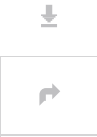


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## to help fuel its self-driving dreams

n to make this happen.



dreams of self-driving ridesharing cars a reality, it's going to need a lot of expertise in it's taking big steps to make that happen. The company has created Uber AI Labs to fuel its e team started by acquiring AI startup Geometric Intelligence. It's a small 15-person outfit, company stands out by resisting the urge to train AI by feeding it large data sets. As the *New* ic Intelligence prefers to have systems create their own rules from just a handful of e data will help, the AI won't *need* a wealth of knowledge to make informed decisions.

e the star of the show at the new labs, but Uber is promising that its AI work will shape a lot t could improve the accuracy of predicted arrival times for your rides and UberEats improve the chances of UberPool matching your car with other travelers. Ideally, you'll before you set foot in a driverless Uber car.

rike against the competition. The company tells the *NYT* that there's a fierce battle for AI ic Intelligence prevents Uber from losing out to Lyft, Google and others hoping to put n the road. It's playing the long game, in other words -- this is less about immediate gains per's future.

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