interfuture
BUSINESS **IT** SYSTEMS

Interfuture News

September is here and summer feels so far away already!

If you are experiencing some bad weather, a rainy day read of our newsletter is ideal - we have articles on AI replacing search engines and the wonders of generative AI, as well as a few bonus tips that you might find useful.

Also, we have loads of new content on our social pages - take a look using the links below!

We hope you find the newsletter informative. Any feedback or questions please contact us via our social media channels or on our website.

Worth a Watch

Did you know that **Interfuture Systems** has a **YouTube** channel?

You can find it by clicking the link in the footer of this email.

It has all of our quick videos that introduce our blog topics, our **Tips & Tricks** video guides and our brand new vertical videos (with AI audio included).

Take a look: we hope you like it - subscribe if you do!

AI Search

People are starting to use AI to search as they were with search engines – what are the advantages to this type of search and why might search engines still be relevant in future?

AI over search engines

- AI tools provide direct answers rather than links – less work for the user
- AI understands nuance and intent, giving tailored recommendations and responses
- AI can do a lot of things search engines can't: if you're already using the app, search there
- AI search engine hybrids are starting to emerge, showing that even search engine providers recognise the shifting landscape

Search engines over AI

- Search engines pull from live sources and official sites – AI isn't always up-to-date/accurate
- Search engines show where information comes from, whereas AI doesn't always have clear citations, which is an issue for research and journalism
- Search engines encourage exploration and looking at multiple sources: AI gives you all the information in one, lacking diversity
- Search engines are still important for businesses for search visibility, while AI can bypass websites, which could disrupt marketing, advertising and e-commerce

So, are search engines likely to be shelved? Unlikely – instead, hybrid models may be used to get the best out of both technologies. **Google** uses AI as part of its search, providing users with a quick, simple answer at the top and pages of results below, giving options for those who want information fast and others who want to research topics more extensively.
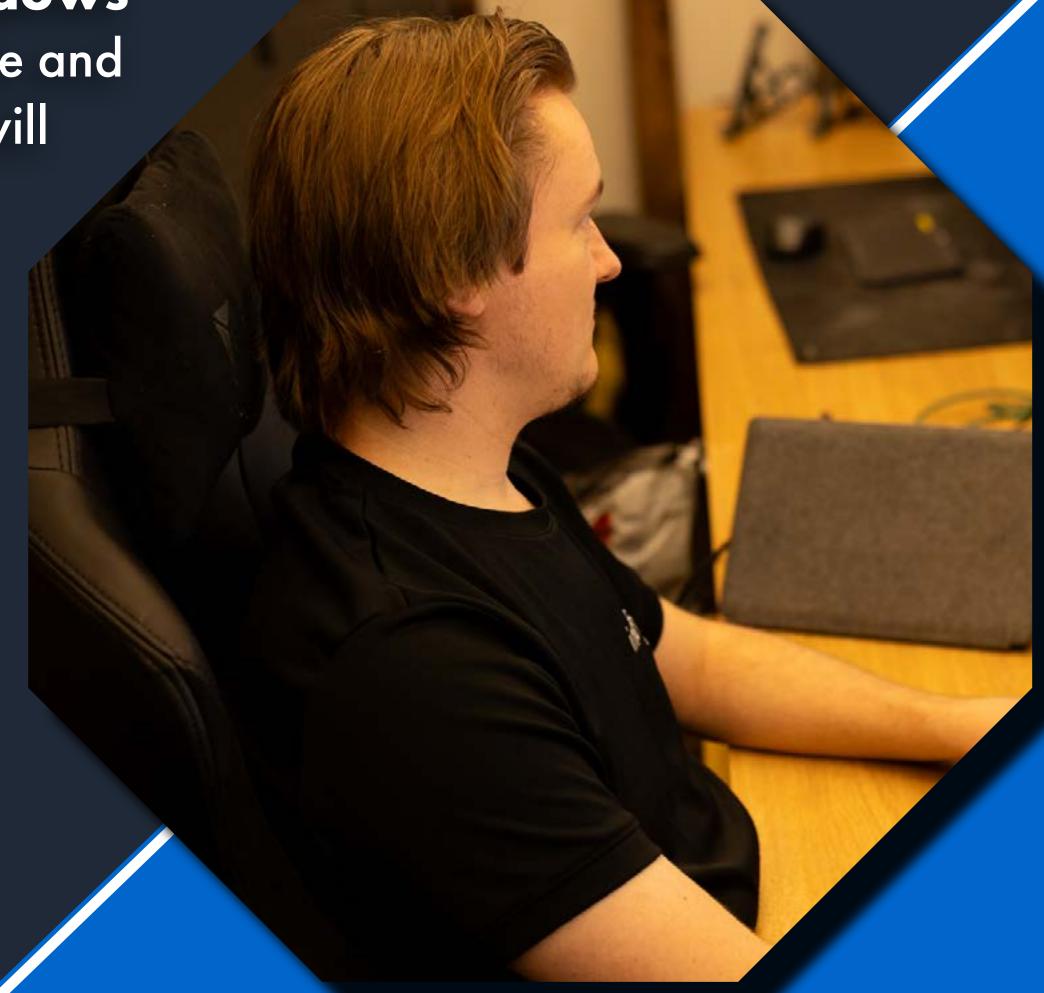
Ready for 14/10/25?

Do you know why **Tuesday 14th October 2025** is such an important date?

This is when **Windows 10** goes end of life and all support for it will end (yep, we're reminding you again)!

Remember, it is essential to upgrade to **Windows 11** to keep getting security patches, app updates and **Microsoft** support.

Gen AI

We once again return to the topic of AI – in the tech world right now it is all anyone can talk about! In the only a few years, this technology has progressed from simplistic to complex, becoming one of the most used tools in businesses.

There are a few different types of AI. You have:

Traditional AI – able to follow rules or logic, AI like this is used in things like spam filters and chess engines, where parameters are clearly defined.

Machine learning – a part of AI but not strictly the same thing, machine learning refers to learning from data to make predictions, i.e. predicting stock prices or recognising faces.

And, finally, the topic of our blog: **generative (or "gen") AI.**

Gen AI goes beyond what these other models can do – it is able to learn patterns and create new things. It could be used to write a blog like this, or make music, or design graphics: all you would need to do is ask. Some popular models include **ChatGPT, Claude** and **Gemini.**

While this is obviously impressive, how could it be useful for you? Generative AI could help to speed up creative work (though be careful you don't lose your creative voice), across any industry. Skill level and experience matter less if you have an AI to support you!

The downside to gen AI is that some people use it to stifle real artists and spread misinformation through deepfakes. There are also concerns around copyright law, AI biases impacting what creativity looks likes, as well as the ethics of using AI at all.

As generative AI progresses, it has the potential to go further, creating videos, personalising content and becoming more integrated into everyday life. While it is worth being cautious and not relying completely on gen AI, it could speed processes, making things and even reducing

Turn IT Off!

When was the last time you turned off your computer/ laptop? And I don't mean put into standby, I mean shut down completely?

By restarting your PC, you clear the cache (often resolving problems) and allow for the latest updates to go through, for better security and improved performance.

Turn your device off when you leave today!