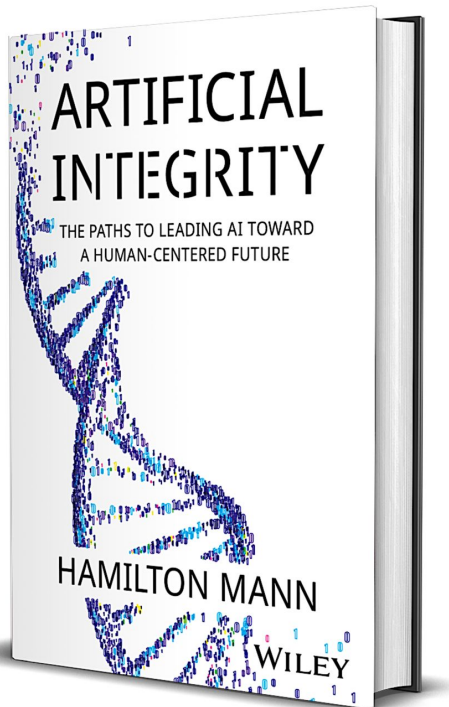


## **EXCLUSIVE PRESS RELEASE FOR WEB SUMMIT 2024**

### **Launch of *Artificial Integrity* by Hamilton Mann: A game-changing vision for AI, presented exclusively at Web Summit**

At this year's Web Summit, a premier global event for technology and innovation, Hamilton Mann is delighted to announce the release of *Artificial Integrity*. Alan Turing's seminal paper, *Computing Machinery and Intelligence*, posed the now-famous question,



“Can machines think?”—an inquiry that laid the groundwork for exploring the cognitive potential of machines. As we witness AI systems moving beyond narrow tasks into increasingly autonomous roles, Hamilton Mann evolves this question into a new, urgent line of inquiry: “Can machines act with integrity?”

This thought-provoking new book by Hamilton Mann challenges the core pursuit of artificial intelligence: shifting the focus from intelligence alone to integrity.

Mann, an acclaimed digital strategist and AI ethics pioneer, brings his cutting-edge insights to the forefront, specifically for the Web Summit audience, inviting attendees to explore a future where AI embodies integrity over intelligence.

The need for Artificial Integrity—an AI's ability to consistently recognizing the moral implications of their influence and outcomes, learning both ex-ante and ex-post from experience to guide decisions and actions that reflect integrity-driven behavior in a context-sensitive manner—is an increasingly critical imperative as the sophistication of AI systems evolves.

As these systems exhibit increasing autonomy and decision-making power, they begin to impact critical areas of human life, from healthcare and finance to security and personal relationships.

The stakes are high: an AI capable of high-level autonomy without a framework of integrity could make decisions that, while efficient or logical, conflict with societal or ethical values.

*Artificial Integrity* presents a roadmap for executives, developers, and innovators to responsibly implement human-centered AI.

#### **In *Artificial Integrity*, readers will discover:**

- **Guidelines and step-by-step solutions** for designing, implementing, and continually aligning AI with human-centered values, advancing ethical AI for sustainable co-intelligence between humans and machines.

- **Strategies for integrating AI into business and social structures** that foster productivity, decision-making, and trustworthiness.
- **Practical pathways for navigating the transition to a human-centered AI future**, emphasizing inclusive, responsible, and transparent AI development.

“Warren Buffett once said, "In looking for people to hire, look for three qualities: integrity, intelligence, and energy. And if they don't have the first, the other two will kill you." This wisdom begs the question: as we begin to 'hire' powerful intelligent machines to perform tasks traditionally done by humans, how do we ensure they possess something akin to what we call integrity?

As we stand on the verge of Robotic Intelligence (RI), the advance of AI systems capable of exhibiting integrity over intelligence is a critical question that I believe will shape the course of human history.”

### **About Hamilton Mann**

Hamilton Mann is a Tech Executive, Digital and AI for Good Pioneer, Keynote Speaker, and the originator of the concept of Artificial Integrity.

He serves as Group Vice President at Thales, where he co-leads the AI initiative and Digital Transformation while also overseeing global Digital Marketing activities.

A Senior Lecturer at INSEAD and HEC Paris and a mentor at MIT PKG Center, he is also a doctoral researcher in AI at École Nationale des Ponts et Chaussées – Institut Polytechnique de Paris. He writes regularly on AI for prominent outlets such as *Forbes*, *Harvard Business Review*, and *Stanford Social Innovation Review*, and hosts *The Hamilton Mann Conversation*, a top-10 tech thought leadership podcast. Inducted into the Thinkers50 Radar as one of the 30 most prominent rising business thinkers globally, he brings unparalleled expertise to the ethical AI discourse.

### **Publication Details**

- **Title:** *Artificial Integrity*
- **Author:** Hamilton Mann
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*Artificial Integrity debuts at Web Summit 2024, offering a crucial framework for an ethical, integrity-driven AI future—an essential read for leaders and visionaries at the summit shaping tomorrow’s technology landscape. Hamilton Mann will be speaking at the AI Summit on November 12 at 2:50 pm, on the panel titled "Philosophy is the Answer." Additionally, Hamilton will speak at the Global Drucker Forum on November 14, participating in the panel "AI as a Transformative Force."*