

GLOSSARY OF TECHNICAL TERMS

The following is a glossary of certain terms used in this document in connection with us and/or our business. As such, these terms and their meanings may not correspond to standard industry meanings or usage of these terms.

“ADAS”	advanced driver-assistance systems, electronic systems developed to automate, adapt, and enhance vehicle systems for safety and better driving
“ACE”	autonomous driving, connected road, efficient mobility
“AI”	artificial intelligence, an area of computer science that focuses on mimicking human intelligence by machines
“AIoT”	artificial intelligence of things, a combination of AI technologies with IoT infrastructure making possible a network of AI-enabled appliances that can act autonomously or can be controlled through AI technologies such as voice recognition and hand gesture
“ANP”	autonomous navigation pilot, a system powered by computer vision-based autonomous driving technology enabling the automatic guidance of the vehicle to follow navigation route in highway, freeway and urban roads
“API”	application programming interfaces, a computing interface that defines interactions between multiple software intermediaries
“auto infotainment” or “in-vehicle infotainment”	a collection of hardware and software in automobiles that provides audio or video entertainment
“automated call center”	an integrated artificial intelligence solution that allows enterprises to manage communication with customers holistically
“autonomous driving test license”	a license issued by the relevant governmental authority permitting the conduct of testing of autonomous vehicles either with or without a human in the driver seat in designated areas
“AVP”	automated valet parking, a driverless system which finds a free space in the parking garage and parks the car itself by means of autonomous driving technology
“Baidu ML”	Baidu machine learning, a full-featured AI development platform for AI algorithm developers based on PaddlePaddle, which offer users a one-stop solution to complete data processing, model training and evaluation, and service deployment

GLOSSARY OF TECHNICAL TERMS

“convolutional neural network”	a class of deep neural networks, most commonly applied to analyzing visual imagery
“cost-per-click” or “CPC”	an online advertising pricing model, which is recorded according to the amount of click
“CRM”	customer relationship management
“DAU”	daily active user, the average number of mobile devices that launched our mobile apps at least once during a day within a specified period
“CAGR”	compound annual growth rate, the geometric progression ratio that provides a constant rate of return over the time period
“CDN”	content delivery network, geographically distributed network of proxy servers and their data centers
“computer vision”	an interdisciplinary scientific field that deals with how computers can gain high-level understanding from digital images or videos, in order to understand and automate tasks that the human visual system can do
“deep learning” or “DL”	a class of machine learning algorithms that uses multiple layers to extract higher-level features from the raw inputs
“display-based marketing”	graphic advertising on internet websites, apps or social media through banners or other formats made of texts, images, flash, video and audio
“DuerOS Skill”	a function developed through DuerOS open platform, which is capable of performing tasks similar to a mobile application
“EasyDL”	a no-code toolkit on PaddlePaddle that helps users without programming skills build customized machine learning models with a drag-and-drop interface
“EV”	electric vehicle
“GPU”	graphics processing unit
“IaaS”	infrastructure as a service, a form of cloud computing that provides virtualized computing resources over the internet
“IoT”	Internet of Things, the network of physical objects that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the Internet

GLOSSARY OF TECHNICAL TERMS

“iQIYI’s subscribing members”	individuals who purchased iQIYI’s monthly, quarterly or annual membership packages, including individuals with trial membership, and excluding individuals who pay for video on-demand services, sports paid content, online literature, comics and online games
“knowledge graph”	a knowledge base that uses a graph-structured data model to represent and store a collection of interlinked descriptions of entities, such as objects, events, situations and concepts, with free-form semantics
“L1”	level 1 of autonomous driving, or driver assistance, such as adaptive cruise control and lane keep assist to assist drivers but still require the driver to be in control
“L2”	level 2 of autonomous driving, or partial automation. Level 2 capabilities can assist drivers in controlling speed and steering, such as help with stop-and-go traffic by maintaining the distance between the driver’s vehicle and the vehicle in front, and providing steering assist by centering the vehicle within the lane, while still requiring drivers to have hands on the wheel and be ready to take control at any given moment
“L3”	level 3 of autonomous driving, or conditional automation. Level 3 capabilities allow vehicles to drive themselves, but only under ideal conditions and with limitations, such as limited-access divided highways at a certain speed and parking lots. Although hands are off the wheel, drivers are still required behind the wheel
“L4”	level 4 of autonomous driving, or high automation. Level 4 capabilities allow vehicles to drive themselves without human interactions but will be restricted to known use cases, or in most environments and road conditions
“L5”	level 5 of autonomous driving, or full automation. Level 5 capabilities allow vehicles to monitor and maneuver through all road conditions and require no human interventions whatsoever, eliminating the need for a steering wheel and pedals
“LiDAR”	light detection and ranging, a method for measuring distances by illuminating the target with laser light and measuring the reflection with a sensor
“MaaS”	mobility-as-a-service, a type of service that offers travelers mobility solutions based on their travel needs through a joint digital channel enables travelers to plan, book, and pay for multiple types of mobility services

GLOSSARY OF TECHNICAL TERMS

“MASS”	masked sequence to sequence, a novel pre-training method for sequence to sequence based language generation tasks, which randomly masks a sentence fragment in the encoder, and then predicts it in the decoder
“MAU”	monthly active user, the number of mobile devices that launched our mobile apps during a given month
“MCN”	multiple channel network, an organization that works with and assists content creators in areas such as content creation and monetization
“neural network”	a series of algorithms that endeavor to recognize underlying relationships in a set of data through a process that mimics the way the human brain operates
“NLP”	natural language processing, a branch of artificial intelligence that helps computers understand, interpret and manipulate human language
“OCR”	optical character recognition, the electronic or mechanical conversion of images of typed, handwritten or printed text into machine-encoded text
“OEM”	original equipment manufacturer, who manufactures products or components that are purchased by another company and retailed under that purchasing company’s brand name
“open source”	a source code that is made freely available for possible modification and redistribution
“P4P”	pay for performance
“PaaS”	platform as a service, a category of cloud computing services that provides a platform and environment to allow developers to build applications over the Internet
“PC”	personal computer
“POI”	point of interest
“PPC”	professionally produced content
“pre-trained model”	a model that was trained on a large benchmark data set to solve a problem similar to the one that one want to resolve
“Robobus”	a self-driving bus that does not require a driver at the steering wheel
“robotaxi”	a self-driving taxi that does not require a driver at the steering wheel

GLOSSARY OF TECHNICAL TERMS

“robotaxi ride”	a complete trip provided to an individual rider of robotaxi services
“ROI”	return on investment
“SaaS”	software as a service, a cloud-based software licensing and delivery model in which software and associated data are centrally hosted
“SME”	small and medium enterprises
“Tera operations per second”	a common performance metric used for high-performance system on chips
“test mile”	a mile traveled by an autonomous vehicle
“TMT”	technology, media and telecommunications
“total addressable market”	the revenue opportunity available for a product or service
“V2X”	vehicle-to-everything, communication between a vehicle and any object, such as road, traffic lights and roadside signals that may affect, or may be affected by, the vehicle