

THE BIG REVEAL

FEATURING FUTURIST **AMELIA KALLMAN**

Introduction

Welcome to issue #40 of [The Big Reveal](#), my innovation newsletter. You can also watch or listen on YouTube [here](#).

I've recently shared several new videos, including:

- [Influencing the Metaverse: Risk & Responsibility](#)
- [Influencing AI: Taking Responsibility](#)
- [Futurist Interview with PKO Bank Polski](#)

Thanks to Modern Insurance Magazine for featuring me in the [latest issue](#), ASM Connected for having me on their [podcast](#), and AV Magazine for a terrific [AV Awards](#)!

Check out the latest episode of [XR Star](#), 'XR & the Future of AR Glasses', [here](#) or on [Spotify](#), and be sure to [follow](#) so you don't miss episode #12, 'Play with Purpose', out soon!

This is the last TBR of the year, but I will be back in January. Hope to see you in Barcelona at the Smart Workplace Summit and [ISE 2022](#). Wishing you a warm, safe, rejuvenating December! See you next year!

Amelia
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01 UDOO Key

The UDOO Key is a microcontroller that allows anyone to build AI systems at home. It's essentially a mini computing and processing system that includes Wi-Fi, Bluetooth, and an extensible AI and IoT platform. This 'edge AI' product (which just closed on Kickstarter for only \$4/each) empowers anyone to create DIY AI systems for their home or office, making any object 'smart' and connected. UDOO Key can assist in things like predictive maintenance, gesture and facial recognition, keyword activations, object detection, and more.

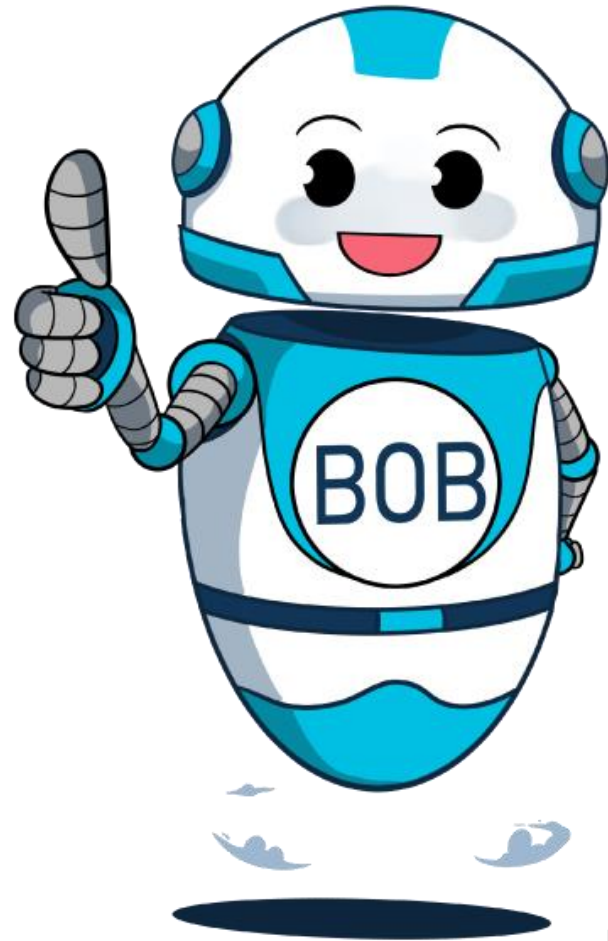
[Website.](#)



02 Emplobot

Emplobot automates the recruitment process. The software guides candidates through three interactive modules, from the first contact to the interview. It asks questions and uses answers to create an individual candidate profile, then matches people to jobs and companies. Through a personalised dashboard, prospective employers can customise the process and monitor progress. Accelerating the recruitment process, Emplobot aims to enable organisations to save human resources, time and money.

