

THE BIG REVEAL

FEATURING FUTURIST **AMELIA KALLMAN**

Introduction

Welcome to issue #42 of [The Big Reveal](#), my innovation newsletter. You can also watch or listen on YouTube [here](#).

This month I really enjoyed speaking on:

- The Dark Side of the Metaverse
- Future of Insurance: New Trends & Technology
- The Year 2030
- Data Security: Web 3.0
- And Judging the Smart Retail Tech Expo

Super chuffed to be named one of the '[Top 25 Women in the Metaverse](#)'! On the 7th April I will be hosting Creative Futures #9 at the Shure Experience Centre on the 'Future of Music & Audio'. Free event - RSVP to me directly. Also getting excited about doing an upcoming TEDx Talk and ISE 2022 in May.

Check out the latest episode of [XR Star](#) dedicated to [The Green Planet AR](#) Experience with Sir David Attenborough. Next episode will be about 'Kids in the Metaverse'. If you'd like to support me, please give it a 'Follow' and 5 stars.

Thanks!

Amelia

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01 PORTL

PORTL is a 3D holographic display that allows people to 'teleport' to one location - or many - instantly. "The future of telepresence", PORTL Epic is a life size 'window', while the recently released PORTL M is a miniature version. Besides volumetric communication, it is ideally suited for entertainment, AI assistance, telemedicine, shopping, fitness, and displaying NFTs. Their vision is to be the new must-have household item. M will be commercially available this spring, starting at \$2000.

[Website.](#)



Image by PORTL

02 GreenPlanet AR

The Green Planet AR Experience with Sir David Attenborough has officially set a new standard of excellence when it comes to immersive XR experiences. Guests are led by a holographic Attenborough through six digitally enhanced worlds. The project includes 5G, location-based tracking, AR, haptics, AV integration, and it has a super important message. Listen to my interview with the creative director behind the experience in episode #14 of XR STAR.

[Listen.](#)



03

Ristband

Ristband is a virtual world for artists, venues, fans and gamers. People can perform shows, discover music, play games, and earn RB points to unlock underground scenes. It also offers tools to initiate campaigns and monitor results. The upcoming live launch at SXSW will include a VR concert by Miro Shot, NFTs, and AI generative music, while the online launch will include exclusive content and NFT gallery. Cofounder of Ristband and frontman of the band Miro Shot, Roman Rappak, will be speaking in London at the Creative Futures #9. RSVP to me directly.

[Website.](#)



04 Builder Bot

Meta is testing an AI system called Builder Bot that lets people build virtual worlds by verbally describing them. People can describe environments, sounds, and objects and see them instantly represented, which they hope will help attract more people into their VR Horizon platform, as well as advance creative AI and machine-generated art. While this is a glimpse of things to come, moderating AI generation poses a unique problem if users ask for offensive content or the AI's training reproduces human biases and stereotypes.

[Article.](#)



Image by Meta

05 Replika

Replika is an AI chatbot whose sole purpose is to become your friend. Pushing the limits of intimacy between humans and machines, this chatbot doesn't just listen, it learns. It engages you in personal conversations, tries to entertain you, and the more you tell it, the more it starts to replicate you, creating a digital footprint of your personality. There are now an array of AI apps available that let people design their own girlfriend / boyfriend to have an emotional, non-physical relationship with.

[Website.](#)



06 Senda

Senda is helping brands to create NFT campaigns in minutes with no coding or technical skills required. The platform allows you to choose a campaign type, upload a photo, video or 3D model, choose how it is delivered, and then takes the campaign live. Brands and events can automate NFT giveaways and competitions, link collections of NFTs to physical products unlocked after purchase, productise NFTs, and offer 'lifelong' tickets, awards or badges. They are also working to further their development into a carbon neutral blockchain.

