



Subscribe | Sign In



TECH

# Uber in Artificial-Intelligence Drive After Buying Startup

Ride-hailing service is creating new division to develop the technology

By **GREG BENSINGER** and **DANIELA HERNANDEZ**

Dec. 5, 2016 8:00 a.m. ET

**Uber Technologies Inc. is getting real about artificial intelligence.**

The ride-hailing service is creating a new division to develop the technology, which attempts to teach computers to think like humans, after agreeing to acquire Geometric Intelligence Inc., a fledgling New York-based artificial intelligence startup founded by academics.

Uber said it would move Geometric Intelligence's 15-person staff to its hometown of San...

To Read the Full Story, [Subscribe](#) or [Sign In](#)

## POPULAR ON WSJ

### Most Popular Videos

1. Hunter Files Defamation Suit in 'Walking' Bear Killing



2. 'La La Land': Reimagining Musicals of Cinema's Golden Age



3. Trump Says China Has to 'Play by the Rules'



4. Ducati Unveils Its New \$80,000 Superleggera Motorcycle



5. Silly Putty Mix Shows Promise as High-Tech Sensor



### Most Popular Articles

1. Barely Half of 30-Year-Olds Earn More Than Their Parents 🔑



2. Opinion: What the Dakota Access Pipeline Is Really About 🔑

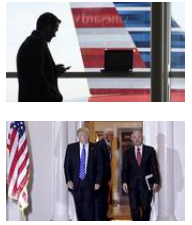


3. Trump Picks Fast-Food Executive Andy Puzder as Nominee for Labor Secretary 🔑



4. U.S. Regulators May Allow Phone Calls During Flights 🔑

# 5. Trump Cabinet Picks Signal Deregulation Moves Are Coming 🔑



TOP ⬆

## THE WALL STREET JOURNAL.

Edition: U.S. Text Size: Small

[Subscribe Now](#) | [Sign In](#)

WSJ Membership Benefits

Download WSJ Apps



Copyright ©2016 Dow Jones & Company, Inc. All Rights Reserved.