

# EXHIBIT L



# The Eighth Annual Innovative Applications of Artificial Intelligence Conference

## Call for Papers, Panels, and Invited Talks

PORTLAND, OREGON, AUGUST 5-7, 1996

SPONSORED BY THE AMERICAN ASSOCIATION FOR ARTIFICIAL INTELLIGENCE

**I**ntelligent systems are becoming a reality for many enterprises in the 1990s. Rather than being independent technologies, these systems are generally used as one component in a complex system. The Eighth Annual Conference on Innovative Applications of Artificial Intelligence will explore how such systems are being used as enabling technologies. Through case studies, meet-the-author sessions, invited talks, and interactive panel discussions, the conference will showcase and promote AI technology at work in today's global enterprises. It will highlight the most innovative deployed AI applications worldwide and explore critical issues involved in AI development and deployment. Successful authors will receive the Annual Innovative Applications Award and will be highlighted in *AI Magazine*.

— Howard E. Shrobe, *Program Chair*, & Ted Senator, *Cochair*

### IAAI Case Study Papers

Case-study presentation papers, highlighting any area of AI technology, must describe deployed applications with measurable benefits. Papers should be 5-10 pages in length, plus figures. The proceedings on the conference will be published by AAAI Press; authors will be required to transfer copyright.

We request that your paper include the following sections:

**Title Page:** Each copy of the paper must have a title page, including the title of the paper; the names, affiliations, postal and email addresses, and telephone and fax numbers of all authors; the name of the tool or language used; a designation of the application domain; and a short abstract of less than 200 words.

**Task or Problem Description:** Describe the task the application performs or the problem it solves. State the objectives of the application and explain why an AI solution was important. If other solutions were tried and failed, outline these solutions and the reasons for their failure.

**Application Description:** Describe the application, providing technical details about design and implementation. What key aspects of AI technology enabled the application to succeed? If applicable, describe how AI technology is integrated with other technology. If a commercial tool is used, explain the decision criteria used to select it. Describe any insights gained about the application of AI technology.

**Application Use and Payoff:** How long has this application been deployed? Explain how widely, how often, and by whom the application is being used. Also describe the application's payoff. What measurable benefits have resulted from its use? What additional benefits do you expect over time?

**Application Development and Deployment:** Describe the development and deployment processes. How long did they take? How many developers were involved? What were the costs?

**Maintenance:** Describe your experience with and plans for maintenance of the application. Who maintains the knowledge base? How often is update needed? Is knowledge in this domain expected to change over time? How does the design of the application facilitate update? Have you automated knowledge-base update in any way?

### IAAI Panels

The IAAI panels will focus on critical issues involved in AI development and deployment. This series of panels will explore impor-

tant issues involved in delivering effective and successful AI systems.

Each panel should address a practical problem or theme of broad interest to developers of AI applications. Panelists should focus on specific issues, such as problems and solutions, technical trade-offs, managerial issues, organizational concerns, and challenges for the future. Case studies can be used to illustrate the issues, but should not be the principal focus of the panel presentations.

Panel proposals should include a description of the sessions, the name and full address and phone of the principal contact of the organizer, the name of the proposed panel moderator, and a list of proposed panelists. Panel proposals will be judged based on the importance and relevance of the proposed topic, and on the range and experience of the proposed panelists.

Panels in previous years have included topics such as:

- AI and business process reengineering
- What's next in knowledge-based technology?
- How to get intelligence/AI into the system
- Gaining support for AI technologies within an organization

### IAAI Invited Talks

Each year IAAI invites distinguished speakers from government, business, and research to share their experiences, as well as their thoughts for the future direction of AI development and applications worldwide. Suggestions for speakers should include the full name, affiliation, postal and email addresses, phone and fax numbers of the speaker; a preliminary title for the talk; and a short abstract of the proposed talk of no more 200 words. One of the invited speakers will be honored with the Dennis O'Connor Memorial Lecture Award.

### Timetable

Submit five (5) clearly legible complete copies of papers, panel proposals, and invited talk proposals (hard copies only—we cannot accept computer files) to the AAAI office by January 17, 1996. Papers or proposals received after this date will be returned unopened. Notification of receipt will be mailed to the first author (or designated author) soon after receipt. All inquiries regarding lost papers must be made by January 24, 1996.

Papers, panel proposals, and invited talk proposals will be reviewed by the Program Committee in March and notification of acceptance or rejection will be mailed to the first author (or designated author) by April 5. Camera-ready copy of accepted papers will be due about one month later.

### Submission

Please send papers, panel proposals, and conference registration inquiries to

IAAI-96, American Association for Artificial Intelligence  
445 Burgess Drive  
Menlo Park, CA 94025-3496  
Phone: 415-328-3123  
Fax: 415-321-4457  
Email: [iaai@aaai.org](mailto:iaai@aaai.org)

No paper submissions will be accepted via fax or email. However, registration or clarification inquiries may be sent by fax or email.