[Website.](#)

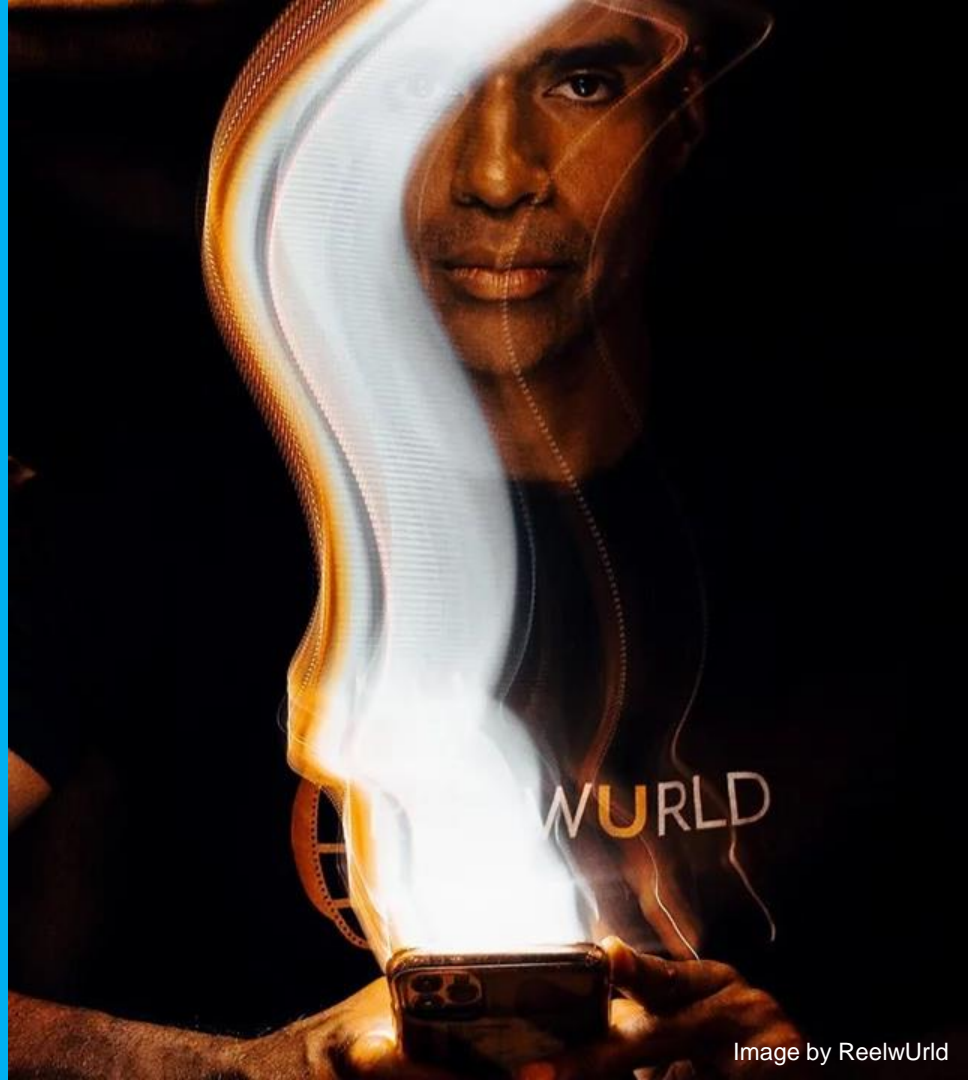


07

ReelwUrld

ReelwUrld is the world's first social film studio. It includes a social network app where posted content is used to produce actual movies and shows. Organising social media content into cinematic stories, their first show, *Justice for Hire*, already has millions of views and a global cast. Their aim is to help fans, studios, and networks work together to make money by creating a new, innovative form of media. As crowd-ownership is part of the spirit of ReelwUrld, they are currently fundraising on WeFunder.

[WeFunder.](#)



08 LUNU

LUNU makes it easy for both online and bricks-and-mortar stores to accept cryptocurrency. With no extra charge to customers, the retailer pays just a 1% commission on the purchase and receives regular money for the transaction. With clients like Farfetch jumping on board hoping to attract savvy, hip, 'in-the-know' customers, LUNU may be the beginning of cryptocurrency becoming normalised in the real world.

