



# In The Media

## **Martin Tully Looks at Artificial Intelligence Through Clients' Eyes in *Bloomberg BNA***

August 17, 2017

As a lead panelist during the annual International Legal Technology Association Conference (ILTACON), [Martin Tully](#), Data Law Practice Co-Chair, was quoted in a dedicated series of *Bloomberg BNA* articles, where he explained how AI is shaping the way law firms serve clients. His comments follow his participation in ILTACON's opening panel, "The Myths, Realities and Future of Artificial Intelligence and Automation in The Law (Part 1 of 3)."

The publication wrote, "As Tully explains, the legal industry should think of AI as meaning as 'augmented intelligence,' 'something that allows lawyers and their clients to far better understand information and data, and to make smarter, more efficient decisions — but not replacing humans with an army of legal robots.'"

*Bloomberg BNA*: [Is Artificial Intelligence No Longer Cutting Edge?](#)

*Bloomberg BNA*: [Beyond the Hype in AI: Implementing and Maintaining Artificial Intelligence FTW](#)

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Martin T. Tully