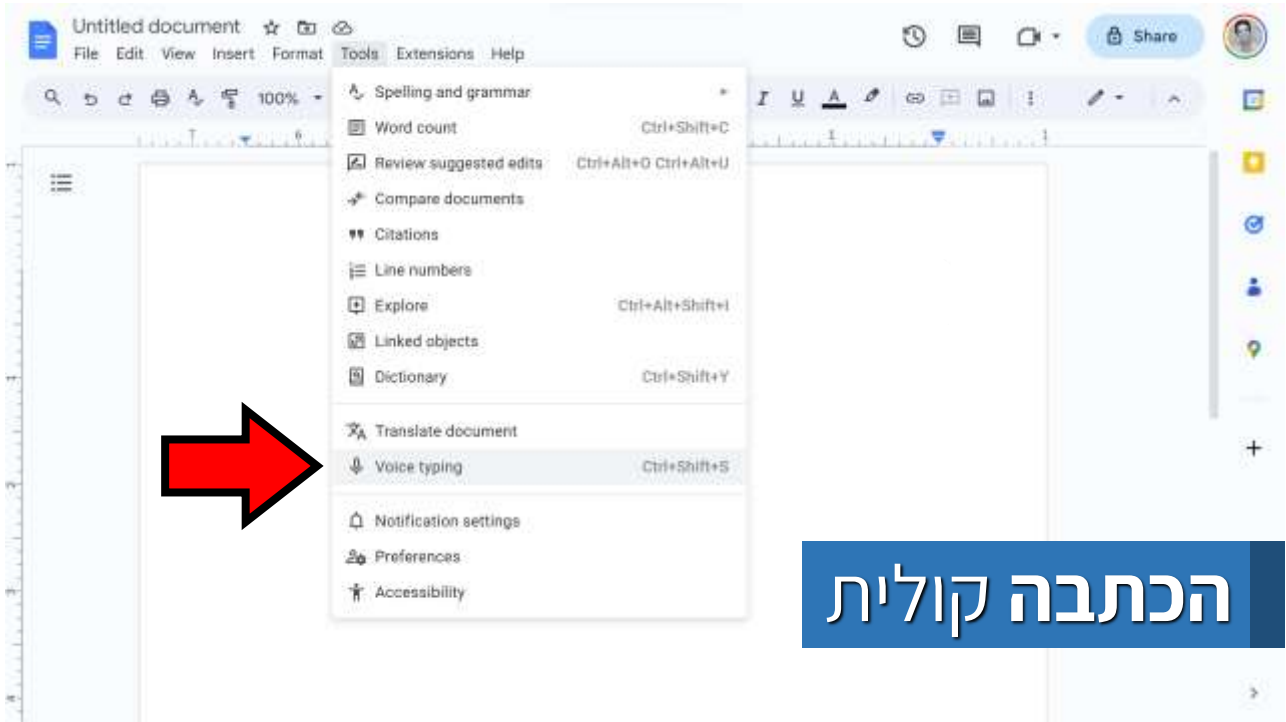
Editor

Editing Adobe Acrobat

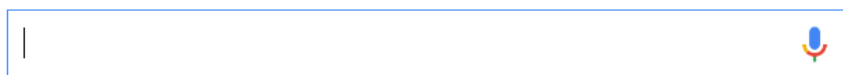
7 6 5 4 3 2 1 1 2 3

הכתבה קולית

28



29



Google Search

I'm Feeling Lucky

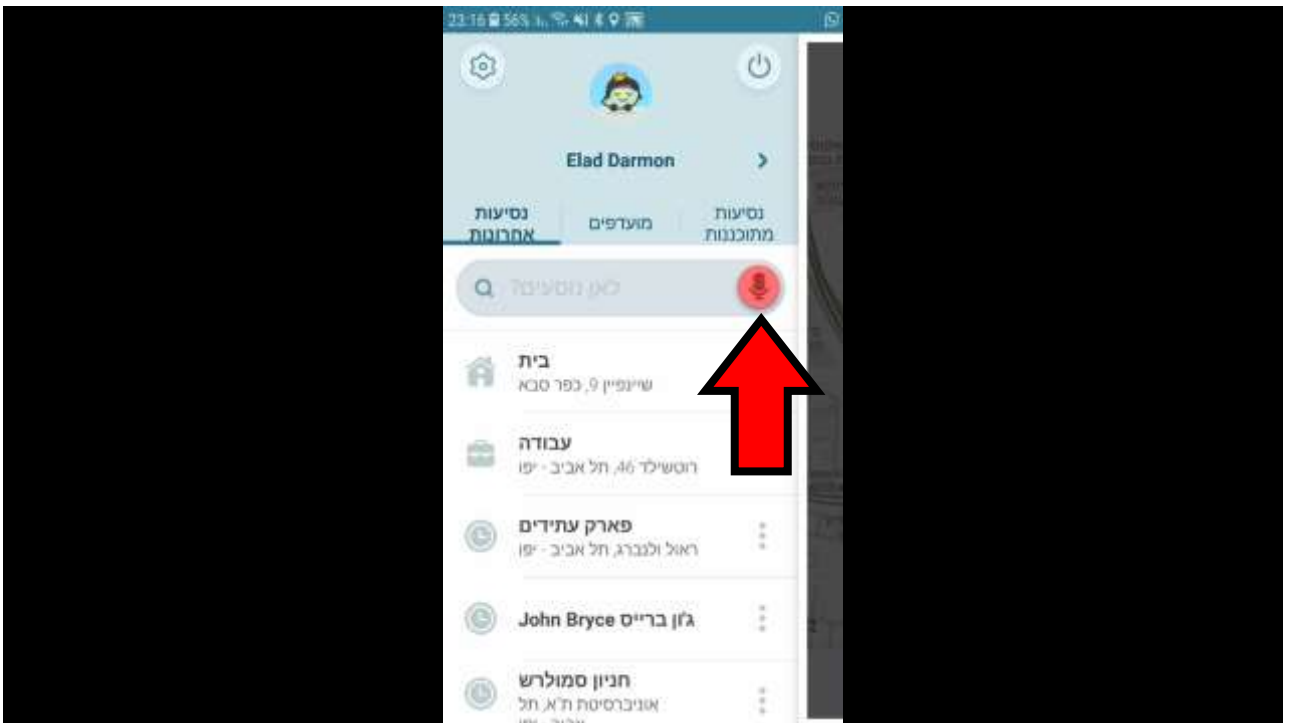


Google.co.il offered in: العربية عبرית

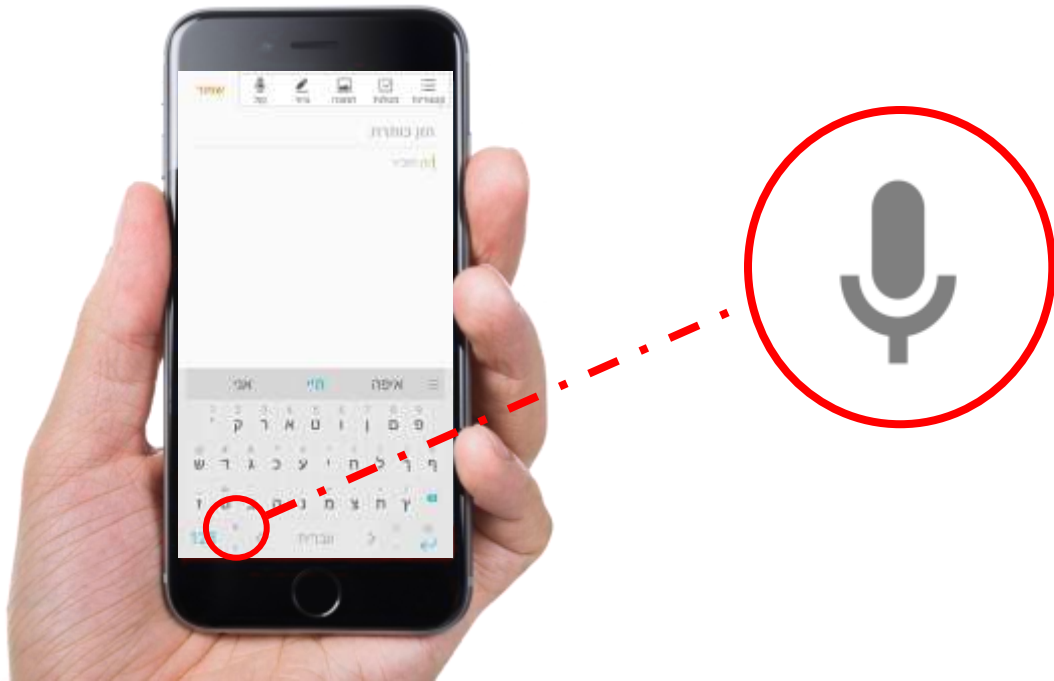
30










31



32



Digital Culture  **איך זה עובד?**
העננה דיגיטלית לשיפור ביצועים עסקיים

					טקסט	A
						B

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Upload original video

🇮🇱 (2) ... אבי אביט | אלמו דרמן - ספר אקטומי בעידן דיגיטלי
Today

🇮🇱 (1) ... אבי אביט | אלמו דרמן - ספר אקטומי בעידן דיגיטלי
Today

🇮🇱 ... אבי אביט | אלמו דרמן - ספר אקטומי בעידן דיגיטלי
Today

🇮🇱 ... אבי אביט | אלמו דרמן - ספר אקטומי בעידן דיגיטלי
Today

Rask.ai

35



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40

99	99	99	99	99	99	99	99	99	99	99	99	99
99	99	99	99	99	99	99	99	99	99	99	99	99
99	99	99	0	0	99	99	99	0	0	99	99	99
99	99	0	35	35	0	99	0	35	35	0	99	99
99	0	35	35	35	35	0	35	35	35	35	0	99
99	0	35	35	35	35	35	35	35	35	35	0	99
99	99	0	35	35	35	35	35	35	35	0	99	99
99	99	99	0	35	35	35	35	35	0	99	99	99
99	99	99	99	0	35	35	0	99	99	99	99	99
99	99	99	99	99	0	35	0	99	99	99	99	99
99	99	99	99	99	99	0	99	99	99	99	99	99
99	99	99	99	99	99	99	99	99	99	99	99	99

