



FORD MEDIA CENTER

## What's Your Focus? Huge Letter Installation Uses AI to Interact with People

A huge first-of-its-kind installation is beginning a tour of Europe this week, allowing people passing by to interact with artificial intelligence (AI) about what they focus on in life; and witness their passions displayed across 540 LED video tiles embedded on a six-metres high, 30-metres long structure that spells the word 'FOCUS'.

The AI can converse in four languages, understands any passion stated in the conversation # from surfing to stamp collecting # and is able to search millions of images to accurately match the passion of every unique user. Once the user finishes the conversation, they can stand back and watch their passions unfold across the giant letters; a video of their personalised experience will also be taken that they can share on their social media.

It took around 200 hours to train the AI to understand and respond to the user's chat and recognise their stated passions, and more than 6,000 hours to fabricate the 20 tonne structure.

Supporting the launch of the [all-new Ford Focus](#), the letters will visit the following locations with media previews ahead of each:

- Radio City, Milan, Italy – June 1-3
- Potters Field, London, UK – July 5-7
- Sony Centre, Berlin, Germany – July 13-15
- Plaza Mayor, Madrid, Spain – dates TBC

For more information on this story please contact Finn Thomasen ([fthomas3@ford.com](mailto:fthomas3@ford.com)

or +44 126 840 1908)