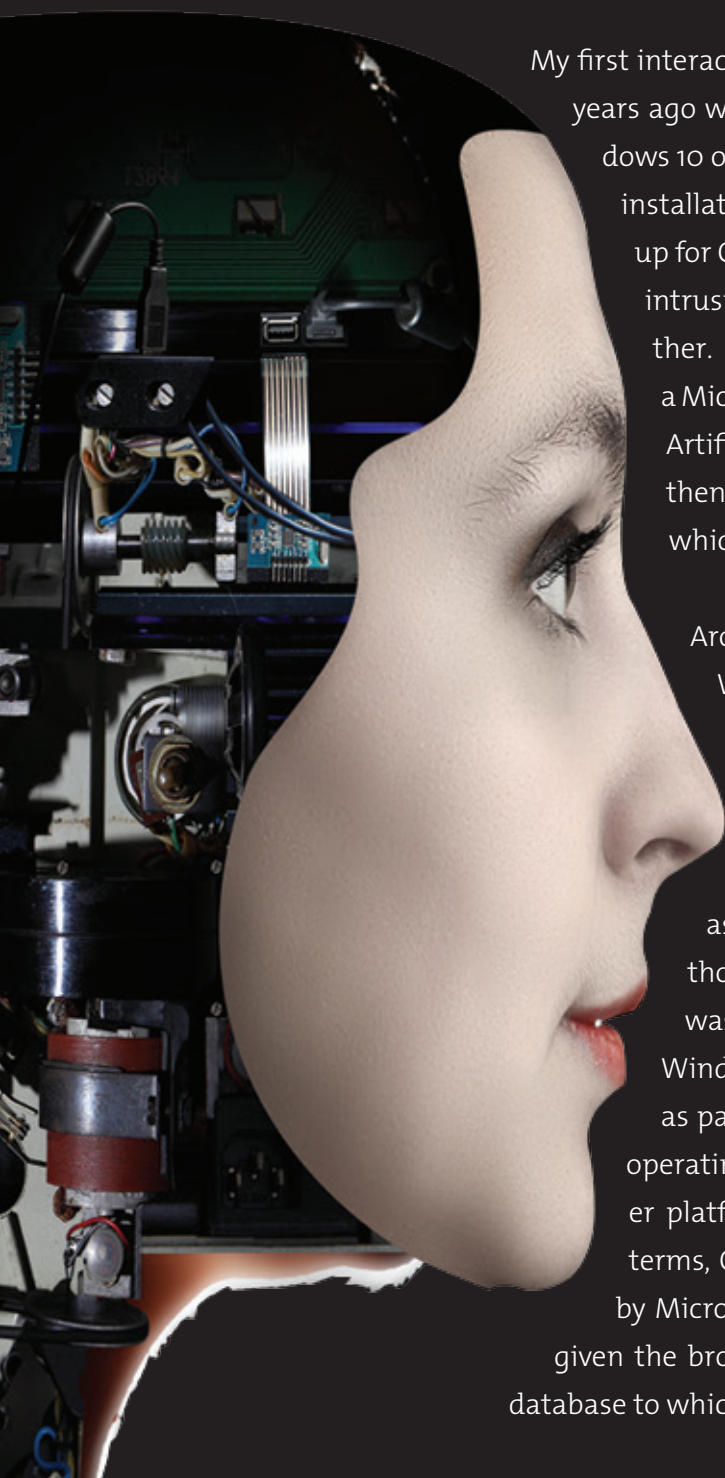


Alsajir M Basheer

CORTANA

Girl with Artificial Intelligence



My first interaction with this smart lady was around 2 years ago when I installed the free version of Windows 10 on my computer. Just after finishing the installation, a popup came up asking me to sign up for Cortana. That was of course noted as an intrusion into my privacy and I did not go further. However, 6 months ago, after attending a Microsoft CEO talk pitching for Cortana and Artificial Intelligence, things changed. Since then, I developed a friendship with Cortana, which provided some amazing experience.

Around 500 million users have installed Windows 10 on their computers, only a minority of which is using Cortana, and again those who are using it extensively are minnows. Who is this Cortana? Cortana is the digital assistant developed by Microsoft. Even though the idea was rooted in 2009, this was introduced as a standard feature in Windows 10 desktops and mobile devices as part of merging Windows Phone into the operating system at large. It soon got into other platforms like Android and iOS. In simple terms, Cortana is a digital assistant developed by Microsoft similar to Siri by Apple. However, given the broad base of Windows 10 users and the database to which Cortana is connected for data mining