41



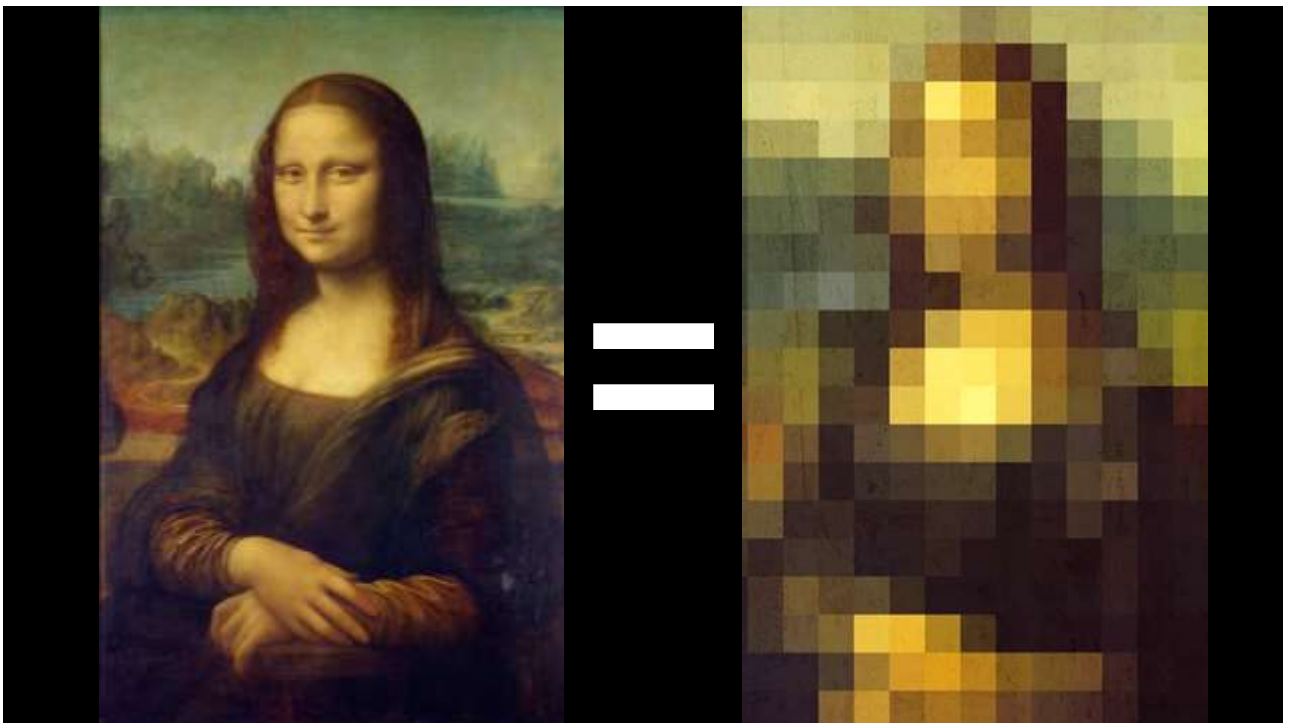
46



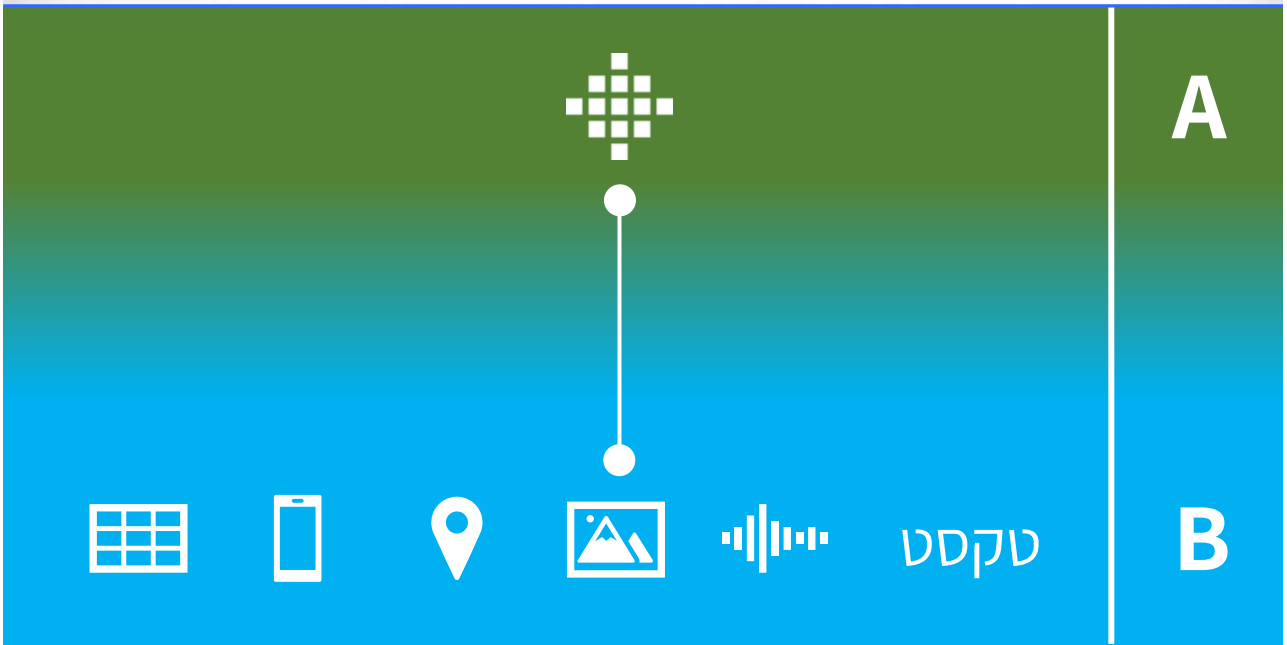
47



48



49

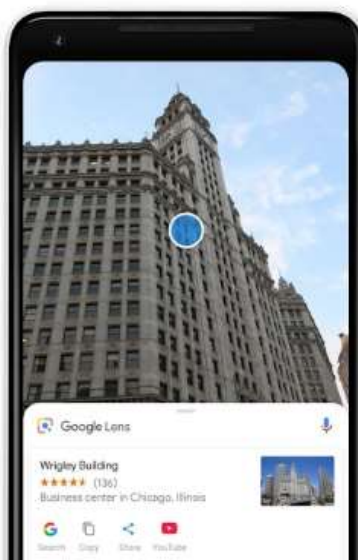


50

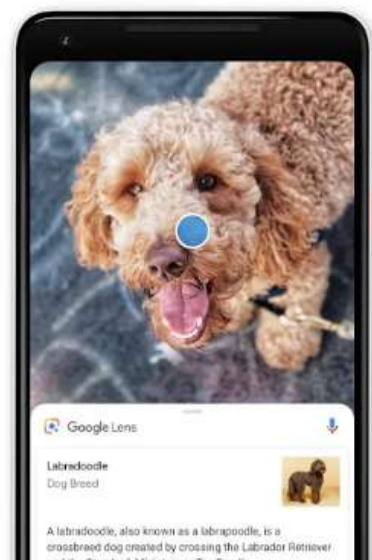
Take action on text



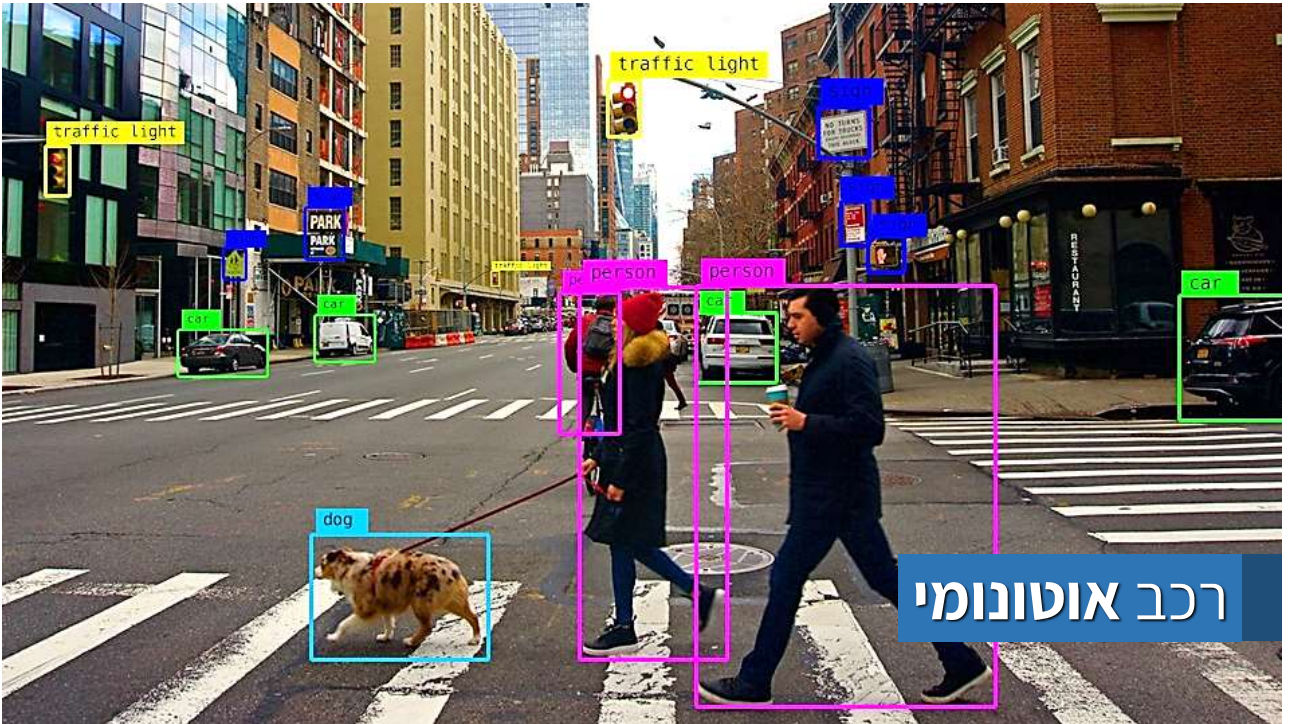
Learn more about the world



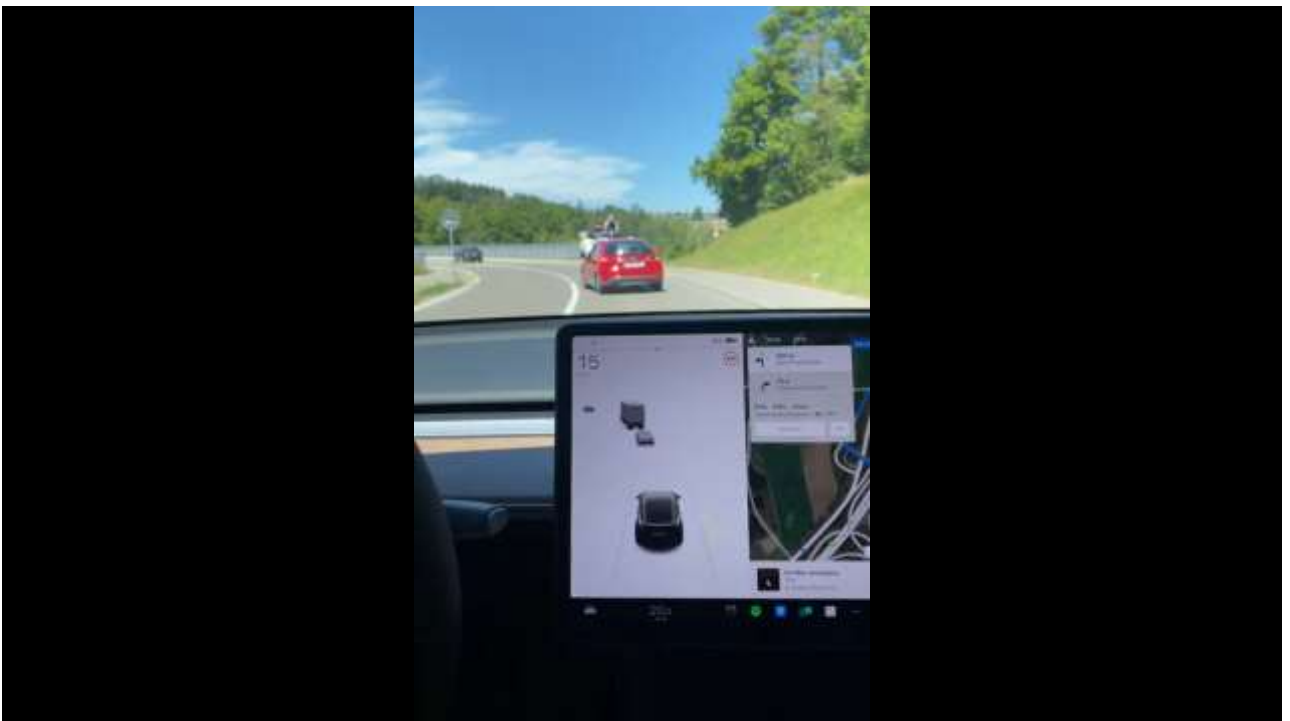
Identify plants and animals



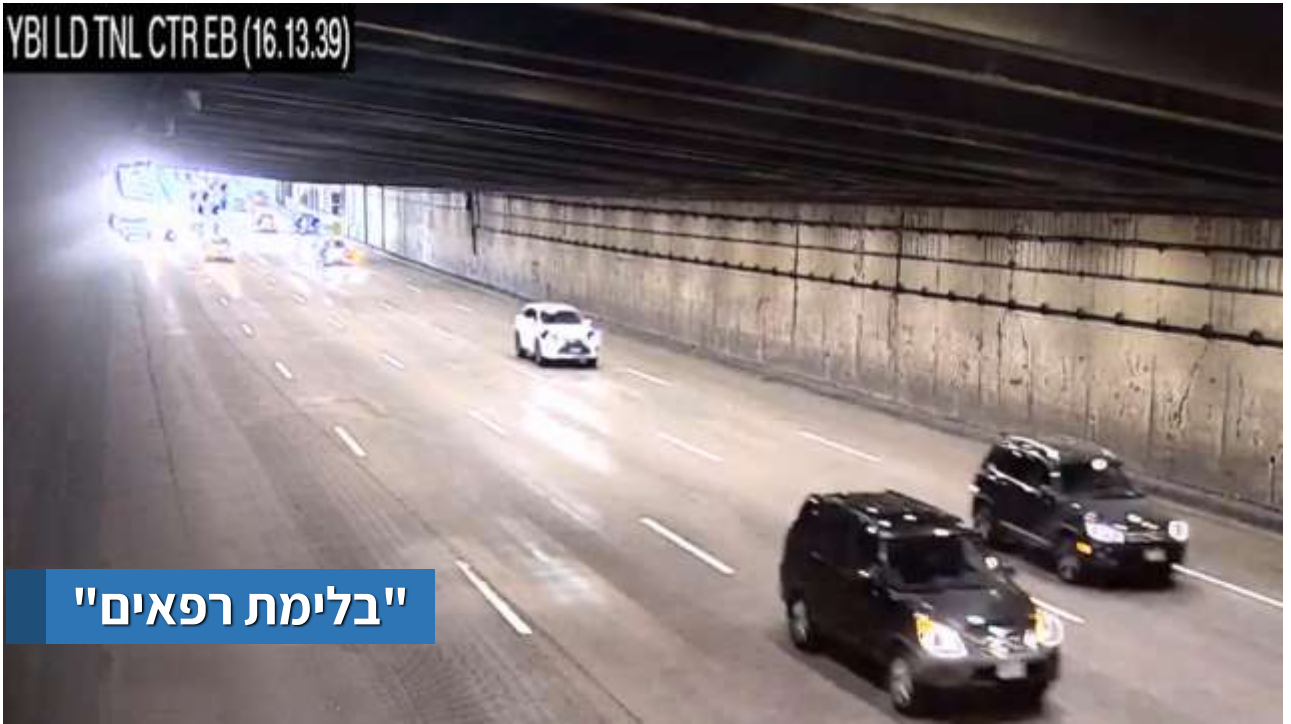
51



52



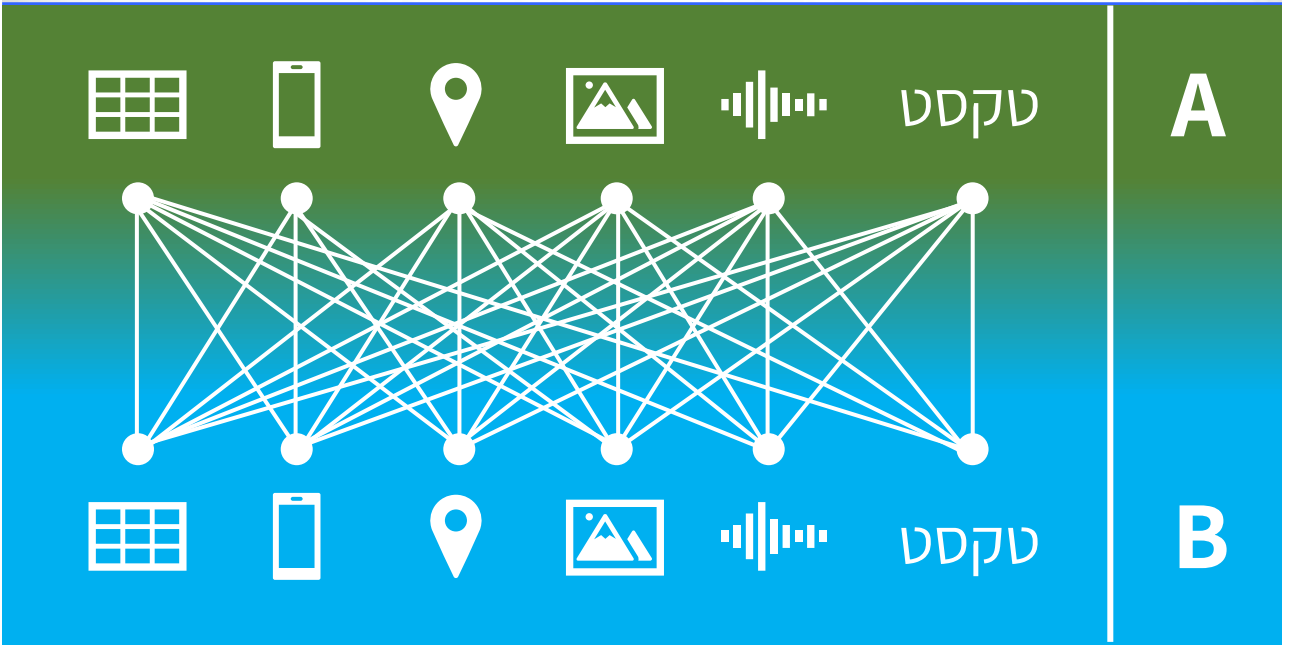
53



54



55



למה עכשיו?



