

**novAI**  
**LABS**

**EVERYDAY AI**  
**FOR EVERYDAY BUSINESS**

**IGNITE**

**immediac**

**digital**  
nova scotia



# KEY OBJECTIVES

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## FOR TODAY

- Hands-on and educational
- Practical, real-world business examples
- Exploring how we can apply AI in our work

## MORE TO COME

- We're at the start of an incredible opportunity
- novAI Lab: Ongoing support through Office Hours





Founded in 1998

OUR TEAM MOTTO?

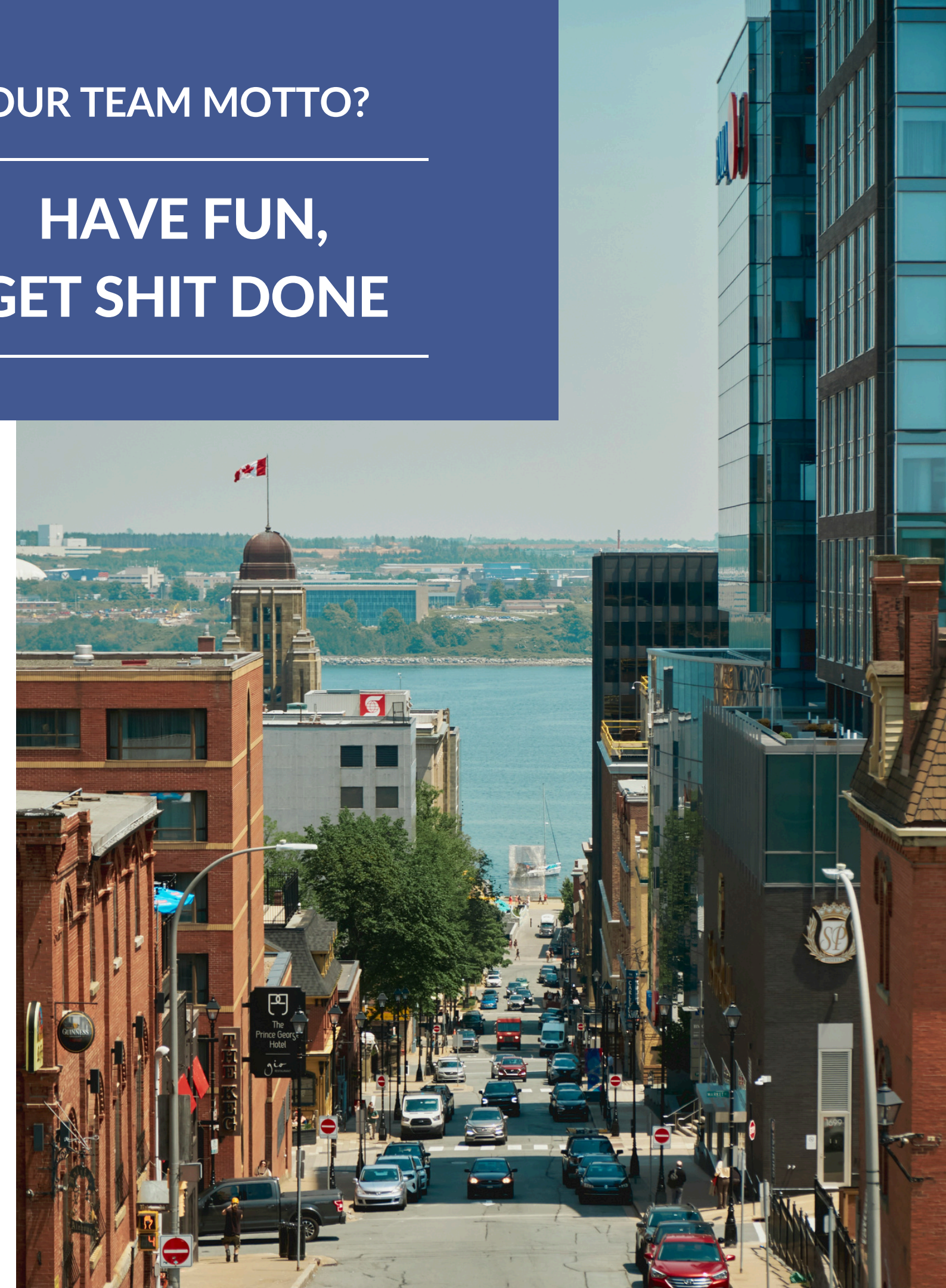
HAVE FUN,  
GET SHIT DONE

Halifax-based team building websites, apps, and custom software.

