

# Google buys artificial intelligence firm DeepMind

January 27 2014

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This picture taken on May 13, 2013 in the French western city of Rennes shows a woman choosing Google Search (or Google Web Search) web search engine front page on her tablet

Google said on Monday that it had agreed to buy British artificial intelligence start-up company DeepMind for an undisclosed amount.

"I can confirm that the acquisition has indeed gone ahead but unfortunately we are not commenting beyond that for now," a Google

spokeswoman told AFP.

Reports put the deal at between \$400 million and \$500 million (292-365 million euros).

On its one-page website, DeepMind describes itself as "a cutting edge artificial intelligence company" which combines "the best techniques from [machine learning](#) and systems neuroscience to build powerful general-purpose learning algorithms".

Artificial intelligence can help computers "think" in ways similar to the way humans think and help solve problems.

Last year, Facebook unveiled a partnership with New York University for a new centre for [artificial intelligence](#), aimed at harnessing the social network's massive trove of data.

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