מהפיכה...

58

Generative AI



בינה מלאכותית יוצרת ניתוח טקסטים, יצירת תמונות

59



איך זה עובד?

60

ה ג כ ט א נ י נ י מ ח ת ל ד ק ל
 ר ו ג כ ע ש ר ד ו נ ה ח צ ה ל ח
 ו נ ו ח ל פ מ ת ד ק כ נ ע מ ר ג
 נ ל ד כ ע ג ק פ ו א י נ ת נ ג
 ד ו ז ס ת ח צ ר א ו ת א פ ע א ו
 ב ר י צ ל מ צ א ר ו מ ה נ ע פ ל
 מ י ע ה ח כ ג ט ר ו
 ק ז ת ק ר צ ו ח י ג ד ע ת פ י ו
 י ל י נו ר א ר ח ר ד ה נ י ק

חיפוש תבניות

61

大	云	朵	鹿	朵	巴	天	彩	空	巴
大	猫	颈	熊	空	颈	路	猴	彩	天
小	长	天	长	虎	老	朵	猴	空	猫
猴	天	路	老	彩	巴	路	大	天	熊
朵	虎	颈	猫	老	小	猫	长	老	颈
老	子	大	巴	巴	天	耳	空	嘴	云

עצוב

ילדים

מה המילה הרביעית?

שמח

שרה

מוסלים 4

3

2

1

נחמד

החוקרים מאמנים מערכת בינה מלאכותית בקריאת כמיות אדירות של טקסטים מכל הסוגים. מודל ה-NLP נעשה מתוחכם יותר ככל שהוא כולל יותר פרמטרים, כלומר רכיבי שפה ומשתנים אחרים שאותם הוא בוחן ומשווה

מיקרוסופט ו-Nvidia אימנו מודל בשם MT-NLG, לדבריהן חזק פי שלושה מ-GPT-3. לסינים יש מודל בשם PanGu-Alpha שפיתחה וואווי אבל הכתר שייך ל-Wu Dao 2.0 של האקדמיה לבינה מלאכותית של ביוניו. המודל הסוג מכלים את שמואל מיינרס במעבדו בניו סנט אלבאן עם מודל Jurassic 1

64

Text to parse

Model

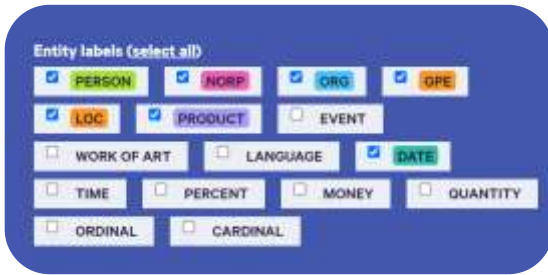
English - en_core_web_sm (v3.4.1)

Merge Punctuation

Merge Phrases

ניתוח מבנה המשפט

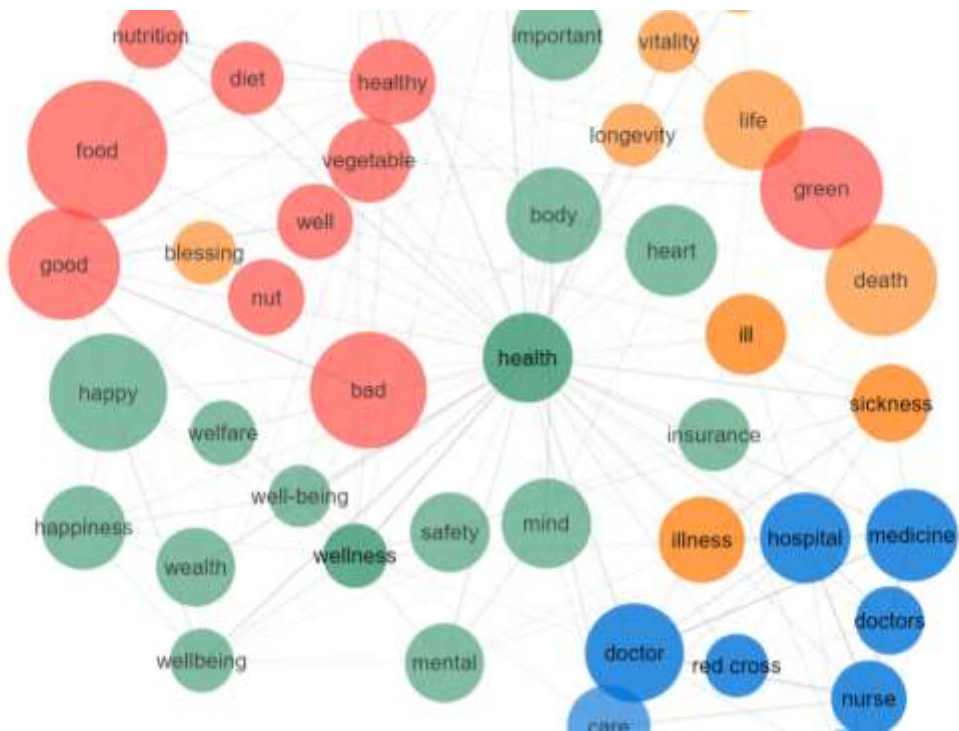
65



זיהוי יישויות

When **Sebastian Thrun** PERSON started working on self-driving cars at **Google** ORG in **2007** DATE, few people outside of the company took him seriously. "I can tell you very senior CEOs of major **American** NORP car companies would shake my hand and turn away because I wasn't worth talking to," said **Thrun** PERSON, now the co-founder and CEO of online higher education startup Udacity, in an interview with **Recode** ORG **earlier this week** DATE.

קשר בין מילים



Introducing ChatGPT's research release. Try » Learn more »

OpenAI

API RESEARCH BLOG ABOUT

ChatGPT: Optimizing Language Models for Dialogue

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests. ChatGPT is a sibling model to InstructGPT, which is trained to follow an instruction in a prompt and provide a detailed response.

TRY CHATGPT »

ChatGPT

70

Bard Experiment

Bard

A conversational AI tool by Google

Collaborate with Bard to brainstorm ideas, spark creativity, and accelerate productivity.

Sign in

Here is a list of interesting great assemblies that you may need for your weekend cooking trip:

ChatGPT

OpenAI

API RESEARCH BLOG ABOUT

ChatGPT: Optimizing Language Models for Dialogue

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests. ChatGPT is a sibling model to InstructGPT, which is trained to follow an instruction in a prompt and provide a detailed response.

TRY CHATGPT »

ChatGPT

Microsoft | Bing | Copilot with Bing | Copilot with Edge

What will you do with Copilot in Bing?

Try Copilot now

Prepare for a job, Make a meal, Plan a vacation, Write, Speak

Copilot

ANTHROPIC

Talk to Claude

Email

Email address:

Continue with email

OR

Continue with Google

Claude is a community of open beta and edge of the platform

Claude

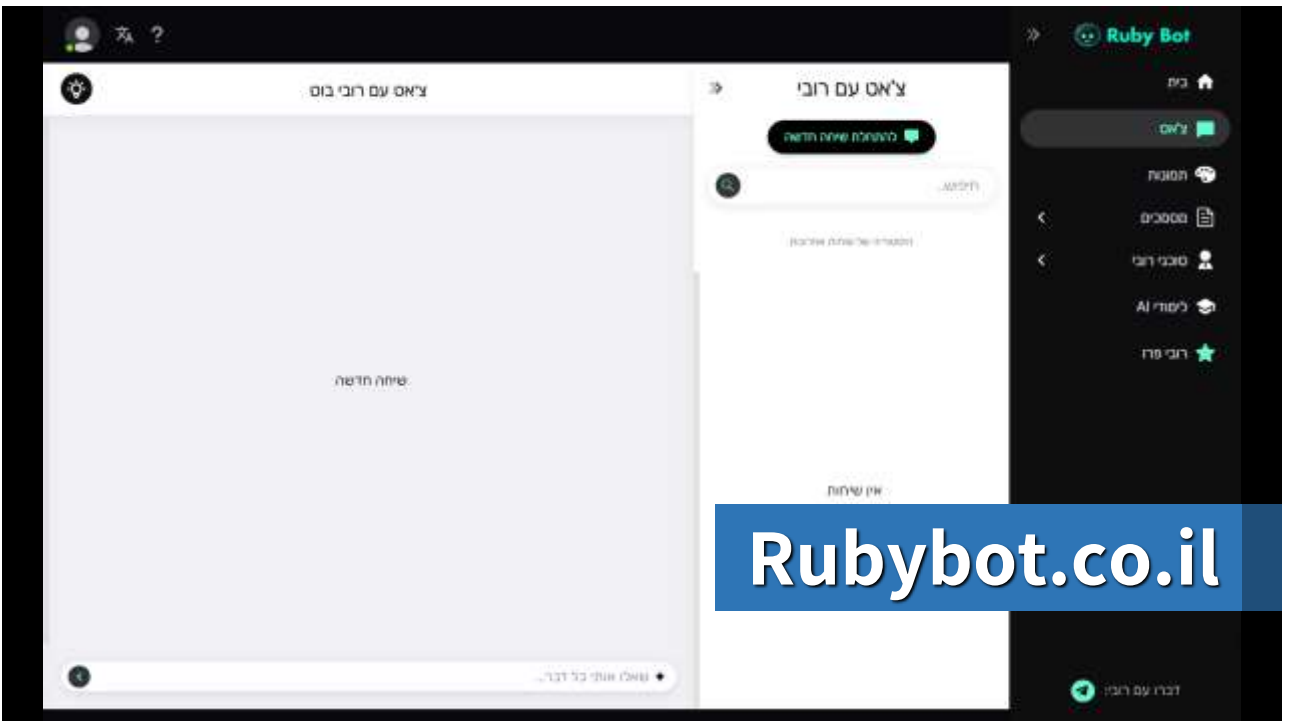
71



72

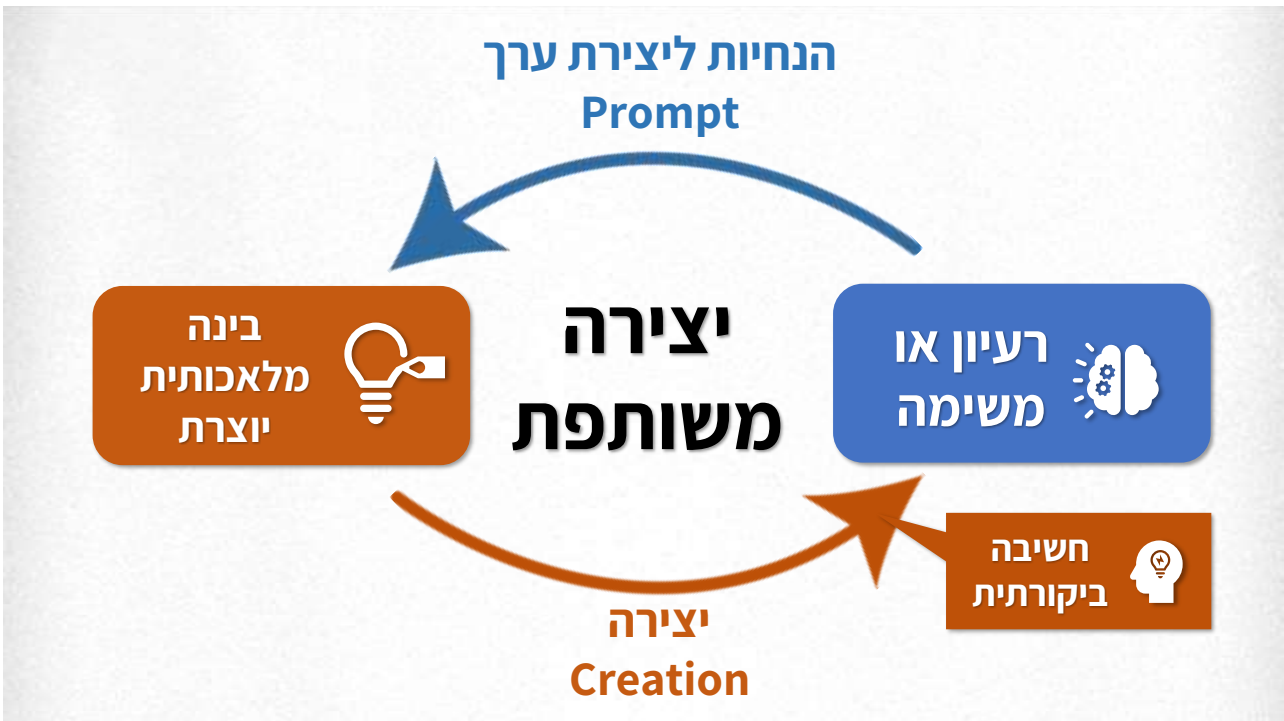
A promotional graphic for 'linktr.ee/ai4u'. On the left, a blue banner contains the text 'linktr.ee/ai4u' in white. Below the banner is a large black and white QR code. On the right is a smartphone displaying an app interface. The app has a light blue header with a lightbulb icon and the text 'Digital Culture | AI Tools'. Below the header are several buttons: 'CREATE ACCOUNTS', 'A link OpenAI account', 'A new Microsoft account', 'TEXT TO TEXT', 'ChatGPT', 'ChatGPT - Summarize everything!', 'ChatPDF - Chat with any PDF', and 'sp3llout.com'.