[Website.](#)



03

The Giant

The Giant is planned to become the world's tallest, moving, digital statue. Ten-storeys tall, the statue's 'skin' will be LED screens offering a unique digital billboard that can even map visitors' bodies to the giant to create an ultimate selfie experience. Seeking to create these statues in 21 cities, real estate inside the Giant might include theatres, retail, dining, museums, and viewing points.

[Article](#)



Image by The Giant Company

04 Syntho

Many companies face hurdles when it comes to making the most from their data due to privacy and security restrictions. Syntho offers a solution. Using the Syntho AI engine, real data gets turned into Synthetic data, making a synthetic digital twin that can then be used as a model for testing and predictive analytics. Turning 'privacy by design' into a competitive advantage, Syntho gives companies a new, secure, easy way to utilise large data sets.

[Website.](#)



Image by Syntho

05 Social Skill-bots

MIT researchers are incorporating social interactions into a framework for robotics, enabling machines to understand what it means to help or hinder one another. In a simulated environment, a robot watches another bot, guesses what task the bot is trying to accomplish, and then chooses to help or hinder the other robot based on its own goals. Their hope is that by enabling robots to exhibit social skills it could lead to smoother and more positive human-robot interactions. But it also sounds slightly terrifying.

[Article.](#)

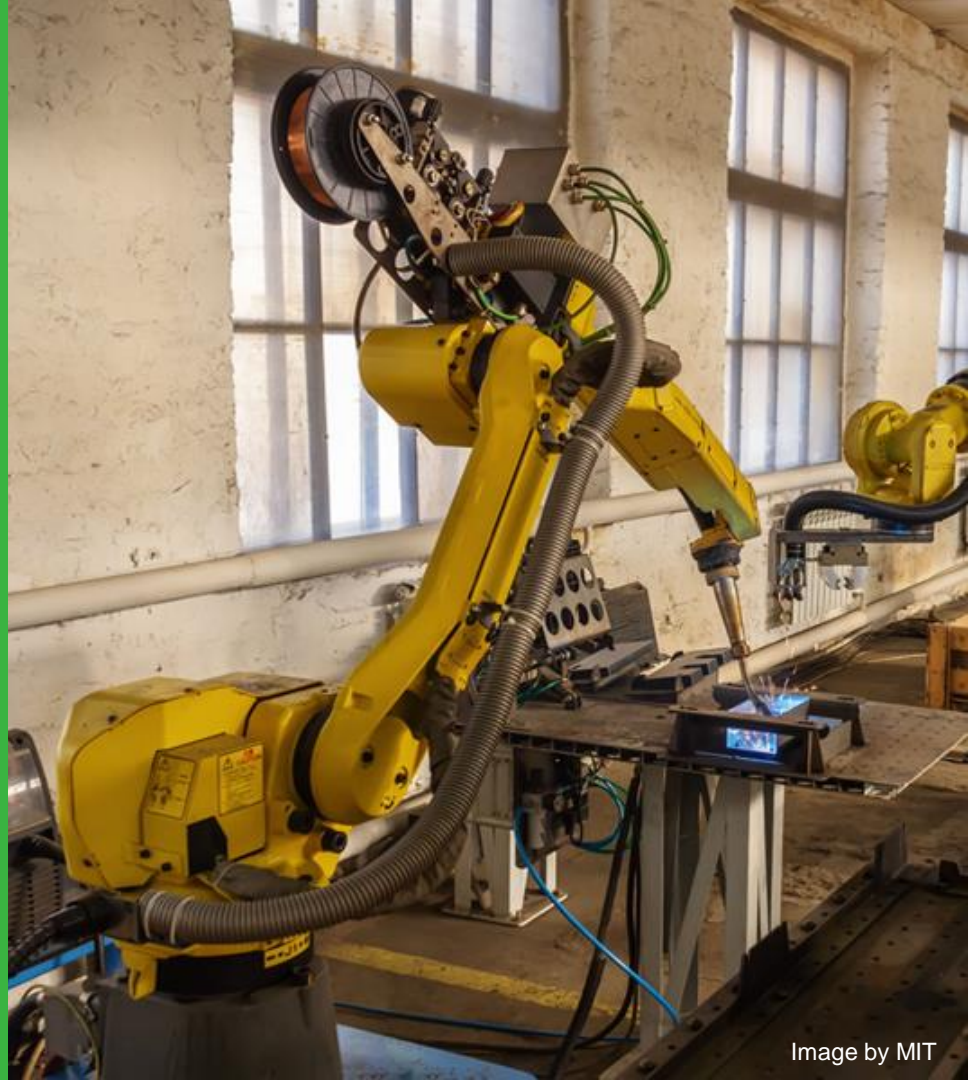


Image by MIT

06 Virtway

