

IBM China

IBM AI “ ”

IBM Watson IBM USTA “ ”

(United States Tennis Association USTA) 29 US Open IBM

IBM (AI)

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IBM 2000 (48%) , [1] Z Gen Z 1995 (64%) (61%)
“ ”

USTA IBM IBM Watson (NLP)

IBM AI PDF IBM iX USOpen.org US Open app IBM iX USTA
IBM IBM Garage Methodology

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- Watson Discovery “ ” IBM USOpen.org. “Billie Jean King ” IBM Watson Discovery IBM

- Watson Discovery AI “ ” Watson Discovery IBM Natural Language Generation

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“ ” AI Sounds ESPN

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[1] Morning Consult & IBM 2020 7 2000

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