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שינוי תפיסה





קיצור זמן ליצירת ערך

78



איך לבנות "פרומפט" אפקטיבי?

דגש מיוחד

מה הכי חשוב? יש מאפיינים מיוחדים?

קהל יעד

מי האנשים שזה צריך להתאים להם?

משימה

מה התוצר
שאני רוצה לקבל?

79

איך לבנות "פרומפט" אפקטיבי?

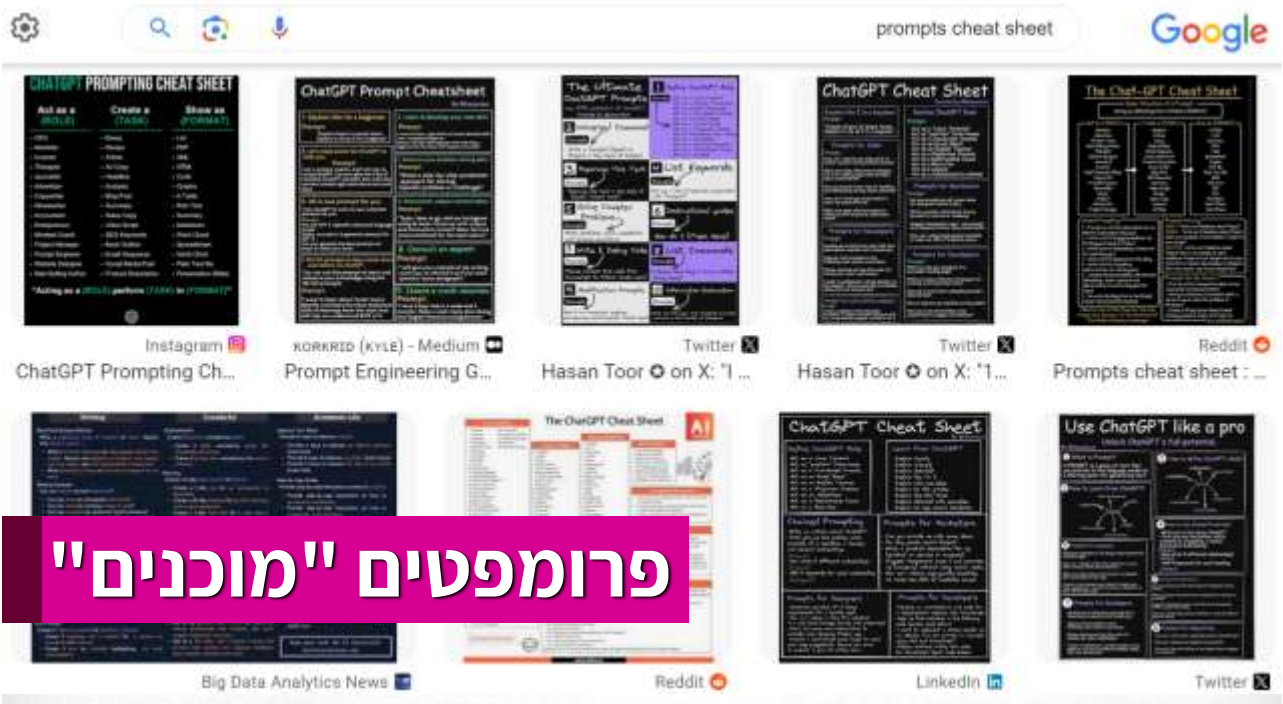
*אתה מומחה ל[תחום מקצועי / נישה].

המשימה שלך היא [הגדרת התוצר].

עבור [קהל היעד].

שים דגש על [מאפיינים מיוחדים].

80



פרומפטים "מוכנים"

81



The image shows the landing page of the Gamma website. At the top left is the Gamma logo. At the top right are links for 'Templates', 'Login', and a 'Sign up for free' button. The main headline reads 'A new medium for presenting ideas. Powered by AI.' Below this is a sub-headline: 'Just start writing. Beautiful, engaging content with none of the formatting and design work.' A 'Sign up for free' button is centered below the text. On the right side, there is a purple banner with the Hebrew text 'בניית מצגת' (Building a presentation). At the bottom right, there is a badge that says '#1 Product of the Month'.

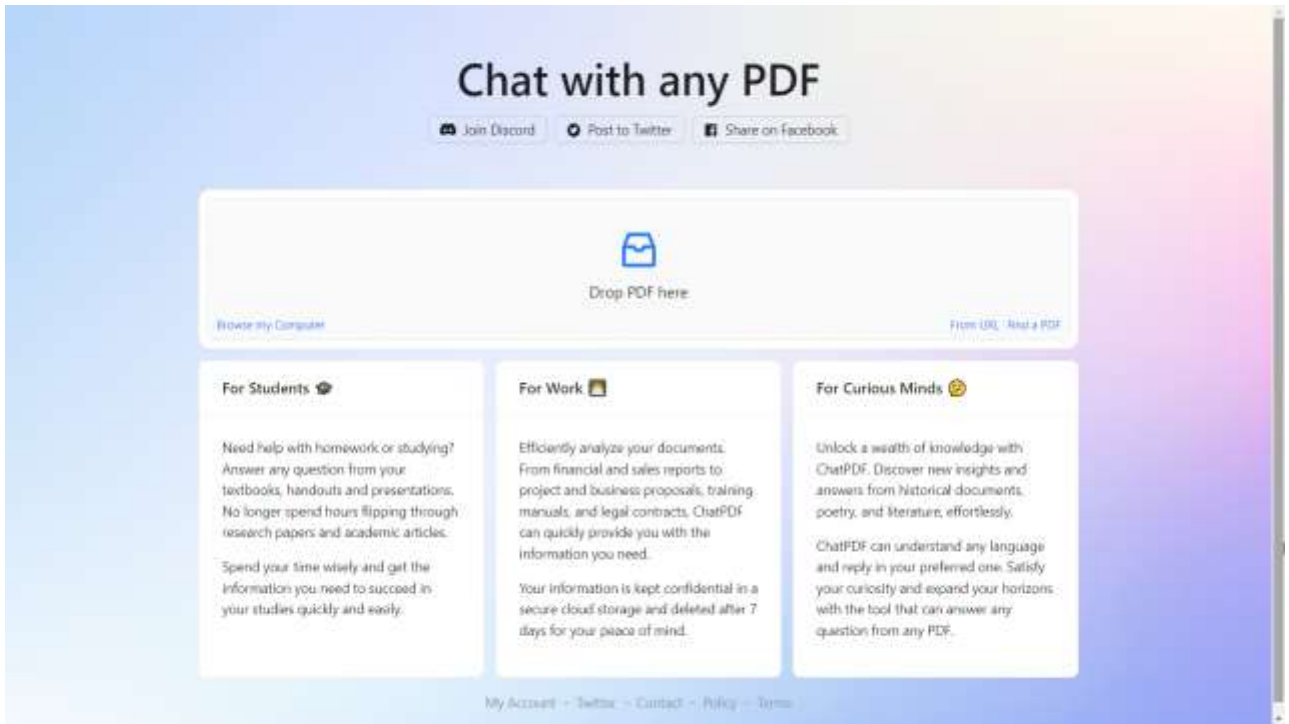
82



The image is a digital graphic with a dark, textured background. The word 'Security' is written in a large, glowing blue, pixelated font. To the left of the word is a circular logo with the letters 'SI'. Below the word 'Security' is a glowing blue hand cursor icon pointing upwards. At the bottom right, there is a blue banner with the Hebrew text 'אבטחת מידע' (Data Security).

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Home > Extensions > ChatGPT - Summarize everything!



ChatGPT - Summarize everything!

calmai.net

★★★★★ 182 ⓘ | Productivity | 3,000+ users

Overview

Privacy practices

Reviews

Support

87

The screenshot shows the Perplexity.ai website. On the left is a sidebar with navigation options: "New Thread Ctrl I", "Home", "Discover", "My Threads", and "AI Profile". Below these is a "Try Pro" section with text: "Upgrade to Claude 2 or GPT-4, boost your Copilot uses, and upload more files." and a "Learn More" link. The main content area features the heading "Where knowledge begins" and a large search input field with the placeholder text "Ask anything...". Below the input field are options for "Focus" and "File", and a "Copilot · 5" indicator. A dark grey box on the right contains the text "Perplexity.ai Interact with online data". At the bottom, there is a footer with links for "Try Pro", "Careers", "FAQ", "Blog", "Privacy Policy", and "Terms of Service".

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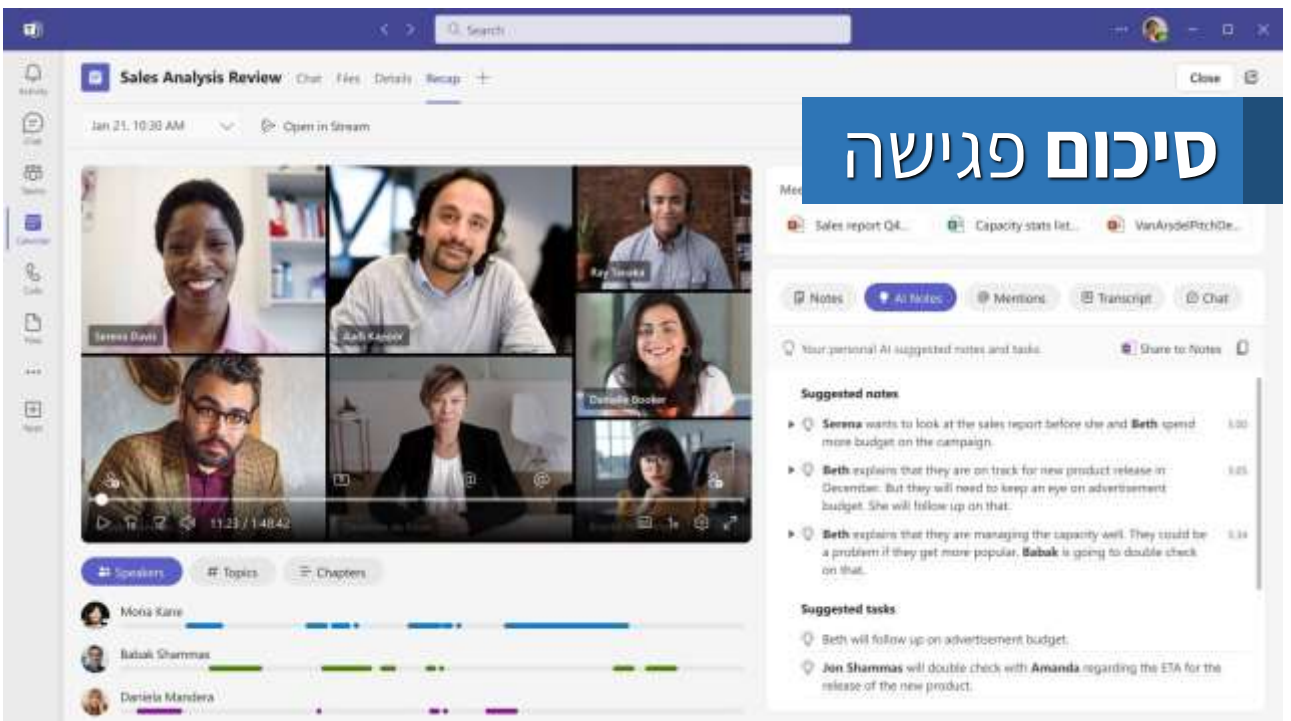
The screenshot shows the QuillBot Paraphraser interface. At the top, there is a navigation bar with the QuillBot logo, the word "Paraphraser", an "Upgrade to Premium" button, and icons for a flag, moon, and user profile. The main interface is split into two panels. The left panel contains the text: "QuillBot's paraphraser takes your sentences and makes changes, helping you to rework and rephrase your content quickly and efficiently!". Below this text is a "19 Words" count and a green "Rephrase" button. The right panel shows the paraphrased text: "With the help of QuillBot's paraphraser, you can rapidly and effectively rework and rephrase your content by taking your sentences and making adjustments!". Below this text is a "23 Words" count and icons for a bar chart, download, and copy. At the bottom, there is a legend: "Changed Words" (orange dot), "Structural Changes" (yellow dot), and "Longest Unchanged Words" (blue dot).