Virtway is a virtual event space that is completely customisable and offers some features you won't find in other virtual event solutions; including 3D voice technology that replicates distance, throw and echo, and team-building activities like Virtual Escape Rooms. Set up for exhibitions, workshops, trade shows, summits and webinars, it is monetisation-ready, offering opportunities in custom business stands, sponsored advertising, tiered ticketing, and digital business cards. Scalable from any device, it can support up to 500 users per collaboration space. Events range from £1,000 - £10,000.

[Website.](#)



Image by Virtway

07

Seedata.io

Seedata.io uses a combination of deception technology and threat intelligence to help businesses detect data breaches fast. They plant unique, trackable records within data and systems that are then monitored. It looks for any interaction with the records or visibility on the surface, deep, or dark web that would indicate exposure. Then, Seedata.io sends alerts to their customers, giving security teams the ability to respond rapidly to the incident, potentially reducing dwell-time of breaches from months to minutes.

[Website.](#)



Image by Seedata

08 Nikeland

Following the recent filing of trademarks on virtual shoes and apparel, Nike have introduced NIKELAND, an immersive 3D space on Roblox. Inspired by Nike's actual headquarters and arenas, people can play games, create their own challenges, outfit avatars, and use their bodies and devices IRL to pull off in-game moves. In December they will bring NIKELAND to life at their NYC House of Innovation with a special Snapchat lens that will allow people visiting the kids' floor to see the space transformed into an AR version of NIKELAND, including signature avatars, games, and an Easter egg hunt.

[Experience.](#)

