



CYBERG
MAKE THE WORLD REAL

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Greetings from our CEO



I believe that using “the data” is not necessarily taboo. It is similar to most innovations, in a way that its value highly depends on what it is being used for. We want to show that it can be used for the better of humanity.

The change that digitization brought upon us is miraculous. It really changed entertainment, commerce, financial services and personal recommendation systems. Algorithms define our day-to-day life nowadays, but I believe this process is far from over.

The question is how infinite computing capacity, the numerous machine learning systems, the better and better modeling of the cognitive and physical human skills and capabilities will change our life and our basic human values.

In the future we will purchase products and use services without taking a physical device into our hands, we will have combined front-ends for brick-and-mortar and online stores, we will not even realize what decisions we made during our purchases. If the running shoes wear out, we will receive the new model of the right size right away. When catching a disease, our doctor will send us the right remedy prior to us even realizing being sick. The music in our ears is the best suited for the moment, the food served in a restaurant is the one we wish for. All of this without being asked what we would like.

We live among surveillance cams and other recording devices today. Our car, our home and our doctor are collecting data, learning our habits to help us make our decisions. The best car manufactures, airline companies, coffeeshop chains are IT companies themselves. According to my beliefs if a company wants to be successful in the future, it has to be driven by the following principles: data quality, transparent but secure operation and keeping humans in the focus at all times. As humanity had accepted flying contraptions and machines working in our stead, so will we accept and like algorithms down the road. But a sustainable world cannot be built upon fake news, fake profiles and false content. In the future we will utilize services that watch over us and serve us by providing better quality of life.

We, at CYBERG, build systems and clean databases that are aimed for real humans living in real communities. This is the mission of our expert team; this is how we aim to make the world a better place.