89



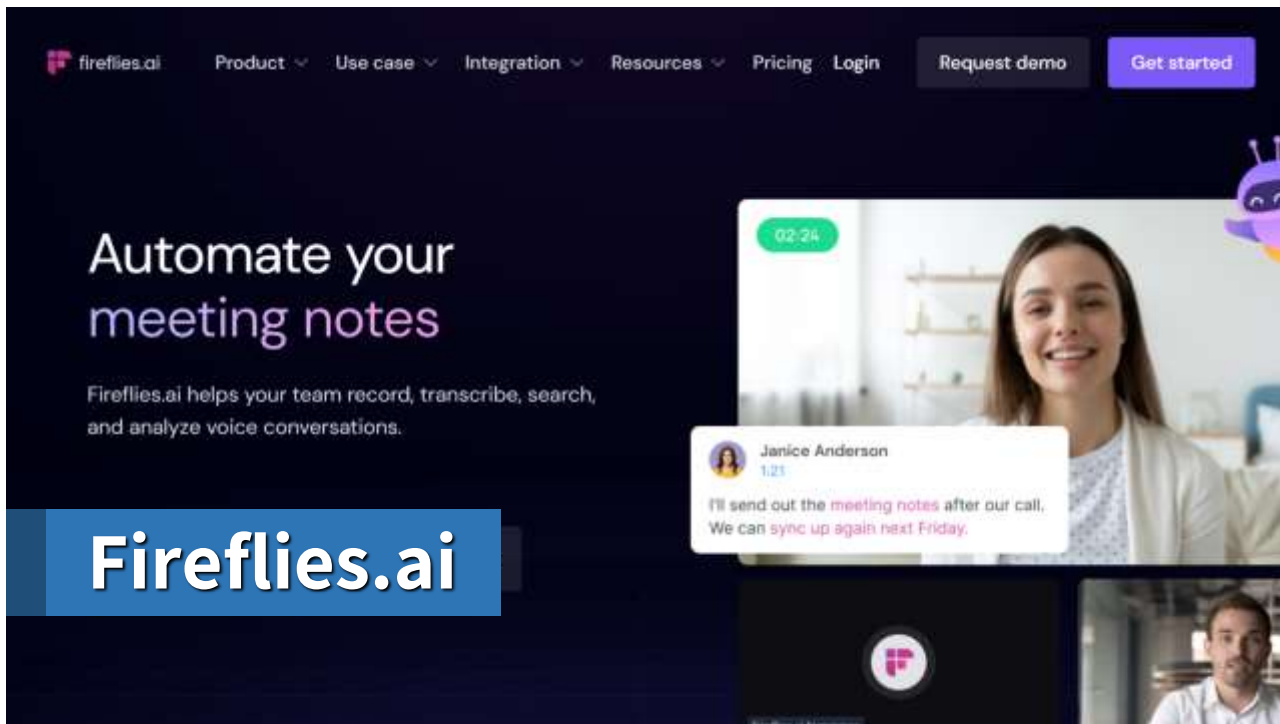
פגישות מרחוק

90

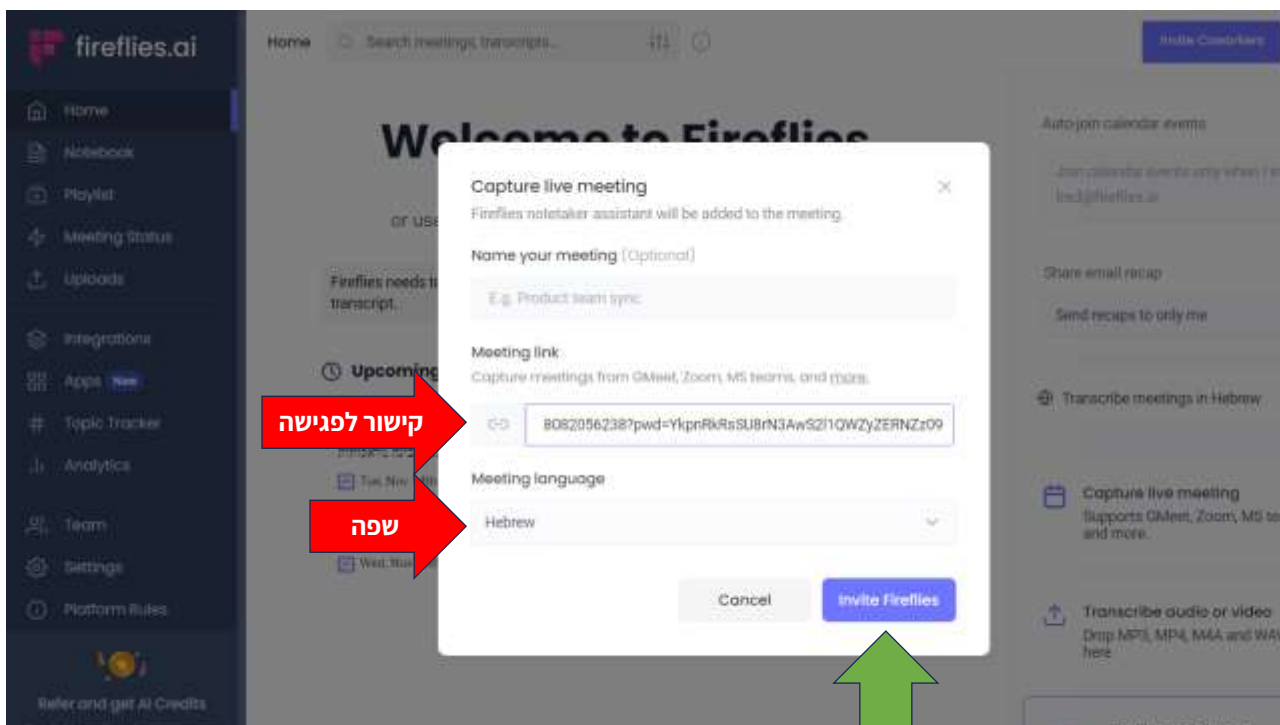


סיכום פגישה

91



92



93



94



NVIDIA Maxine

NVIDIA Maxine is a suite of GPU-accelerated AI SDKs and cloud-native microservices for deploying AI features that enhance audio, video, and augmented reality effects in real time. Maxine's state-of-the-art models create high-quality effects that can be achieved with standard microphone and camera equipment. Maxine can be deployed on premises, in the cloud, or at the edge.

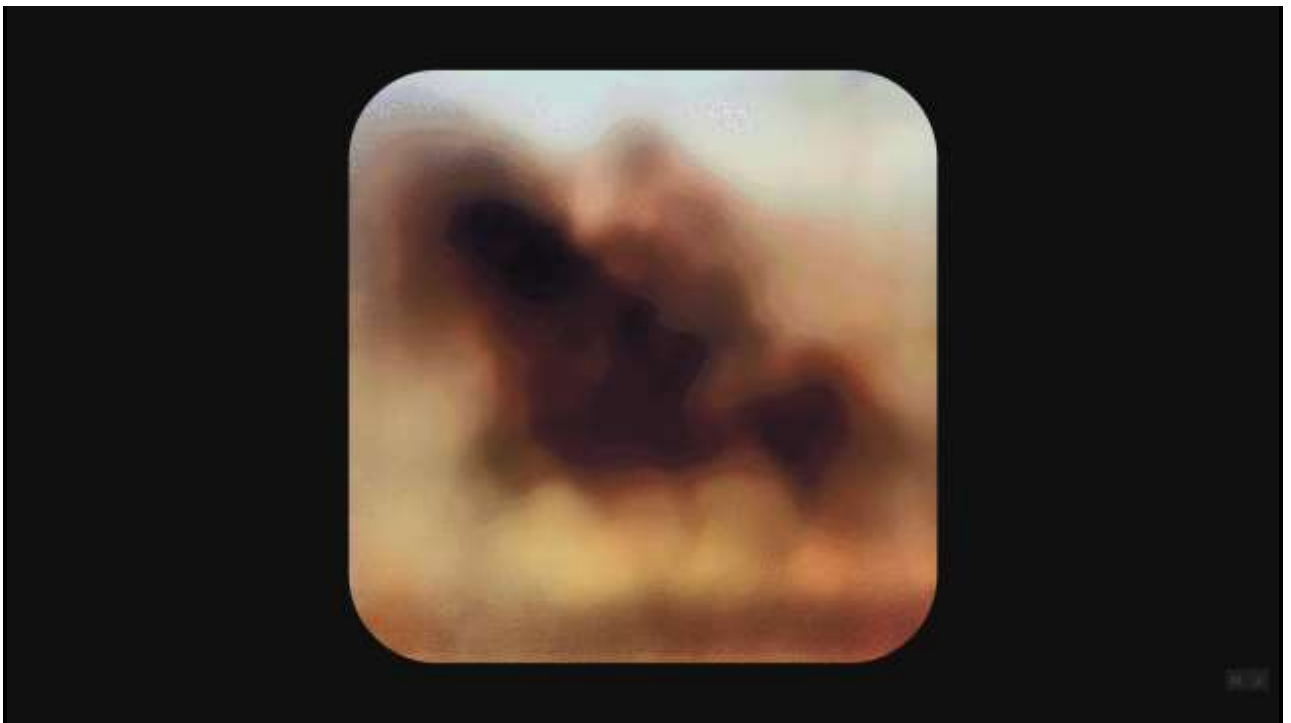
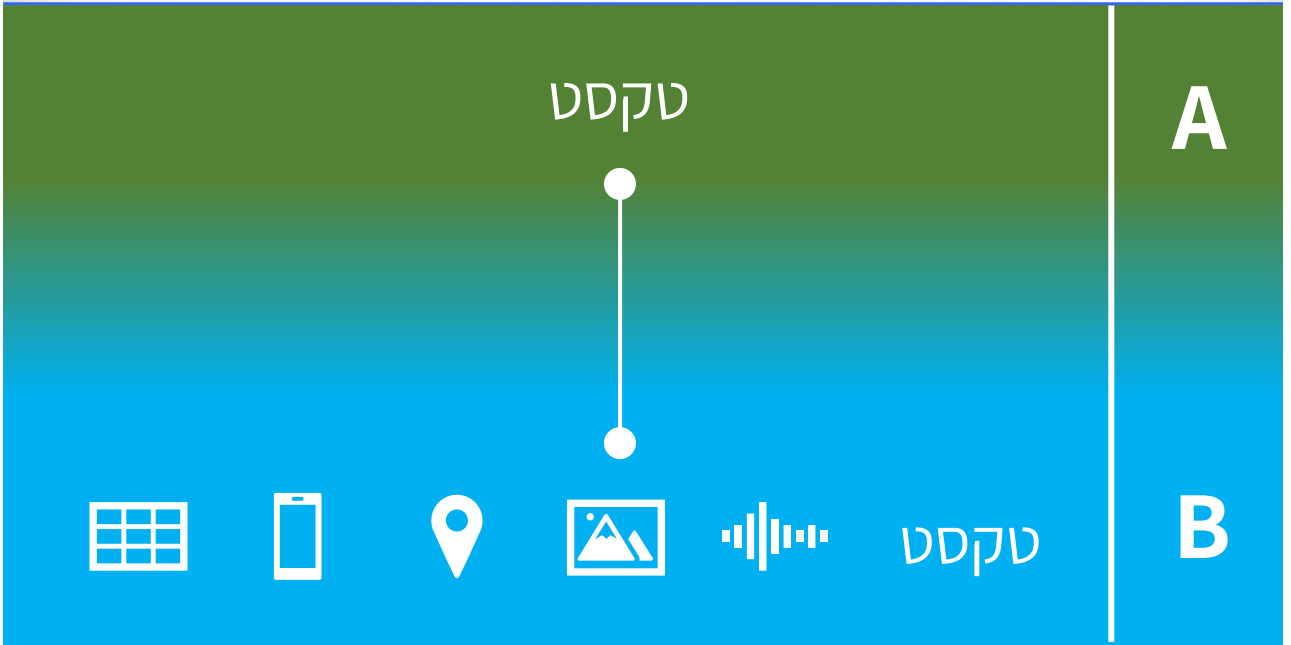
NVIDIA Maxine is part of NVIDIA AI Enterprise—an extensive library of full-stack software, including AI solution workflows, frameworks, pretrained models, and infrastructure optimization.

[Get Started](#)



b

95





98



99



100



101



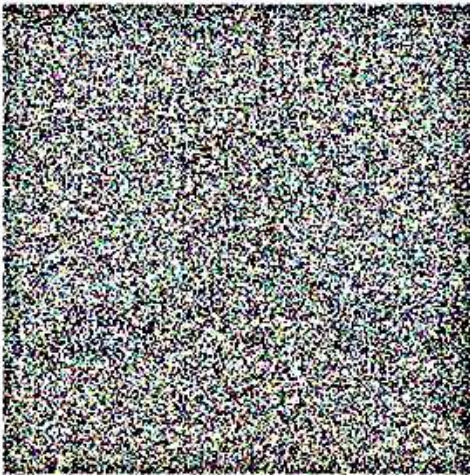
102



103



104



Noise

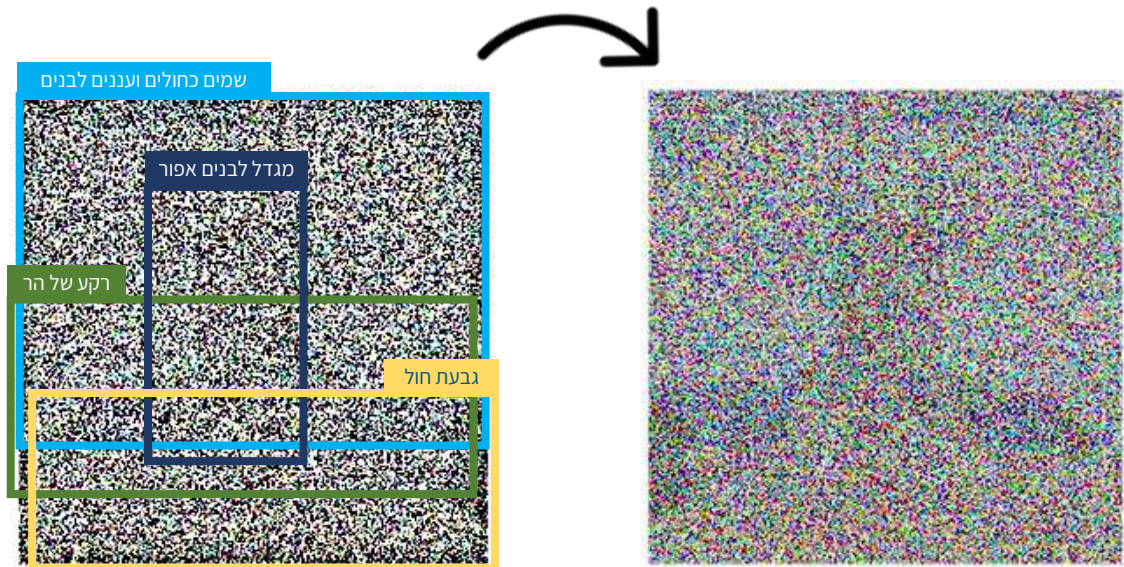
105



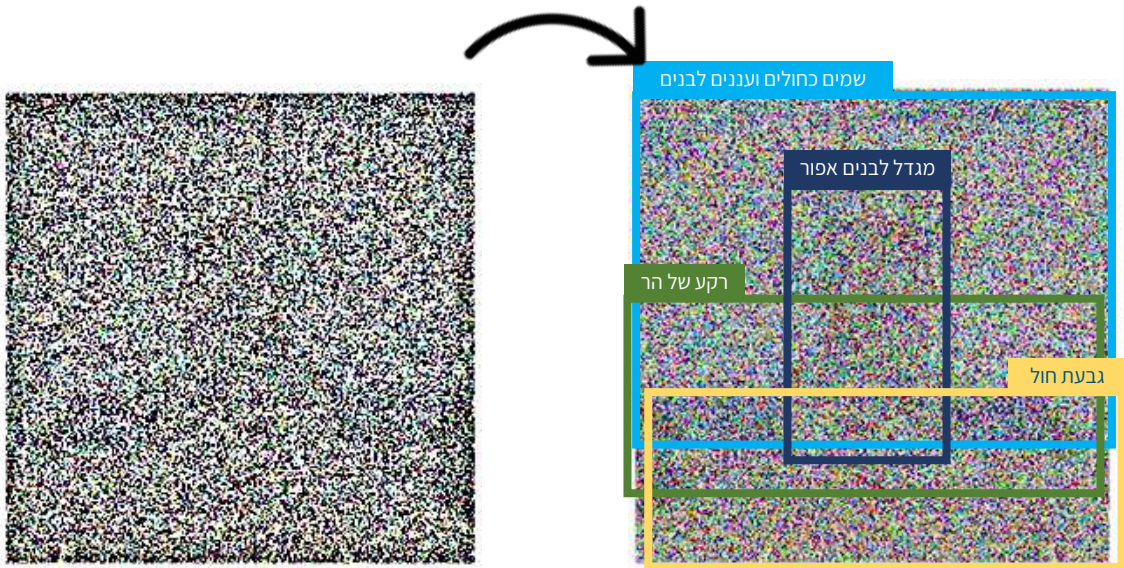
Prompt:

מגדל לבנים אפור,
על גבעת חול,
עם רקע של הר,
שמיים כחולים
ועננים לבנים.

