

A golden humanoid robot is seated in a dark chair, facing forward. It has a metallic, segmented body with visible joints. Several thin, brown wires are connected to its head and torso, extending downwards. The background is a gradient of teal and blue. Overlaid on the image is the text "THE BIG REVEAL" in a large, bold, blue font with a yellow outline, slanted upwards from left to right.

THE BIG REVEAL

FEATURING FUTURIST **AMELIA KALLMAN**

Introduction

Welcome to the 31st edition of my monthly innovation newsletter, The Big Reveal. You can also watch or listen on YouTube [here](#).

Recently I've enjoyed speaking on '*Data Privacy: Oxymoron or Human Right?*', and '*New Trends & Technologies in a Post-COVID Age*'. Join me at [Business Breakfast TV](#) (30th), [AV Works](#) (2nd), [The Next Web](#) (2nd) and [Inspired AI](#) (14th).

Also check out a great podcast I did recently, [Tiger Heart Chats](#), and another for [Making Waves](#). Please note the [XR Summit](#) as part of ISE 2021 has been moved to 1st June. If interested in potentially speaking or attending, please [register your interest here](#).

Wishing you all the best,
Amelia
www.ameliakallman.com



Photo by Andrew Leo

Upcoming Events

- | | |
|-----------|---|
| Wed. 30th | <p>“New Trends & Technologies in a Post-COVID Age”, <i>Keynote</i>
Business Breakfast TV, 8:00-9:00
https://hopin.to/events/business-breakfast-tv-episode-11</p> |
| Fri. 2nd | <p>“New Realities in the Workplace”, <i>Panellist</i>
AV Works Conference, 12:50-13:30
https://avworks.avinteractive.com/</p> |
| Fri. 2nd | <p>“Future of Work”, <i>Host & Keynote</i>
The Next Web, 13:30 - 14:00
https://thenextweb.com/conference/tracks/future-of-work</p> |
| Wed. 14th | <p>“Global Game Changers”, <i>Host</i>
Inspired AI, 13:00 - 16:00
https://inspired-minds.co.uk/inspired-ai-events/</p> |

*All times in GMT

01

Quest 2

Oculus have revealed the Quest 2, a device more powerful and 10% lighter than the Quest 1. With a new sleek white design and improved hand tracking of controllers, the Quest 2 packs a speedier 90Hz refresh rate, better resolution, uses a very powerful Snapdragon XR2, and has 6GB of RAM that will allow for more computational power and better game graphics. Priced at £299 for the 64GB version and £399 for a 256GB variation, preorders are open now, with shipping starting from October, 13th.

