



## AWS re:Invent 2018 : Ross Brawn from Formula 1 Shares how Machine Learning is Transforming Racing /

Youtube,  
2021

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Analítica

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**Título:** AWS re:Invent 2018 Ross Brawn from Formula 1 Shares how Machine Learning is Transforming Racing  
Jose Esteves

**Editorial:** California Youtube 2021

**Descripción física:** 1 recurso online (1 video (10 min. : 06 seg.)) sonido, color

**Nota general:** Learn more about Amazon SageMaker at - <https://amzn.to/2P8nWi9>. Formula 1 is using AWS machine-learning and data-analytics services to change the way racing fans interact with the sport, predict car performance, and bring better information to fans. The FIA Formula 1 World Championship is one of the premier forms of racing around the world, with 21 races across 5 continents and more than half a billion fans. By using Amazon SageMaker, Formula 1 can take the 1.1 million telemetry data points collected each second by the 120 sensors placed on each car and turn that data into meaningful insights about the car performance, helping improve the sport for drivers, teams, and fans. Ross Brawn, Managing Director of Motorsports at Formula 1, spoke at re:Invent 2018

**Materia:** Business World Digital innovation Digital World Technology Evolution Machine Learning Digital transformation Innovación digital Mundo empresarial Evolución tecnológica Aprendizaje automático Transformación digital

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