106



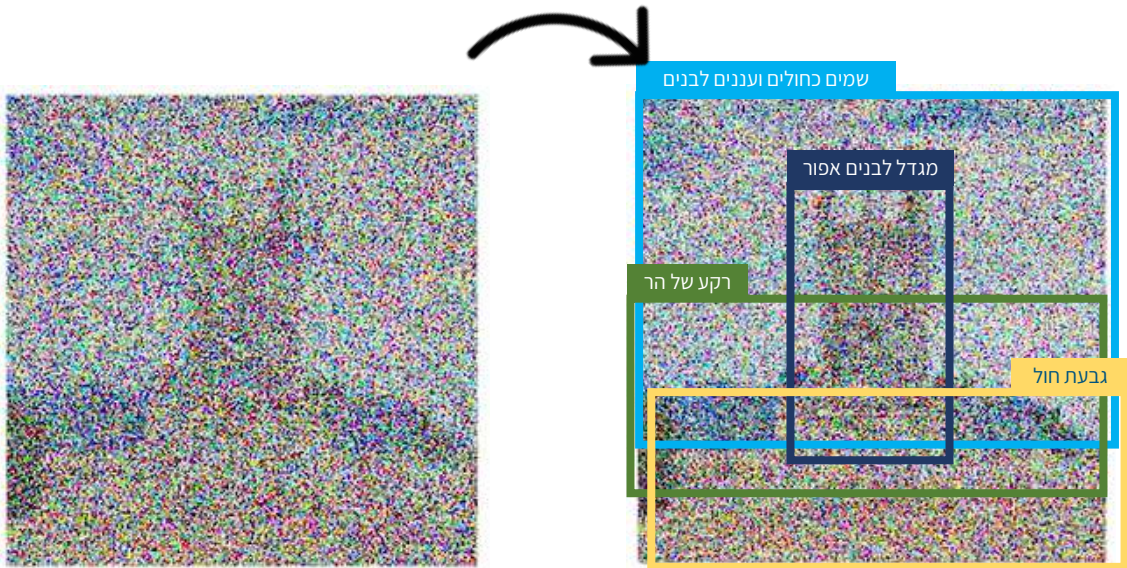
107



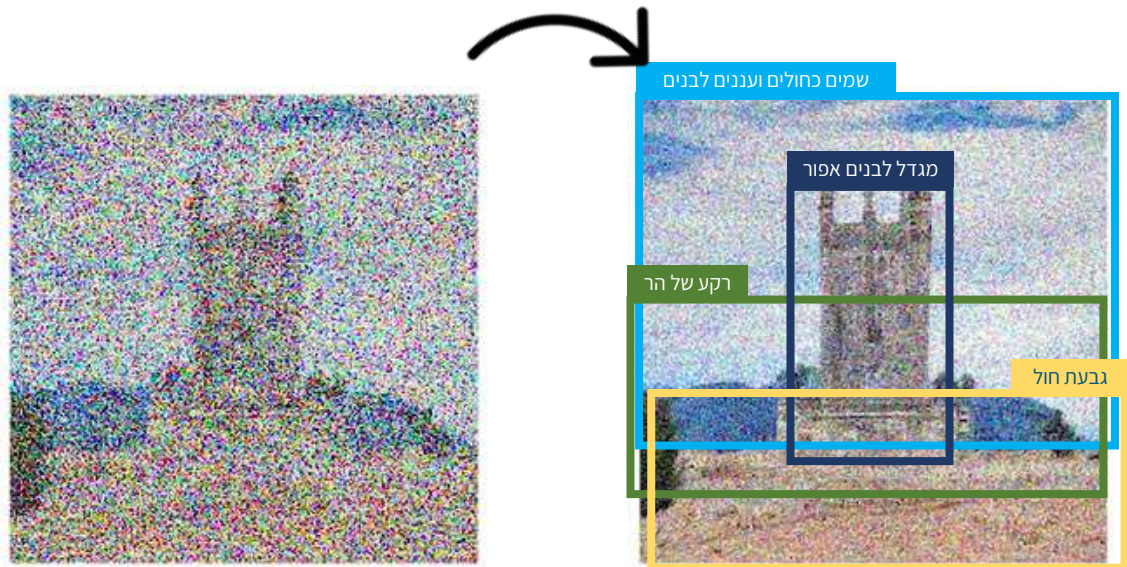
108



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Prompt:

מגדל לבנים אפור,
על גבעת חול,
עם רקע של הר,
שמיים כחולים
ועננים לבנים.



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איך לבנות "פרומפט" לתמונה?

סגנון

אמנות: רפרנס, צבעים, תאורה

מאפיינים

תיאור: סצנה, חומרים, מיקום

נושא

מהם האלמנטים המרכזיים?

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STABLE DIFFUSION XL

SDXL 0.9: A Leap Forward in AI Image Generation

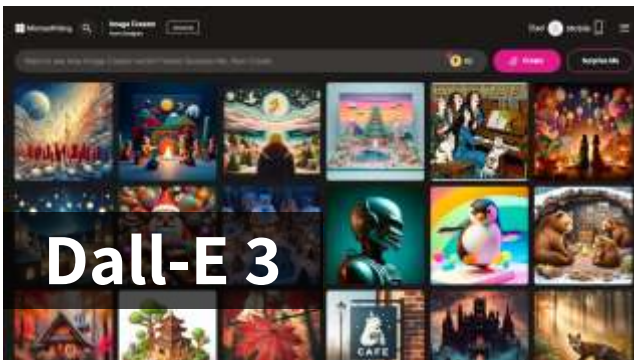
An impossible 3d square No style

תמונות לפי טקסט

TRY AN EXAMPLE



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Dall-E 3



Clipdrop



Leonardo



Midjourney

118

קרדיט:

Shoham Raheli Haroush

12 שעות · 🌐



עיצוב קונספט



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 Cleanup.pictures

[Use cases](#) [Pricing](#) [FAQ](#) [API](#) 

Remove any unwanted **object, defect, people** or **text** from your pictures **in seconds**



Click here or drag an image file

Try with an example



Photo Editing

120

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Original Image

123

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Input (Prompt)



Elusion strength:
ControlNet conditioning scale

Examples

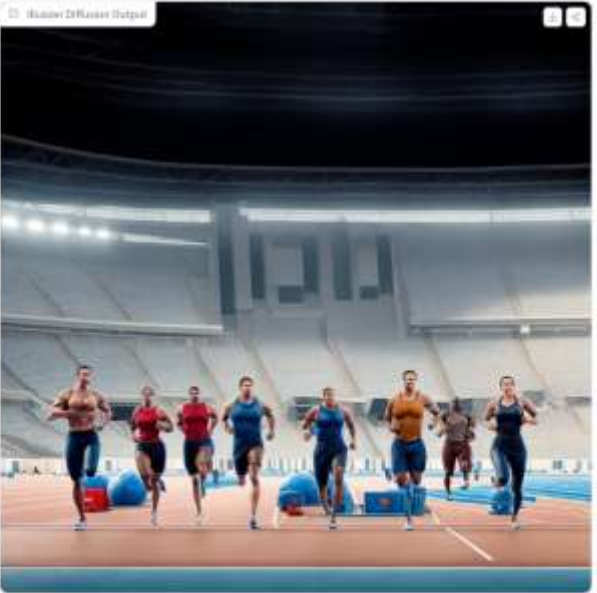


Prompt
Type what you want to generate

A hyper realistic cinematic image of sports men and women, working out in a stadium

Negative Prompt
Type what you don't want to see

Output (Image)



Share to community

125

Input (Prompt)



Elusion strength:
ControlNet conditioning scale

Examples




Prompt
Type what you want to generate

A hyper realistic cinematic image of sports men and women, working out in a stadium

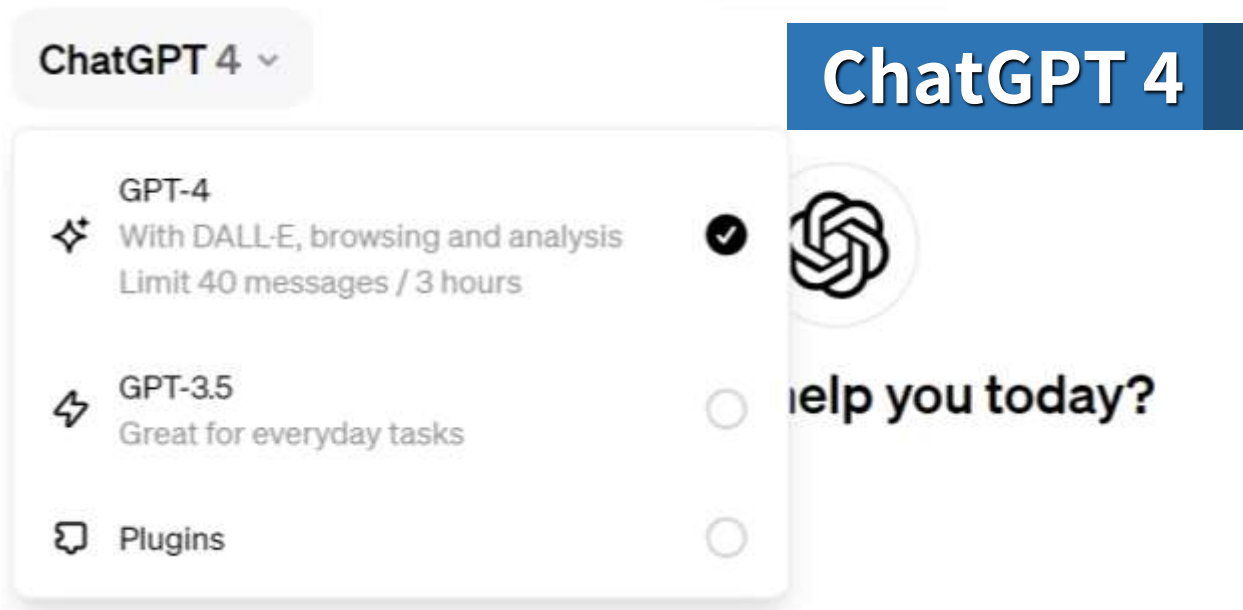
Negative Prompt
Type what you don't want to see

Output (Image)




Share to community

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Digital Culture  **איך זה עובד?**
הגננת דיגיטלית לשיפור ביצועים עסקיים