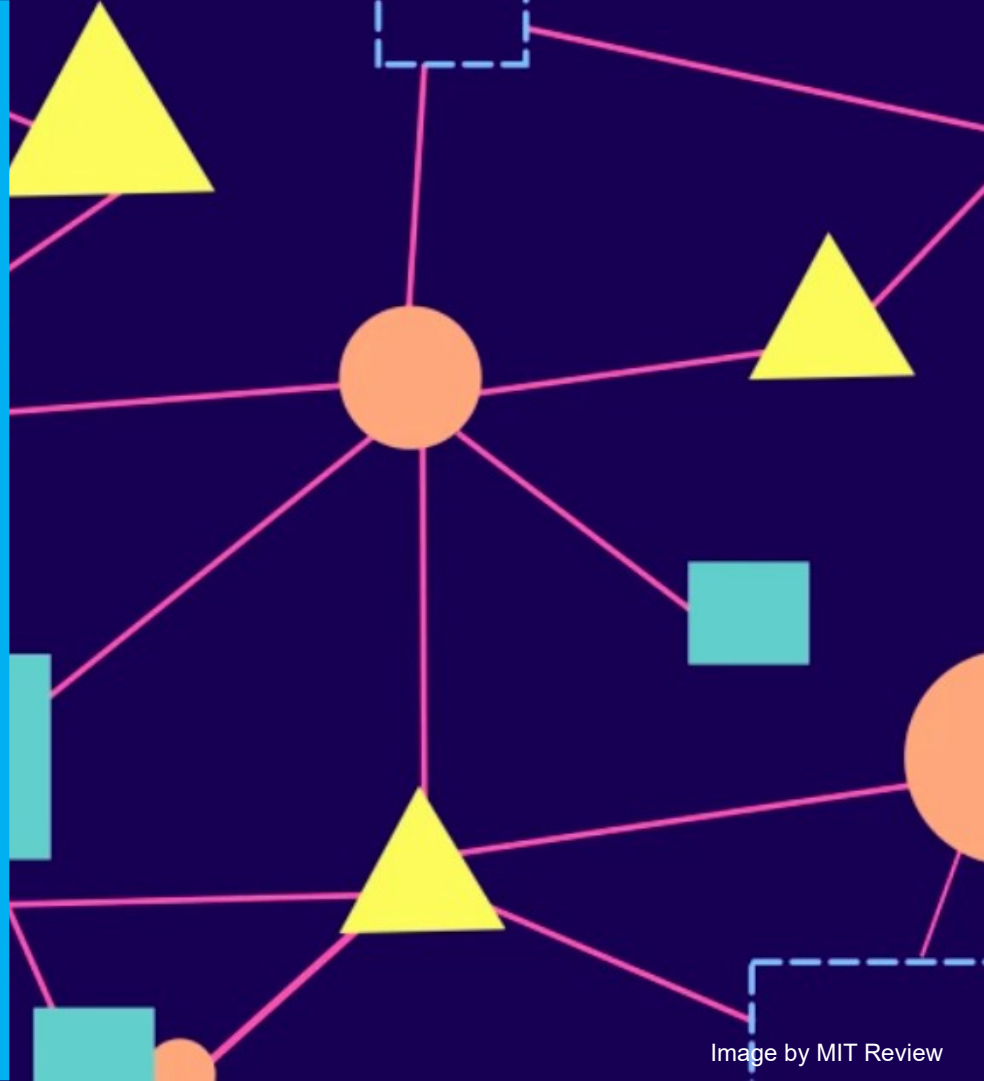
[Website..](#)



02 DiffBot

In the ongoing quest to make AI trustworthy, Stanford startup DiffBot is building an AI that reads every page on the entire public web, in multiple languages, and extracts as many facts from those pages as it can. The extracted info is being used to create the largest knowledge graph ever, adding 100-150 million entities each month. Used by researchers and companies like DuckDuckGo, Snapchat, NASDAQ, Adidas and Nike, they hope it ultimately will be an AI that can be trusted to answer anything you asked it with facts and sources to back up its response.

[Article.](#)



03 Premier

Samsung Premier is a new 4K ultra short throw laser projector that recreates a cinematic experience for the home. The Premier comes in 130" and 120" models, features surround sound, a compact design, and comes equip with Samsung's TV platform. Available later this year, they have not yet revealed the price.

[Article.](#)



04

Redkey

Did you know that even if you delete a file or photo from your computer, the data is still there? To address this privacy risk when selling or recycling computers, Redkey USB V3 securely wipes the Hard Drive inside a computer, making data recovery impossible. It offers military grade 'data shredding', works within minutes, and is a pay-once product with unlimited use. Currently on Kickstarter for \$20 to ship in January 2021.

[Kickstarter.](#)



Image by Redkey

05 GroundWaves

UK startup GroundWaves is haptic footwear that allows you to feel sound in your feet in addition to sound through your headphones. Their actuator allows you to feel the lowest possible audio frequencies, replicating what it's like to be at a concert stood next to a speaker. Besides being cutting edge streetwear, they are also investigating uses in gaming and XR.

[Website.](#)



Image by Groundwaves

06

MXA910

The Shure MXA910 with Intellimix is a ceiling array microphone that features autofocus technology, ensuring every person in the room gets constant and consistent audio coverage, whether sitting, standing, or moving around. The ceiling design also means that it rids the conference table of ugly microphones and wires.

