

Angeline Loo,  
PR Director,  
Modernage Design  
& Communication

# Man Versus Machine

In this special feature with Huawei, we speak with three industry leaders about technology and the rise of artificial intelligence.

**W**hen brands want to get their message across to the masses, it's Angeline Loo they look to. With 20 years in public relations under her belt, Loo is equally at home talking about trends on the runway and in designer home collections, whether as campaigns for print or on the latest social media platforms.

**The PR and communications sector is usually one of the earliest adopters of digital tools and social media. What do you think will be the next big tech tool in the industry and why?** We have already seen tests of AI-powered chat bots. As the system is refined, we can possibly have them churn out regular social media posts that are indistinguishable from those written by an actual person.

**What is the most significant technology-led change you have witnessed in the way brands convey their messages?** Augmented Reality. It is all about giving the consumer the power to try things out before they make a purchase. Brands have used it to give a sense of how a piece of furniture would look in a room or how a dress would look on an individual.

**From the consumer's point of view, how do you think technology has changed the way they receive the brands' messages?** The biggest change is in social media and the Internet. Data analytics is so sophisticated today that companies know what the consumer needs before he even knows it himself.

**With the prevalence of digital platforms, what relevance do you think the more mature platforms of print and broadcast have today?** The advantage that print has over digital is tangibility. It allows an ad to remain in the presence of the consumer for a longer period of time. With broadcast, the immediate targeted reach is broader as there is usually a larger audience present at any one time.

**As a communications professional, a lot of your work is about putting the human touch on something.**



Huawei predicts that by 2025, AI services will be readily available, as prevalent as the air we breathe.

**What place does AI have in your industry?** Back-end analytics will be the primary role AI plays while it is still in its infancy. But while AI may be able to make recommendations based on past statistical data, humans will still be the ones crafting the message in a relatable manner and making the final choices.

**On the contrary, in which areas of your industry do you think the human touch will remain irreplaceable?** Face-to-face meetings will be irreplaceable. If anything, the prevalence of AI will put a premium on actual human-to-human interactions, as they become rarer. Coming up with creative concepts will also remain a key role for humans. Anything that requires emotional connections will still be done by humans, at least in the near future.

**How has AI affected your personal life and do you embrace or resist it?** Today, we can accomplish in a minute that which would have taken 30 a few years ago. Everything is within reach at the click of a button. Money can be made at a traffic light while waiting for the lights to change; what is on the runway today can be purchased and worn within a couple of months. An entire wardrobe can be bought, exchanged or returned with a click or two. The world follows us everywhere and it is present in our homes like the helper that never sleeps. I am grateful and yet resentful of its intrusion at the same time.



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Tony Chen, CEO,  
Arcc Holdings

# The Human Touch

The prolific real estate investor  
uses technology to put himself  
in his clients' shoes.



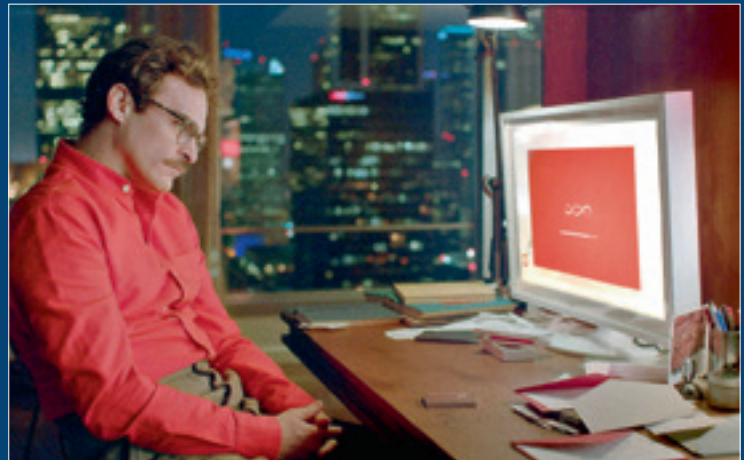
**T**o grow wealth, some work harder, while others work smarter. Tony Chen works more creatively. When a desire to find new avenues of growth for his business struck him, Chen thought out of the box and pioneered a new form of real estate investment – co-working spaces.

**As one of the pioneering investors in co-working spaces, do you consider yourself an early adopter of all things new and does this attitude extend to the technology you use?** Through the years, I have come to appreciate the importance of technology as an enabler of business innovation, one that plays an increasingly integral role in the workplace of today, helping companies work smarter through data-driven insights so that they can always stay ahead of the curve.