טקסט

A

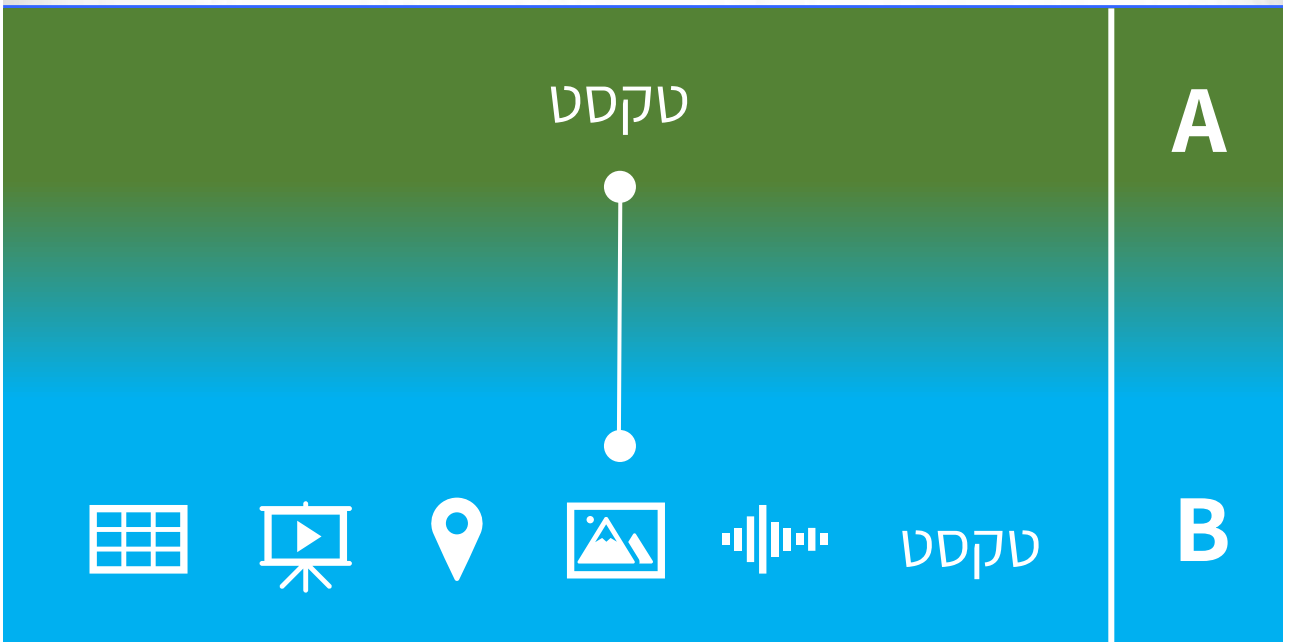
B

טקסט

134



135



136



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מטקסט לויזואל

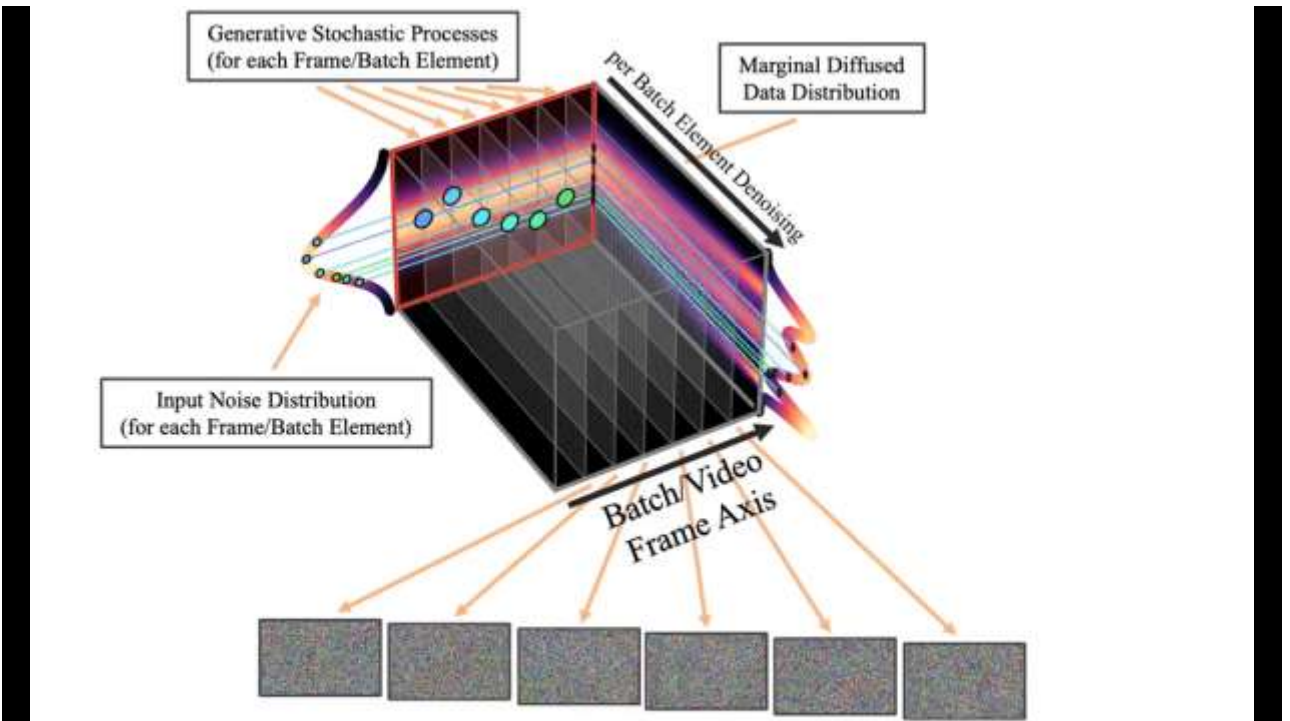
Text prompt:

"A teddy bear is playing the electric guitar, high definition, 4k."

138



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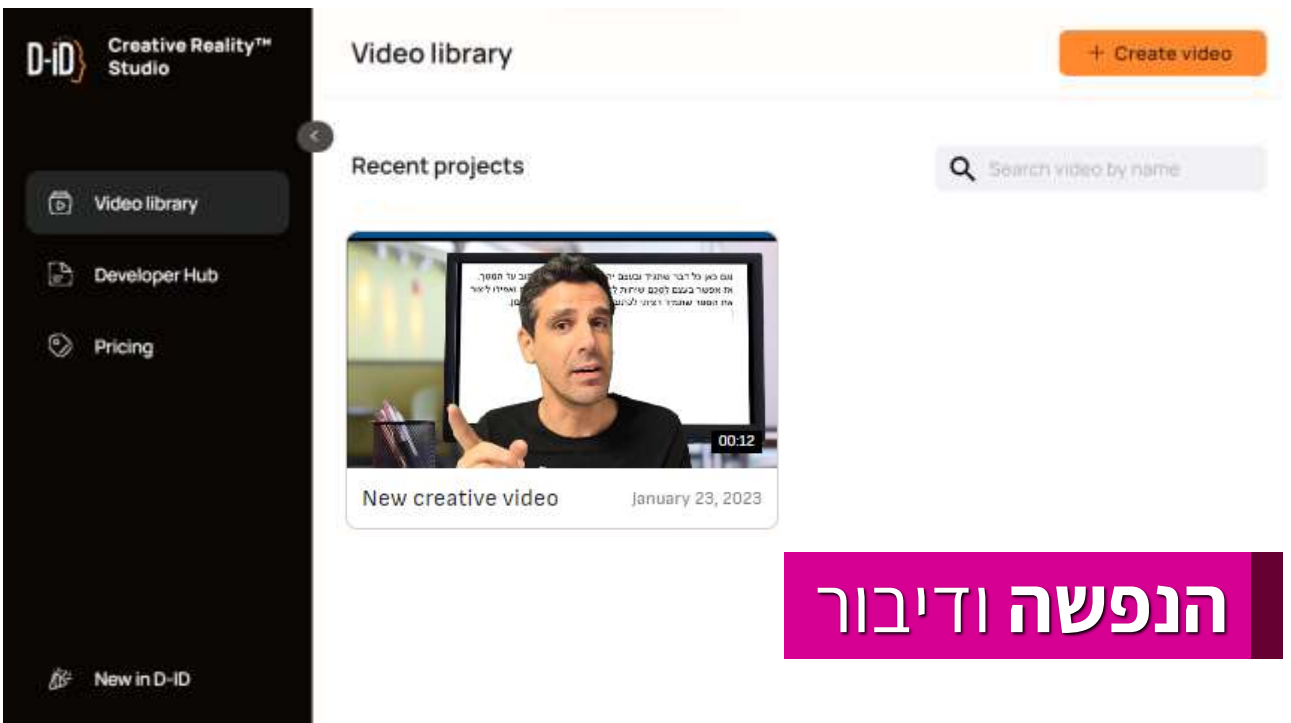
141



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22.5 Credits

Create Video

Elad ▾
Creator

My Avatar (13)

Instant Avatar (5) Photo Avatar (3) Studio Avatar (5)

Get More Instant Avatar

- Home
- Template
- Avatar
- Voice
- Video
- Asset



Main Avatar, Pro Voice



Elad Darman



Elad Darman

Avatar Library (106)

Instant Avatar (7) Photo Avatar (10) Studio Avatar (89)

All Appearance ▾

Video Translate ▾

Webinar Live Scan ▾

Pricing

Labs

Tutorial

News



Blake in Blue Suit



Blake in Brown Coat

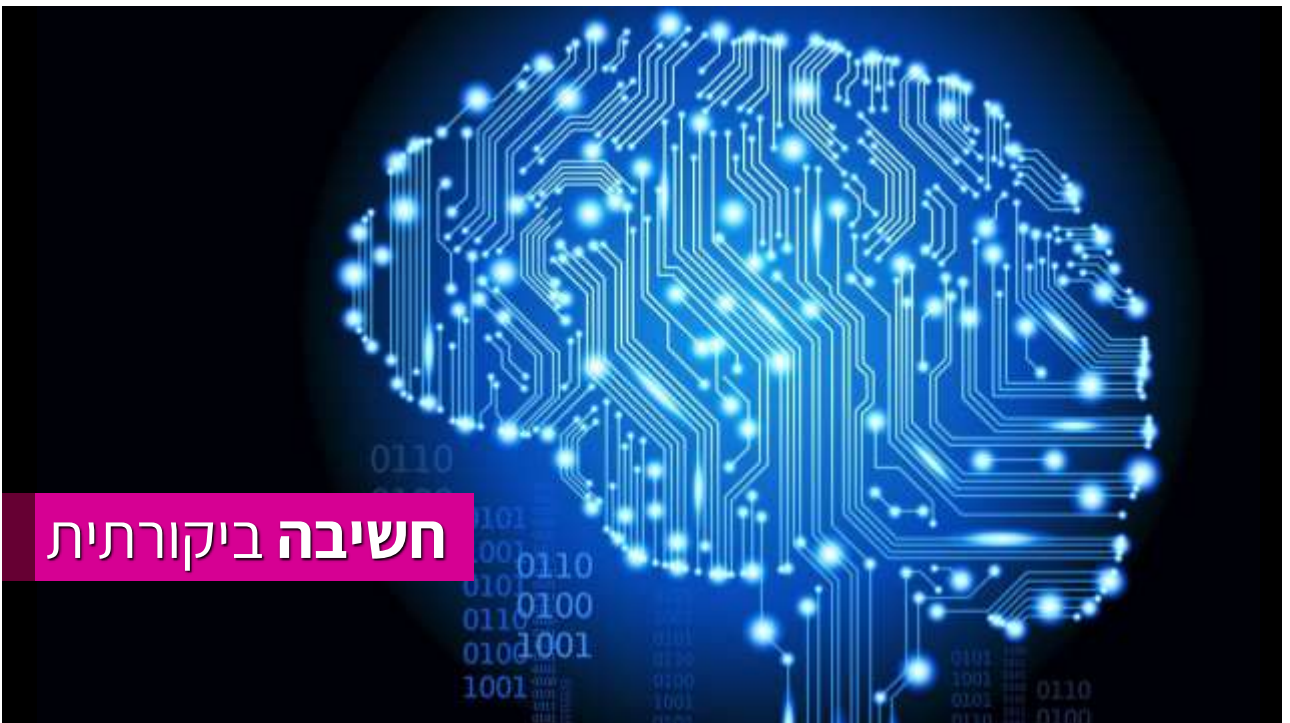


Blake in Sweatshirt

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English

Random Face Generator (This Person Does Not Exist)

HOME - PRIVACY POLICY - ALGORITHM - CONTACT US

Generate random human faces in 1 click and download! AI generated fake person photos: man, woman or child.



Refresh Image Download

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Alamy 1914). Montmartre hill ...

Wikipedia Sacré-Cœur, Paris - ...

Things to do in Paris Sacre-Coeur - Basilica of the Sa...

Dreamstime Side View of Sacre...

Dreamstime Sacre Coeur Side View Stock Ph...

Travel Caffeine Sacré-Cœur Basilica Review & TI...

Travel Caffeine Sacré-Cœur Basilica Review & Tips ...

USA TODAY 10Best Basilique du Sacré-Coeur is one of the...

Discover Walks Top 10 fun facts about the Sacre-Coeur ...

J. Travel Photography Guru The Glorious Sacré Coeur Basilica

apetostock facade of Sacre Co...

Alamy Back side sacre coeur hi-res stock...

The Good Life France Basilica of Sacré-Coeur Paris ...

TomtOut Sacred Heart' basilica and Montmartre ...

123RF Sacre Coeur Basilica De Montmartre ...

Revised Stories Montmartre, Secret Side | Self ...

NeRF

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Geektime

ערוצים | עצרת קבר | INSIDER

Geektime Insider

הלהיט החדש: רמאים משתמשים בקולות מג'ונרטים כדי לסחוט בני משפחה

משפחה

קורבנות תמימים מקבלים שיחה מלחיצה מבני משפחה שנקלעו למצב קשה, הם רוצים להוציא כסף במזומן ומעבירים אותו לצד נ' - רק כדי לגלות שהקול שאיתו דיברו לא היה של קרוב משפחתם

אנשי אלקטרוניקה - 6.3.23

מובילה עולמית בזירת התעסוקה
מקדישה כוחות הטכנולוגיה
ממסדת כיתה מלאכותית

ZipRecruiter

כמה אני שווה?
השכר שלי נמוך מדי
אנחנו

הונאות

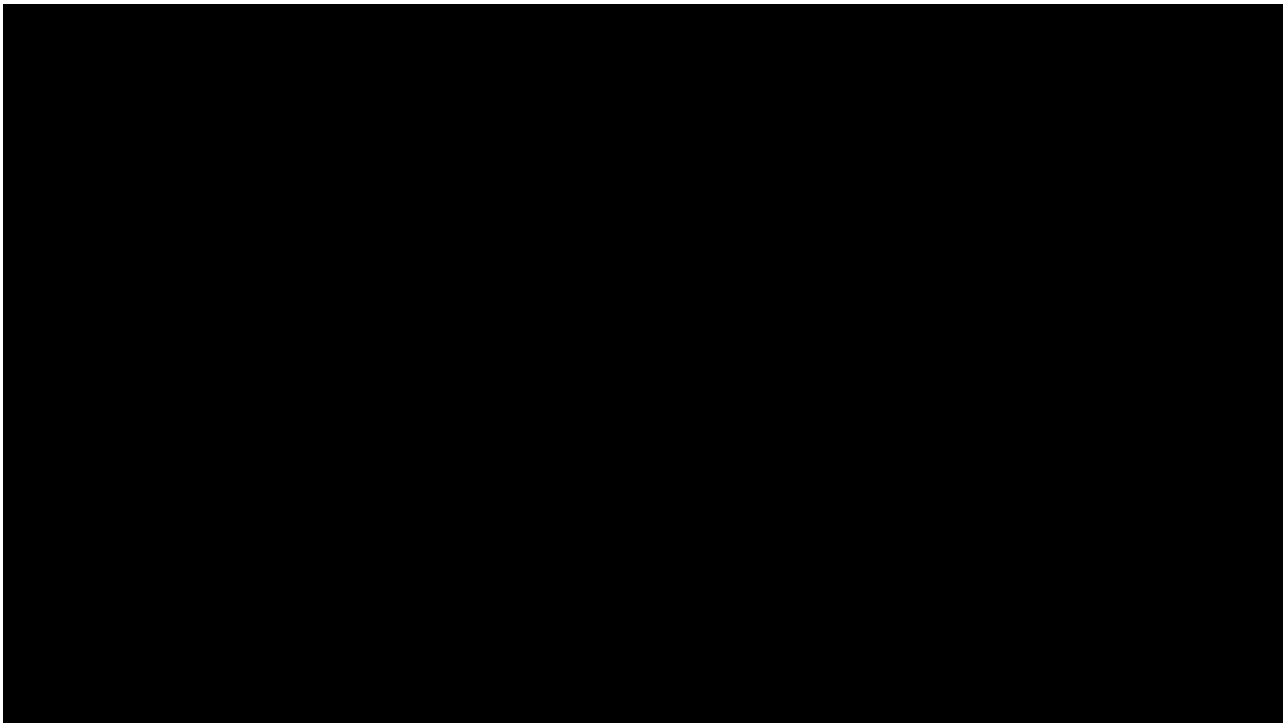
00:01 02:40

דוּסֵה

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The screenshot shows the Descript website's landing page. At the top, there are navigation links for "Product Tour", "Features", and "For Work" on the left, and "Resources", "Pricing", "Sign In", and "Sign Up" on the right. The main heading reads "Ultra-realistic voice cloning with Overdub". Below this, a blue box contains the word "Descript" in white. A sub-heading states "Overdub lets you create a text-to-speech model of your voice or select one from our ultra-realistic stock voices." A blue button says "Create your free voice model". Three examples of stock voices are shown in a row: 1. "BMW Overdub Voice" with a male voiceover saying "It knows your movements this morning, and that Tuesday is your basketball league." 2. "Carla's Overdub Voice" with a female voiceover saying "chocolates. You never know what you're gonna get." 3. "Nancy's Overdub Voice" with a female voiceover saying "I like shopping. I hate shopping." Each example includes a small video player icon in the top right corner.