[Website.](#)

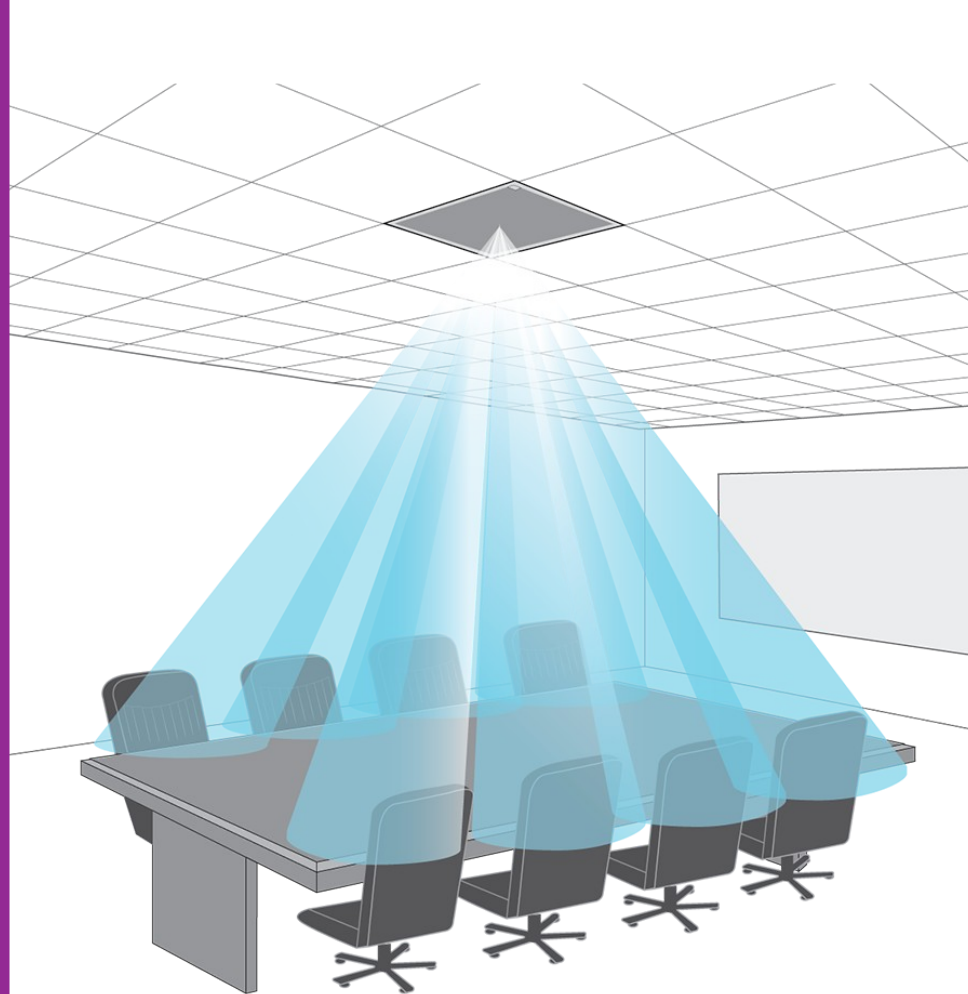


Image by Shure

07 PeopleCount

Philip's PeopleCount is helping retailers welcome customers back post lockdown with this digital signage, social distancing solution. Comprising of a Bosch camera, a Philips display, and an Android app, it combines smart queue management with advertising and safety information.

[Website.](#)