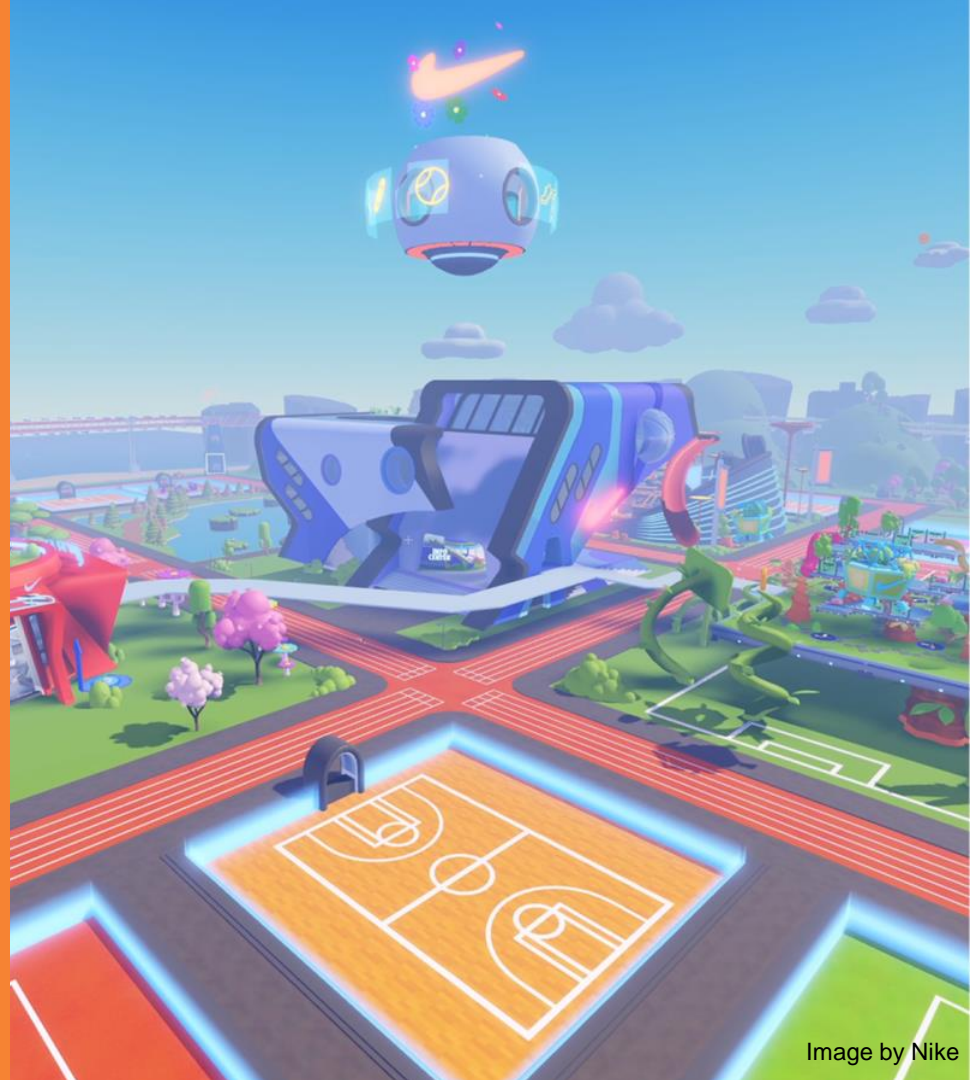
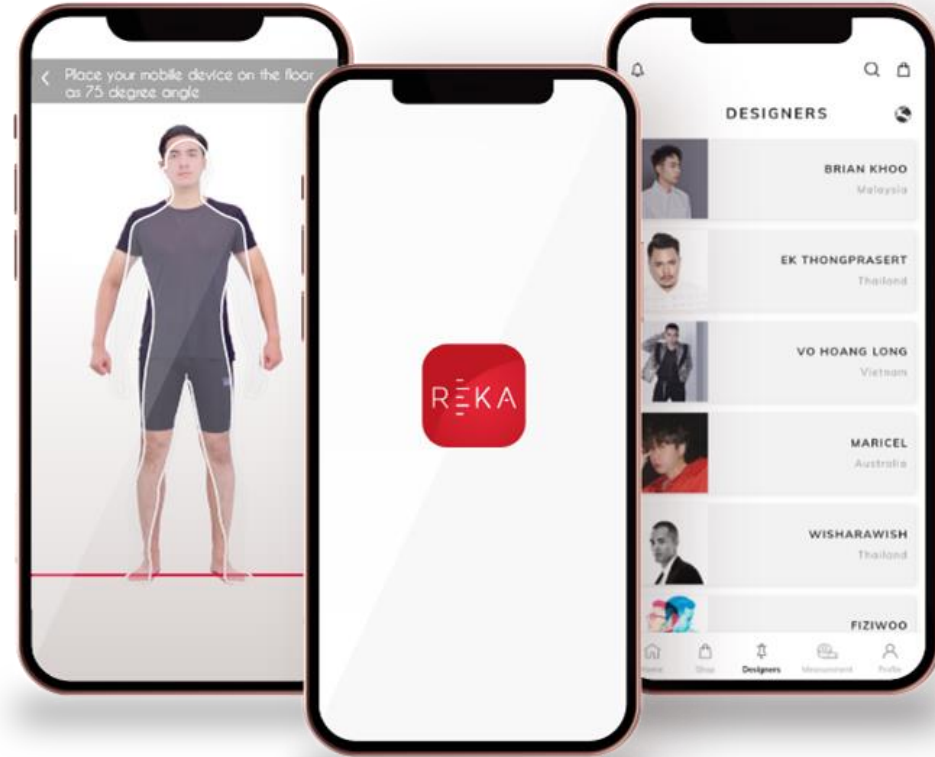


