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 33rd edition of my monthly innovation newsletter, The Big Reveal. You can also watch or listen on YouTube [here](#).

My big news is I now have a podcast! The first episode of [XR Star](#) for AV Nation TV is out now and you can expect a new one every month. Looking forward to hosting a press event Thurs. 21st Jan. with [Laval Virtual](#) and [Immersionn](#).

Other stuff:

- [Where's XR at Today & What's it mean for your Company?](#) (article)
- [No Social Distancing in VR](#) (article)
- [One Simple Question](#) (podcast)
- [Virtual Events Directory](#) (interview)
- [Zoomsday Report](#) (featured)

Hope you enjoy, and please be in touch if you'd like to collaborate.

Thanks!

Amelia

[www.ameliakallman.com](http://www.ameliakallman.com)



# 01

# Senseglove Nova

A big improvement on the earlier version (which you may have tried if you visited me at the Insight Studio), the Senseglove Nova are 'force-feedback' haptic gloves that integrate into VR experiences. They use hand-tracking to allow users to accurately feel, grasp, and move digital objects in a virtual space, which is vital to the future of virtual training and simulations. Available for pre-order now for approximately £4,000.

[Website.](#)



Image by Senseglove



# 02

## NHS+PoS

The NHS is employing blockchain as a solution to monitoring the storage of the COVID vaccines. Leveraging [Hedera-Hashgraph](#), an enterprise grade public ledger, and [Everyware](#), a UK-based asset monitoring provider, the blockchain platform acts as an immutable ledger for data storage and verification that can be monitored in real time. Hedera deploys a Proof of Stake (PoS) model, unlike the Proof of Work (PoW) model that underpins the Bitcoin network, meaning that environmental impact is very low because mining isn't needed.

[Website.](#)



# 03 Google AR CSS

At the virtual CES, Google and Fiat Chrysler Automobiles (FCA) showcased how 5G and edge computing will allow us to stream XR with high quality and realism, giving us a glimpse at the future of retail. They demonstrated how edge computing provides the necessary power to stream large 3D files rendered by the Unreal Engine through 5G devices.

[Article.](#)



Image by FCA

# 04 Hydrogel

Inspired by the amazing ability of cephalopods to camouflage to environments, engineers at Rutgers University have developed a 3D-printed smart gel, or 'hydrogel', that changes shape when exposed to light, as well as a new 3D-printed stretchy material that changes colour when exposed to light. As opposed to rigid electronic displays, this camouflaging technique can be added to soft materials to create flexible, colorful displays. Potential applications include soft robotics, fashion, military camouflage, and pliable displays.

[Article.](#)



image by betty wills



# 05 Illuminarium

Panasonic has partnered with Illuminarium Experiences to create 360° immersive experiential entertainment centres in custom-designed venues called Illuminariums. These live-size, inclusive XR environments will utilise Panasonic native 4K projectors, 4K professional displays, and 4K professional camera solutions. With plans to open 25-30 venues over the next five years, the first will be in Atlanta, offering attendees the world's first virtual safari experience.

[Article.](#)



Image by Panasonic

# 06

# Lasso

91% of plastic is not recycled, more than half of what we put in recycling bins ends up in landfills, and it's estimated that by 2050 there will be more plastic in our oceans than fish. To tackle this problem Lasso is developing the world's first at home recycling solution. This domestic recycling appliance will bypass the current complex sorting, transportation and grading systems to allow people to process recycling at home, turning plastic, glass and metal into reusable materials. The appliance senses, washes, grinds, and stores the broken down materials for monthly collection. Users will be able to track their environmental impact, as well as get cash returns.

[Article](#)



Image by Lasso



# 07 Unified ID 2.0

As consumers seek greater control over their personal data and lawmakers tighten regulations, there is a race to come up with an alternative to third-party cookies and device identifiers. Trade Desk's Unified ID 2.0 aims to preserve the value of advertising while giving internet users greater control of their data. Unlike cookies, Unified ID 2.0 helps to measure audiences among advertising channels including streaming TV, browsers, mobile, apps, and devices with a single ID, offering more concise measurement that's governed by a neutral independent group.