With 25 years of experience and 4,000+ projects, we help clients across Canada stand out online.

## AI Leadership at immediac

- 2023: AI integrated into immediaCMS
- 2024: Hosted our first AI Day
- 2024: Launched AI integrations for clients
- 2025: Introduced Vibe Coding and novAI Labs





# WAYS TO USE AI

- Conversational chat tools
- Purpose-built tools connected via API
- Embedded into everyday tools (like your email)
- Automating repetitive tasks
- Summarizing content or documents
- Generating text, images, or code

## TOOLS WE'RE EXPLORING TODAY

- Operator
- ChatGPT
- Claude

# Q&A



**What is AI, really?**



**Are we all out of a job?**



**How do we keep up?**

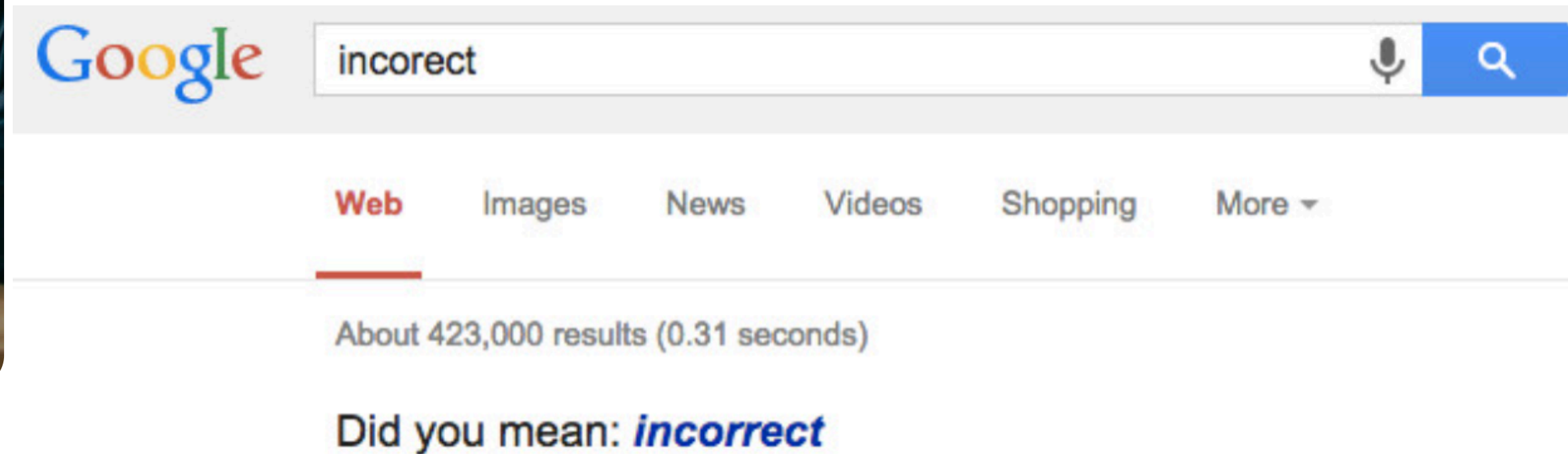


**What's on your mind?**



# 2001 MACHINE LEARNING

Machine learning is used in various applications, including spam filtering, image recognition, natural language processing, and recommendation systems