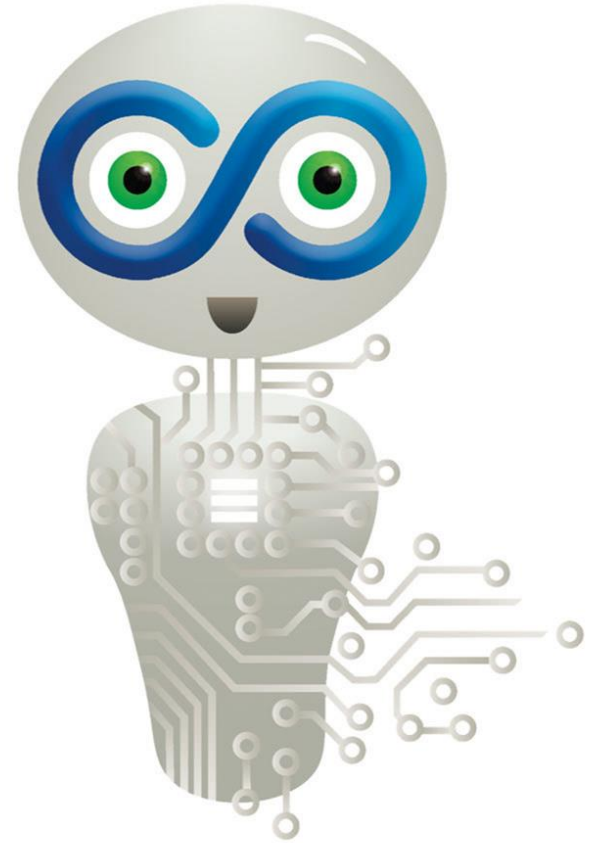
[Website.](#)



09 Cevitr

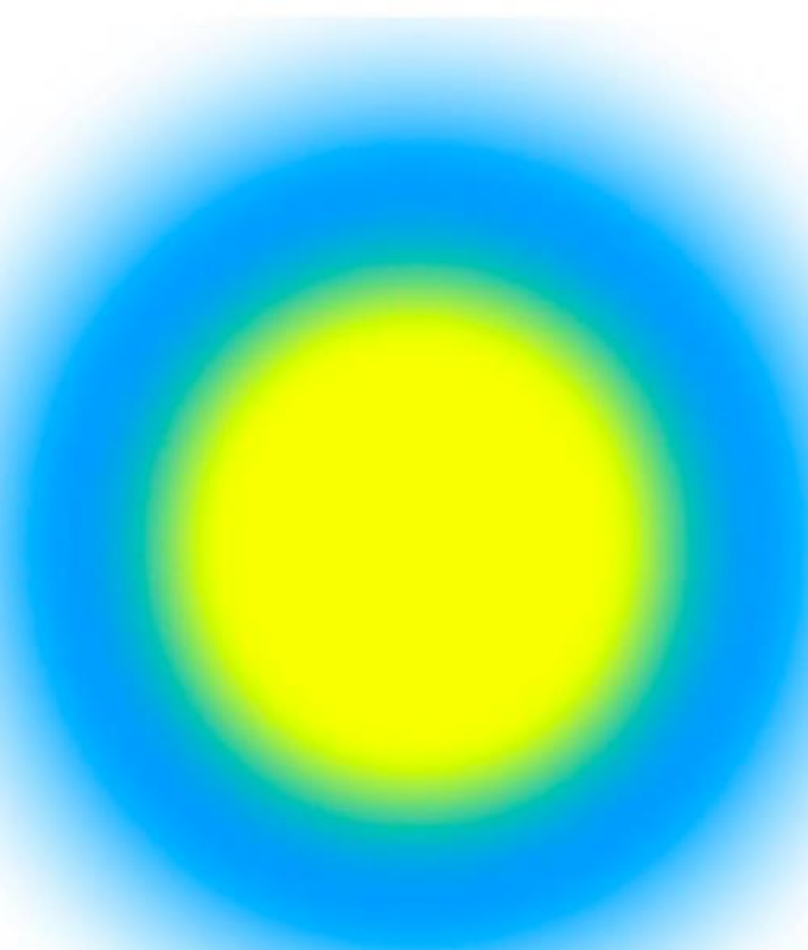
Cevitr automates time-consuming, backend processes specific to your company and business. Cevitr uses Robotic Process Automation (RPA) to train a software bot, otherwise known as a Digital Workmate, to undertake repetitive, rule-based tasks. Currently being used in industries such as healthcare, marketing, insurance, legal, tourism, hospitality, fiance, and construction, it can reduce processes that take a human a day down to four minutes, freeing up time, money, and creating new standards in customer service.

[Website.](#)



10 Places to Donate

- [Ukraine Humanitarian Appeal](#)
- [The UN Refugee Agency](#)
- [RefugEase](#)
- [Care International](#)
- [Save the Children](#)
- [International Committee of the Red Cross](#)
- [UNICEF](#)
- [World Health Organisation Emergency Appeal](#)



Thank you

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The End

