



# American Red Cross



## American Red Cross Improves Disaster Response with Artificial Intelligence

The American Red Cross meets immediate disaster-caused needs of individuals, families and communities. According to the Red Cross and its Missing Maps project, disasters affect nearly 200 million people around the world annually. Many of the affected areas are missing from maps, which means that first responders lack necessary information. Today, aid workers rely on open source digital maps — particularly in lower-income countries — built and enhanced by thousands of volunteers. Intel teamed up with the American Red Cross to build a deep learning algorithm that speeds up mapping using satellite imagery running on 2nd Generation Intel® Xeon® Scalable processors with Intel® Deep Learning Boost to put vulnerable populations on the map.

“Technology, and an AI in particular, is making things just that little bit faster. Disasters are changing. They’re getting more complex. They’re getting bigger. They’re getting faster. They’re getting harder to respond to and that’s why we need more tech tools to help us out.”

**Dale Kunce, CEO, Red Cross Cascades Region**

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