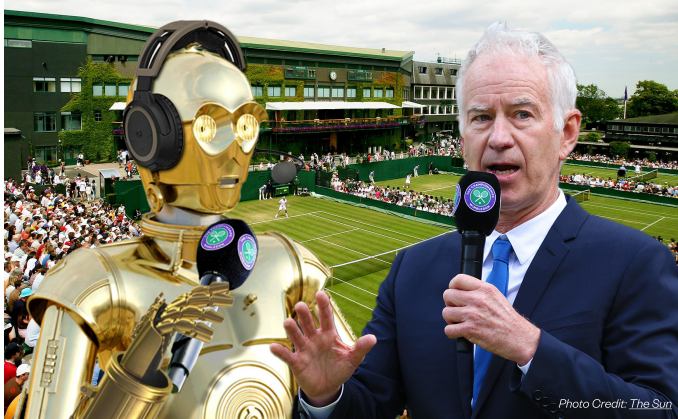


THE AI ROUND UP

A WEEKLY HUMAN-GENERATED DIGEST IN ARTIFICIAL TECHNOLOGY



AI Takes Court at This Year's Wimbledon

Wimbledon will debut two new AI features, AI Tennis Commentary and AI Draw Analysis, developed in partnership with IBM's watsonx and The All England Club for this year's championships. The AI Tennis Commentary provides insightful commentary for tennis fans to enjoy post-game, and could be used for future matches outside of Wimbledon's Show Courts. The second feature, IBM AI Draw Analysis, will rank players' final draw favorability based on an assessment of the player's position against potential opponents. Tennis enthusiasts can try these features out starting July 3rd on the Wimbledon website and app.

Read more on [CNN](#).



Hey Mercedes, Meet Chat-GPT

Mercedes-Benz enhanced its in-car voice control feature, "Hey Mercedes" MBUX Voice Assistant, with Chat-GPT via Microsoft's Azure OpenAI Service. Starting June 16th, U.S. drivers could opt-in to try the newly enhanced "Hey Mercedes" for three months. The voice control's AI can engage in complex, multi-turn conversations, provide comprehensive answers on various topics, and allow drivers to use third-party services to complete tasks such as booking reservations and purchasing movie tickets while driving. Program findings and user feedback will determine if they will move forward with integrating the new technology.

Read more on [Mercedes-Benz](#) and [Microsoft Azure](#).



Marvel's Secret Invasion Sparks AI Art Debate

Fans are boycotting Marvel's *Secret Invasion* after discovering AI was used to create the show's main title sequence. Many speculated this decision cost artists their jobs, but the studio behind the title sequence, Method Studios, said the opposite. AI was intentionally used as the team believed its use would best capture the show's overall theme and desired aesthetic. It didn't take over the whole production, but simply "complemented and assisted" their creative teams in crafting the characters' movements and features. This dilemma poses the question of what is considered ethical use of AI art.

Read more on [TechCrunch](#).