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Home > Tech News > AI Paper Summary > Shaping the Future of Artificial Intelligence AI: The Significance of Prompt Engineering...

Shaping the Future of Artificial Intelligence AI: The Significance of Prompt Engineering for Progress and Innovation

By Tanya Malhotra - January 30, 2023

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ChatGPT has been the talk of the town since the day it has released. Over a million users are already using the revolutionary chatbot. This is a large language model (LLM) trained by OpenAI to generate information on an extensive range of topics. It can generate unique and creative user-specific content, summarize long text paragraphs, etc. LLMs are trained on huge volumes of textual data and produce meaningful text like humans. It even holds the capability of generating software codes. One of the key advantages of large language models is that they can quickly produce good-quality text.

היכולת "ללחוש למכונה"

A New Artificial Intelligence Method Called Synthetic Prompting Leverages Large Language Models'...

The screenshot shows the ChatGPT interface. On the left is a sidebar with a list of chat conversations, including 'Python Color Picker Co', 'Napoleon's White Horse Color', 'Greatness Appreciated', 'Financial Situation in Israel', 'Agile Course Plan Outline', 'Siemens Israel Poem', 'Clear conversations', 'Dark mode', 'OpenAI Discord', 'Updates & FAQ', and 'Log out'. The main chat area shows a user prompt: 'Write a python code to create aa color picker'. The AI response is: 'Here's an example of a simple color picker written in Python using the Tkinter library:'. Below the text is a code block with the following Python code:

```
python
import tkinter as tk

def color_picker():
    color = tk.colorchooser.askcolor()
    print(color)

root = tk.Tk()
button = tk.Button(root, text="Pick a color", command=color_picker)
button.pack()
root.mainloop()
```

At the bottom of the code block is a 'Copy code' button. Below the code block is a 'Regenerate response' button. At the bottom of the chat area is a text input field and a send button. At the very bottom of the page, there is a footer: 'ChatGPT, Jan 30, 2023. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.'

קוד מחשב

HOME > TECH

A freelance writer says ChatGPT wrote a \$600 article in just 30 seconds

Beatrice Nolan Jun 25, 2023, 1:55 PM



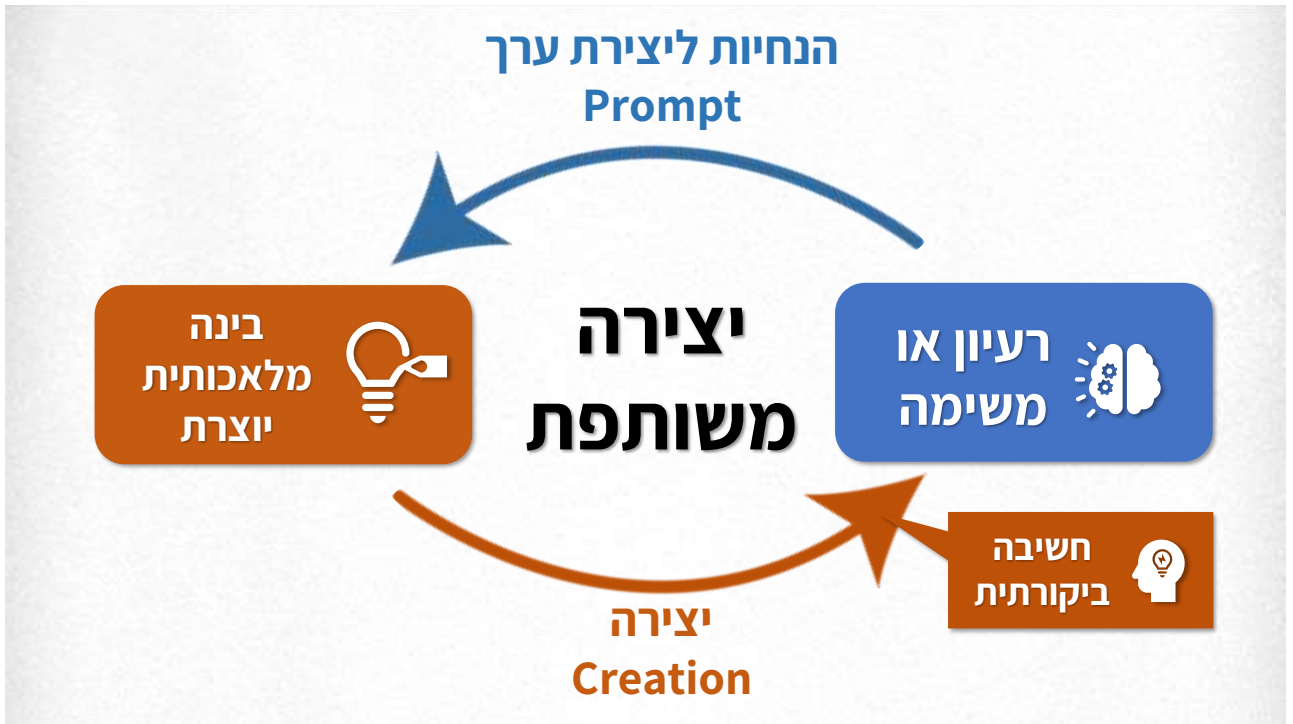
מאמר תוך 30 שניות

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שינוי תפיסה

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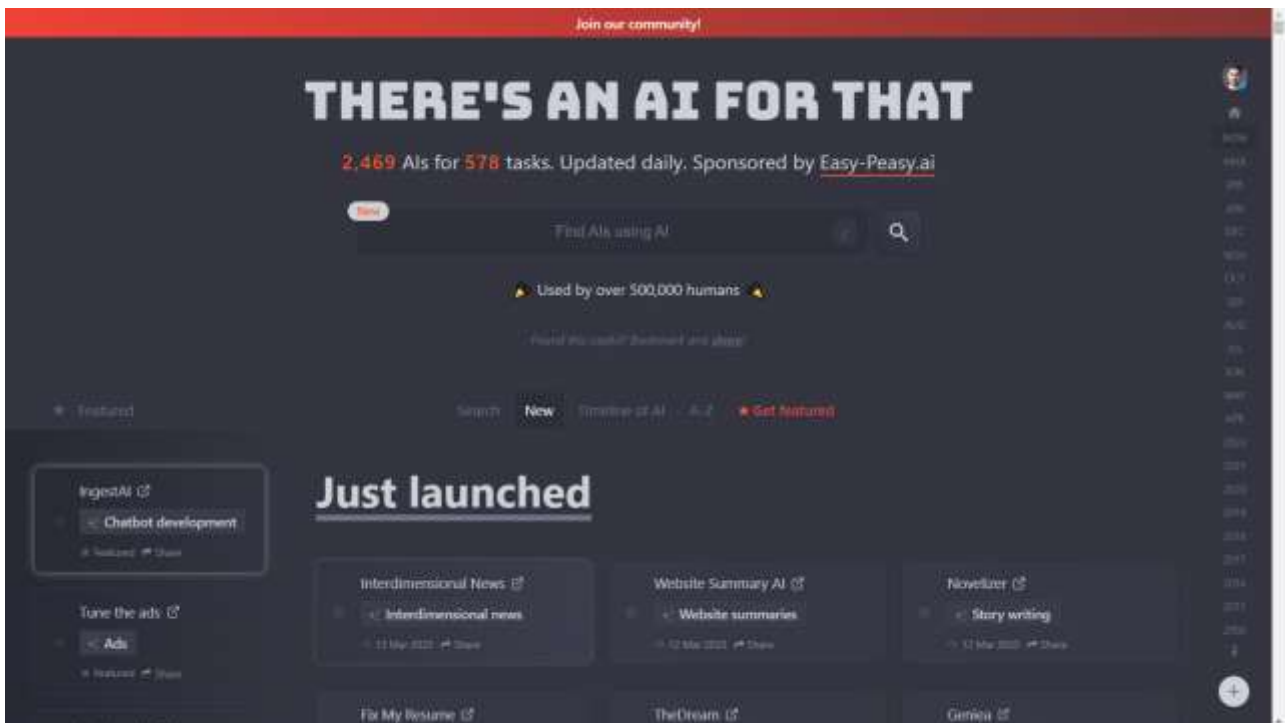


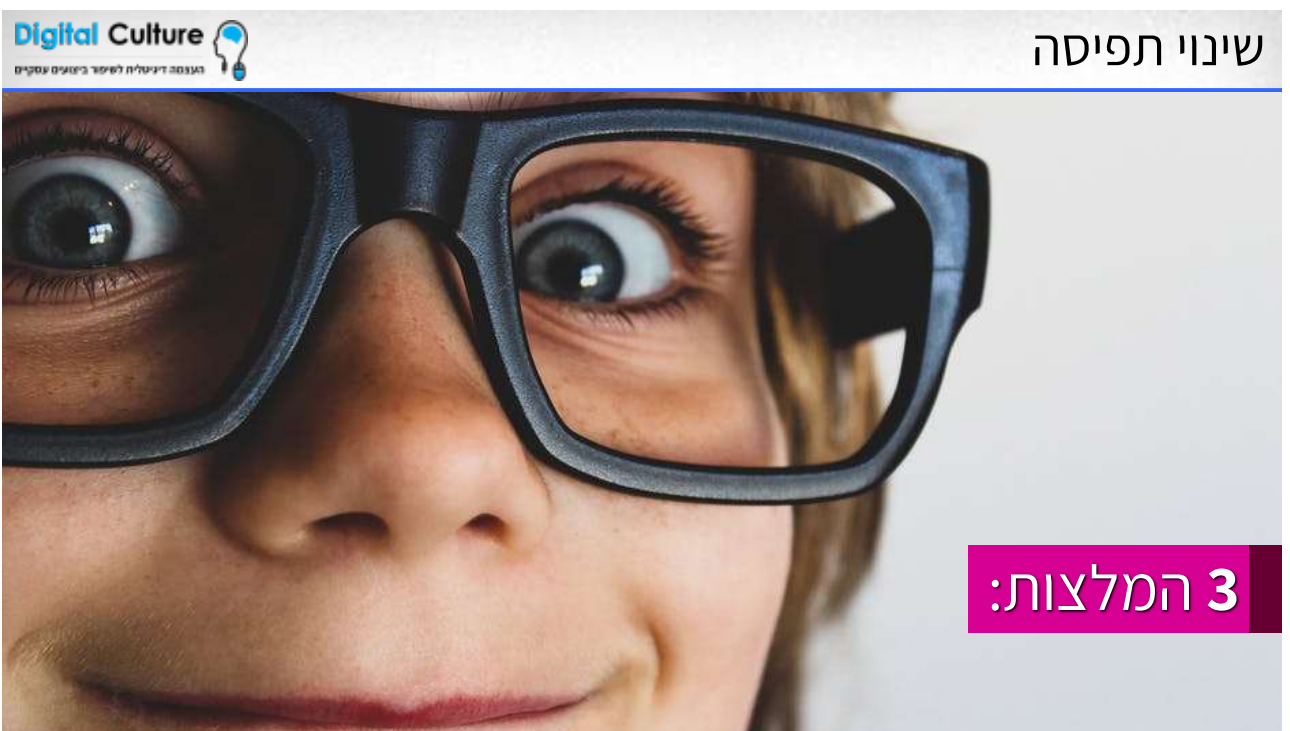
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יצירת ערך: 10 / 20 / 30 / 40





ChatGPT: Optimizing Language Models for Dialogue

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests. ChatGPT is a sibling model to InstructGPT, which is trained to follow an instruction in a prompt and provide a detailed response.



DALLE 2

DALLE 2 is a new AI system that can create realistic images and art from a description in natural language.



1. לגוון שיטות עבודה

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2. להתנסות כדי להבין

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3. ליצור ערך עם AI

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התאמה לעתיד העבודה

בסביבה, תרבות ארגונית וטכנולוגיה

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תרגול והתנסות מעשית
בכלי בינה מלאכותית





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מה זה AI? 

- היכרות עם מושגי יסוד
- שיטות שונות של למידת מכונה
- פרקטיקה: כלים מבוססי AI

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שיפור טכנולוגי

- התנסות בפתרונות AI
- חסכון בזמן והתייעלות
- למידה יוצרת בארגון

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שינוי תפיסה

- שימוש ב-AI ליצירת ערך
- פיתוח סקרנות לחידושים
- הטמעת טכנולוגיות חדשות

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"שינוי תפיסה דיגיטלי, מגיע
מהתנסות מעשית בכלים טכנולוגיים."



אלעד דרמון

מרצה ומוביל לשינוי דיגיטלי בארגונים



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Digital Culture 
העצמה דיגיטלית לשיפור ביצועים עסקיים

תודה!

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