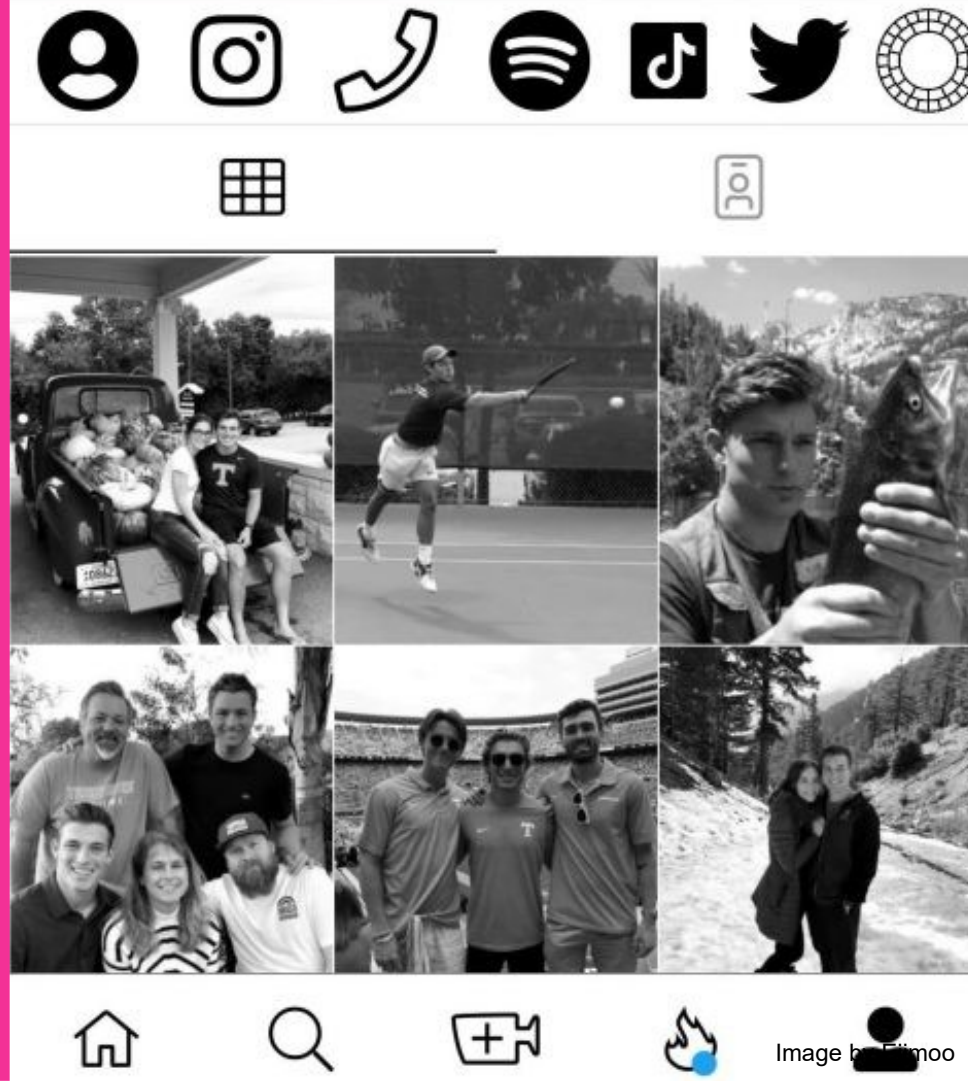


08 Ejimoo

Ejimoo is a simplified social media alternative, offering unique, minimalist features that aims to change social media and our culture for the better. It allows you to follow, engage, post, and enjoy, while retaining a mental health / social media balance. There's no comments, it's in black and white, the app is closed on Sundays(!), and is currently ad free.

On another note, I highly recommend everyone watch *The Social Dilemma* on Netflix.

[Article.](#)



09 Pangolin Dress

The Pangolin Dress is a Brain-Computer Interface dress that reflects a person's mental state through fashion. It features 1,024 individual head-mounted electrodes that detect electrical signals coming from the brain. The data is converted into colors to display a whole-body visualisation of neural activity. The chips in the electrodes use so little power they can charge wirelessly, making the garment light and untethered.

[Article.](#)



Image by Yanni de Melo

10 Burberry / Twitch

Burberry became the first luxury fashion brand to partner with Amazon-owned live-streaming gaming platform Twitch to stream their Spring/Summer 2021 show from London Fashion Week. The hour-long stream had 42,000 concurrent views and featured multiple perspectives. Twitch had an average of 1.44 million concurrent viewers in March this year. 43% of user base is GenZ, and roughly 45% of gamers are women, according to the Entertainment Software Association.

[Article.](#)



Image by Burberry

11 Burger King

Burger King ran an immersive sweepstakes during the MTV VMAs that asked viewers to scan a QR code with their phone to activate an AR experience featuring rapper Lil Yachty. People were treated to an exclusive performance, as well as coupons. This drove downloads of their app, which has become more crucial to quick-service brands during the pandemic.

[Article.](#)



Image by Burger King

Thank you

Amelia Kallman

Futurist - Speaker - Author

amelia.kallman@gmail.com

www.ameliakallman.com

[@AmeliaKallman](https://twitter.com/AmeliaKallman)

[@TheBigRevealUK](https://twitter.com/TheBigRevealUK)