Image by Nike

09 REKA

REKA is a new app that gives independent designers a way to offer custom-fit products to the masses. It aggregates independent designers into one shoppable stream and uses an AI-crafted Virtual Tailor feature to ensure that the clothes ordered are a perfect fit. Using the camera of a mobile phone, users can simply allow the app to scan your body in two positions for 5 seconds. REKA hopes this custom-fit service will greatly reduce clothing waste, and endorses a "no textile waste" policy.

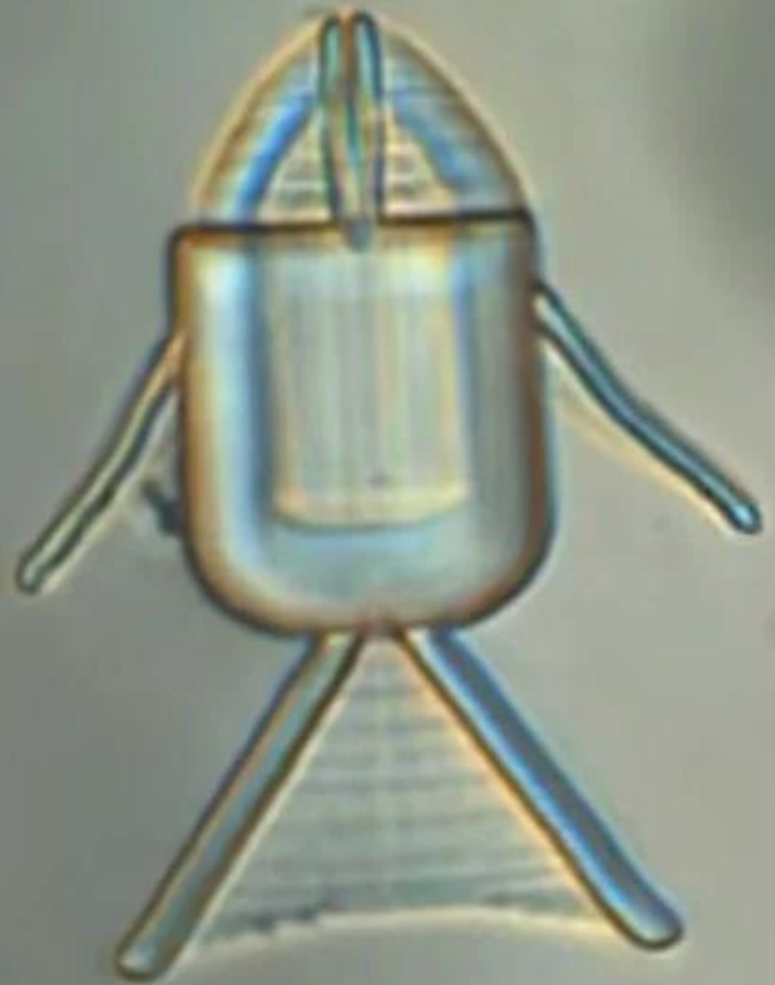
[Website.](#)



10 Chemobots

Researchers have developed a way of transporting chemotherapy drugs directly to cancer cells via 'environmentally adaptive shape-morphing microrobots'. Shaped like fish, crabs and butterflies, the 4D-printed microrobots are guided toward areas with high pH levels that indicate cancer cells. They then open their mouths to release a chemo drug to kill the cells closest to it, thus localising cancer cell treatment. Still in a proof-of-concept phase, the bots will first need to become even tinier before being used on patients, and a suitable imaging method must be identified to track their movements in the body, but the hope is this could be a breakthrough when it comes to drastically reducing chemotherapy side-effects.

[Article.](#)



Thank you

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The End