**What is the most significant technology-led change you have witnessed in the way working spaces are managed?** The demise of traditional offices. With the ease of instant communication in a highly connected world, there has never been a better or easier time for workers to explore new workspace arrangements – from vibrant shared workspaces complete with comfortable amenities to working from the comfort of home.

**How has technology changed the way you view office management and design, compared to when you first started in this business?** Through the use of customer-focused technology, we are able to track usage patterns and behaviours across our offices. This data helps educate our approach towards office planning and design, right down to operational matters including replenishing the pantry with a blend of coffee that has proven to be more popular than others.

**In which areas of office management do you think the human touch will remain irreplaceable, even with the advent of artificial intelligence?** Trust, personal connections and empathy. There is a standard of professionalism and intimacy that is often desired, and which, for all the advancement of technology, is not an area where AI can replace humans.



Huawei's Kirin 980 chip in its Mate 20 series allows the devices to perform AI tasks such as identifying objects and providing more information about them.

**On the contrary, what do you think are the most exciting possibilities artificial intelligence offers to offices?**

Greater efficiency. Machine learning and AI allow us to curate better workspace experiences for every member by gaining a deeper understanding of their daily routines and preferences. Imagine using facial recognition to access the building, and in the time it takes you to reach your office suite, your meeting notes are printed, coffee is brewing and a list of songs specially curated based on your listening habits from the weekend is now playing in your office. Amazing. **How has artificial intelligence affected your personal life and do you embrace or resist it?** I am often pleasantly surprised at how much easier my browsing experience is with predictive algorithms anticipating my consumption habits and recommending content and products that I would enjoy. While the experience is efficient, I do find that it creates a bubble of the type of content that I am exposed to.

**AI offers many exciting possibilities for the future. What sci-fi movie technology are you most excited to see become reality?** The movie *Her* comes to mind. It is a fascinating tale of an AI entity and the complex relationship it develops with its human owner. Perhaps what intrigues me most is the ability for an AI entity to intimately understand our needs and idiosyncrasies, more than we could ever understand ourselves.

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James Ordonez,  
President, Tayrona  
Capital Corporation

# The Handy Helper

The writer, producer, director and attorney talks about technology's greatest assets.

**I**f you've got money, James Ordonez will not only tell you how to spend it, but also how to manage it. His firm, Tayrona Capital, specialises in entertainment and hospitality ventures, and gives deep-pocketed clients a place to park their wealth in stunning resorts, Hollywood blockbusters and major sporting events.

**How has technology the role of technology changed in the years you have been in business?** Technology is everything these days. It has become the most important assistant, helping us to provide the best possible access to exclusive experiences and services.

**What issues has technology created that are specific to wealth management?** Definitely maintaining human interaction. Technology jeopardises this as people now may prefer to communicate by a Whatsapp message or via an app rather than having true human-to-human interaction. Yet, we cannot even conceive a true personalised experience without face-to-face service.

**What then, are your strategies for keeping your services relevant?** We focus our clients' investment experience in the most valuable of all assets – ourselves. We strive to come up with more options for personalised services, from personal travel assistants to private butlers. In this way, technology becomes an instrument for realising our service standards but not the main goal.

**In which areas of your business will the human touch always remain irreplaceable, even with the advent of artificial intelligence?** Our company provides not only a financial advisory, but also creates unique experiences. We often say it's 'the experience of a lifetime... every time'.

And this can only be achieved through giving our clients direct, personalised services that can certainly never be achieved by AI. **On the contrary, what do you think are the most exciting possibilities artificial intelligence offers to your line of work?** AI should be the instrument to help our clients get global access to what they want in a faster, more accessible way. It should be the instrument

Huawei is ready to work with all stakeholders to turn AI into a practical reality, making it inclusive and available for every person, every home, and every organisation.



for making personalised services more efficient, but never the replacement of it.

**How has artificial intelligence affected your personal life and do you embrace or resist it?** I have to say that I actually resist it more than embrace it. Certainly, AI will help to make life more efficient, but it also eliminates our freedom and free time. Thanks to communication tools that are available 24/7, the Internet and technology, I don't have free time anymore as I cannot 'hide' anymore. I am accessible for anyone at any time. It's good for my clients but not so good for me. I have lost the freedom to have time to myself.

**AI offers many exciting possibilities for the future. What sci-fi movie technology are you most excited to see become reality?** I definitely need a clone of myself, or even two. It's just so I can have an extra 48 hours each day and answer to everyone's needs. I would love to see an artificial 'double' that helps me achieve my most important professional tasks so that I can spend more precious time with my family.

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