[Article.](#)

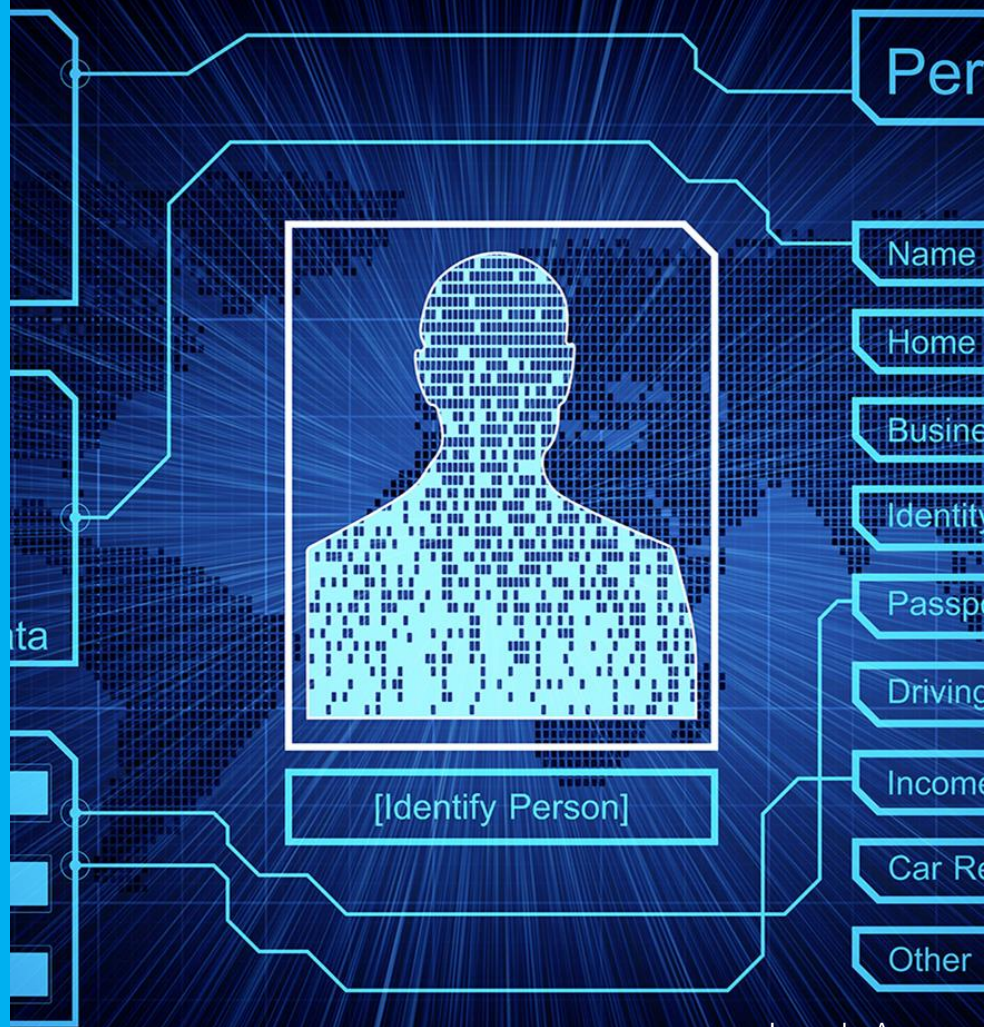


Image by Amango

# 08 UVClean

According to a recent study, our phones are ten times dirtier than a public restroom, and on average people touch their phones 2,617 times every day. UVClean is a contactless solution that disinfects your phone while you wash your hands. Designed to tackle new hygiene standards, UVClean dispenses soap and water, and has built-in motion activated hand dryers activated from the sides. It can also sanitise keys, wallets, earbuds, pens, and other small items.

[Article.](#)



# 09

# LV+NBA

Louis Vuitton and the NBA have launched a new menswear collection that can be shopped exclusively through their online 360° immersive retail experience. Partnering with Madison Square Garden, they filmed in the iconic location with drones to capture the actual clothing, shoes and accessories. The experience was developed exclusively for online access and guests can discover the collection by navigating around the capsule presentation on computers or personal devices.

[Check it out.](#)



Image by Brad Dickson



# 10 CXN One

Designed by neurologists, biosignal engineers, and speech-language pathologists, Cognixion ONE is an AR headset that incorporates a brain-computing interface (BCI).

Aiming to reduce the lag between intention and outcome, the standalone headset interprets the words you're thinking and generates the thoughts into speech or texts for private messaging. Intended for people with disabilities such as Cerebral Palsy or ALS, the headset also interfaces with bot assistants, is 4G enabled, and offers 6 degrees of freedom (6DOF), as well as a companion app. Set to be released summer 2021.

[Article.](#)



# Thank you

**Amelia Kallman**

Futurist - Speaker - Author

[amelia.kallman@gmail.com](mailto:amelia.kallman@gmail.com)

[www.ameliakallman.com](http://www.ameliakallman.com)

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

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