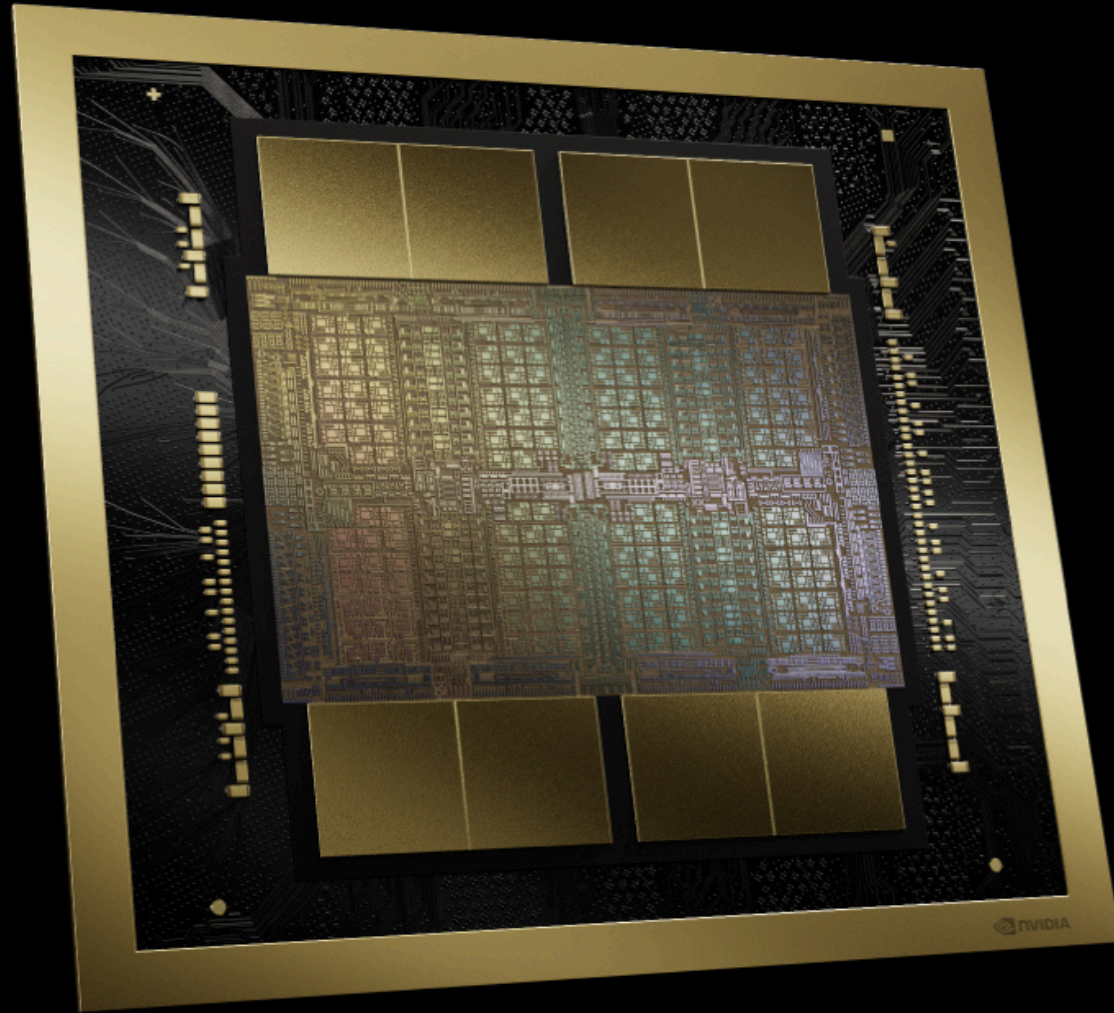




# NVIDIA BLACKWELL

## THE B200 GPU

- Dual-die design with 208 billion transistors
- 4× AI training performance vs. H100
- 30× inference performance vs. H100
- More than double the transistor count of the H100







# WHAT IS A GIGAFLOP?

- FLOP = Floating Point Operation per Second
- GigaFLOP = 1 billion FLOPs ( $10^9$ )

## COST OF 1 GIGAFLOP OVER TIME

- 1984 – Cray Supercomputer: ~\$100M (or \$20M in 1984 dollars)
- 2012 – AMD Radeon 7970: ~\$1.00
- 2022 – NVIDIA RTX 4090: ~\$0.02
- 2023 – AMD Radeon RX 7600: ~\$0.01



# NVIDIA KEYNOTE SUMMARY

- Nvidia's Jensen Huang introduced the RTX Blackwell GPUs and "Cosmos" foundation model.
- Emphasized "Agentic AI" as the next technological shift, predicting multi-trillion-dollar opportunities.
- Nvidia's RTX Blackwell GPUs offer significant performance improvements at lower costs.
- AI agents are transforming industries, functioning as digital assistants.
- Project Digits provides AI researchers with access to Nvidia's Grace Blackwell platform.
- Nvidia's partnership with Toyota in autonomous vehicles highlights a multi-trillion-dollar robotics industry.



## NVIDIA CES Keynote



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