

THE BIG REVEAL

FEATURING FUTURIST **AMELIA KALLMAN**

Introduction

Welcome to issue #43 of [The Big Reveal](#), my innovation newsletter. You can also watch or listen on YouTube [here](#).

This month I really enjoyed consulting on the 'Future of Consumer Behaviour' and being a judge at the Smart Retail Tech Expo. (I *did not* enjoy having covid and being out of commission for two weeks - but happy to be back!)

Looking forward to:

- Speaking at Creative Futures #9 on the 'Future of Music and Audio' 7th April
- Covering [Paris Blockchain Week](#) and [Paris NFT Day](#) 12-14th April (Subscribe on [YouTube](#))
- Hosting the [Smart Workplace Summit](#) on 10th May at [ISE 2022](#) in Barcelona
- Doing my first TEDx Talk on 16th May
- Judging the AV Awards 2022

Check out the latest episode of [XR Star](#) all about 'Kids in the Metaverse'. Be in touch if you'd like to collaborate!

Thanks!

Amelia

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*Congratulations to [StrongPoint](#), Winner of the Best Retail Tech Innovation Award 2022



01 Green Coin

Bitcoin mining uses more energy than Sweden and is reviving the failing fossil fuel industry in the US. But a software code change would reduce Bitcoin's energy use by 99%. The campaign, [Change the Code Not the Climate](#), backed by Greenpeace and EWG, is demanding Bitcoin change from a "Proof of Work" code to a "Proof of Stake" code, like Ethereum is shifting to. This shift is necessary to make the cryptocurrency sustainable and to end reliance on the political, economic, and environmental harm of fossil fuels.

[Article.](#)



Image by Getty

02 StrongPoint

StrongPoint specialise in retail technology that improves productivity and ultimately, the bottom line. Their Ecommerce Order Picking solution, the winning innovation at the Smart Retail Tech Expo, is proven to increase efficiency so orders can be fulfilled faster. On average, an employee finding and scanning in store items to fulfill an online order manages 60-65 items per hour. With this solution, it increases to an average of 240 items per hour, with some customers reporting up to 350. Currently being used in 1,000+ stores across 10+ European countries, it is instantly scalable and uses a pay-as-you-go model with no upfront costs.

[Website.](#)



Image by StrongPoint

03

EyeSyn

Computer engineers at Duke University have developed EyeSyn, virtual eyes that accurately simulate how we look at the world for the purpose of training VR and AR programs. Our eyes reveal emotion, bias, preference, skill, comfort, and engagement - data that is extremely significant and useful for analysing XR interactions. EyeSyn software reduces the need for large data sets and human test groups, cutting down on privacy risks, time, and spend. They aim to make this sophisticated level of analysis available to any company that wants to enter the metaverse, big or small.

[Article](#)



04 Fortnite 4 Ukraine

While Meta (worth \$545 billion) has only pledged \$5 million towards the crisis in the Ukraine, Epic Games (estimated worth \$18 billion) has raised over \$144 million for relief efforts by donating all proceeds from their release Fortnite's Chapter 3 Season 2. Ukrainian Vice Prime Minister, Mykhailo Fedorov, tweeted "Thank you Epic Games for understanding that people's lives are not a game. Your support is crucially important for us."

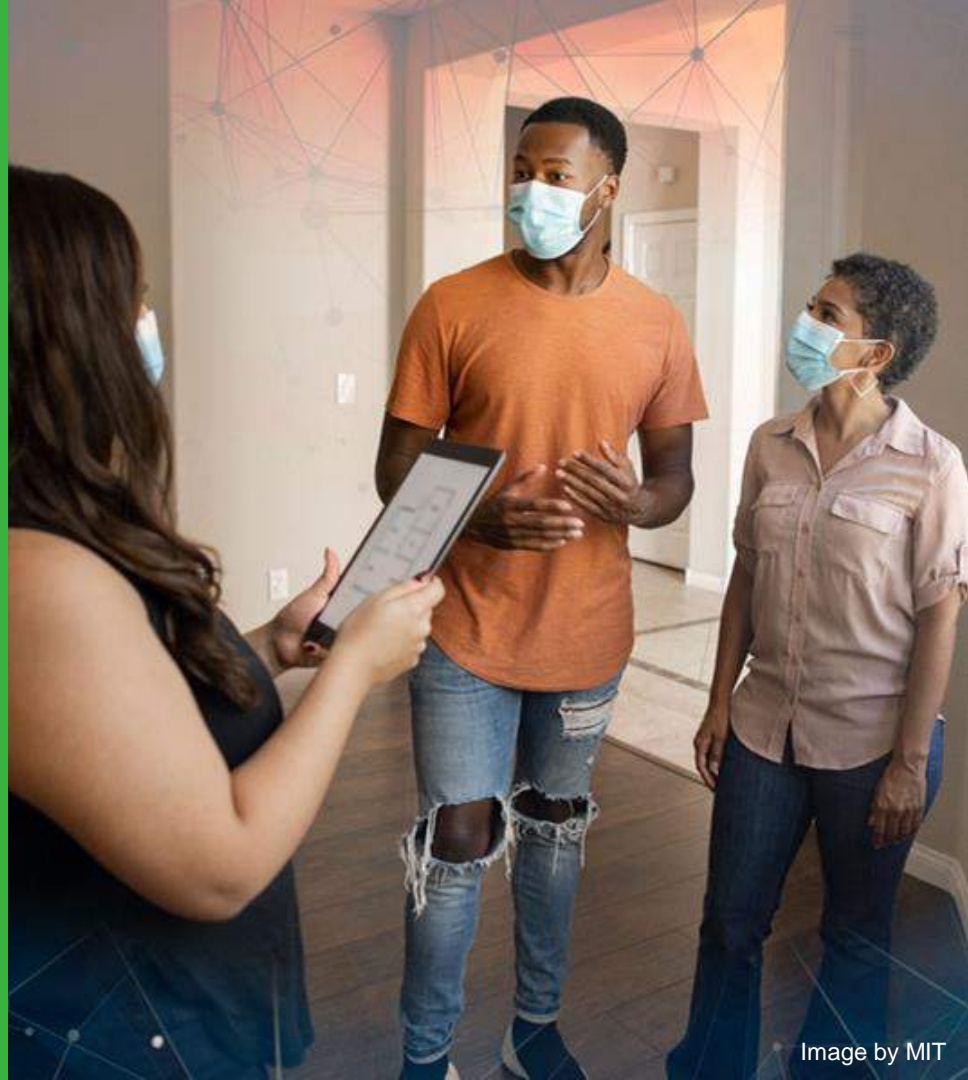
[Article.](#)



05 DualFair

Although discrimination in mortgage lending is prohibited by law, in 2021 minority groups were charged 8% higher interest rates and were rejected for loans 14% more often than majority groups. To stop the spread of mortgage lending discrimination, MIT researchers have created a process that removes bias in data used to train these machine-learning models. The technique, DualFair, removes 'sensitive attributes' tackling "label bias and selection bias," significantly reducing discrimination in the predictions while maintaining accuracy.

[Article](#)



06 Frequency Therapeutics

Biotechnology company Frequency Therapeutics is working to reverse hearing loss with a new kind of regenerative therapy. They use small molecules to program progenitor cells, a descendant of stem cells in the inner ear, to create the tiny hair cells that allow us to hear. It is designed to be injected into the ear and multiple clinical studies have proven successful. They hope that in 10-15 years they will be able to reverse hearing loss completely.

[Article](#)

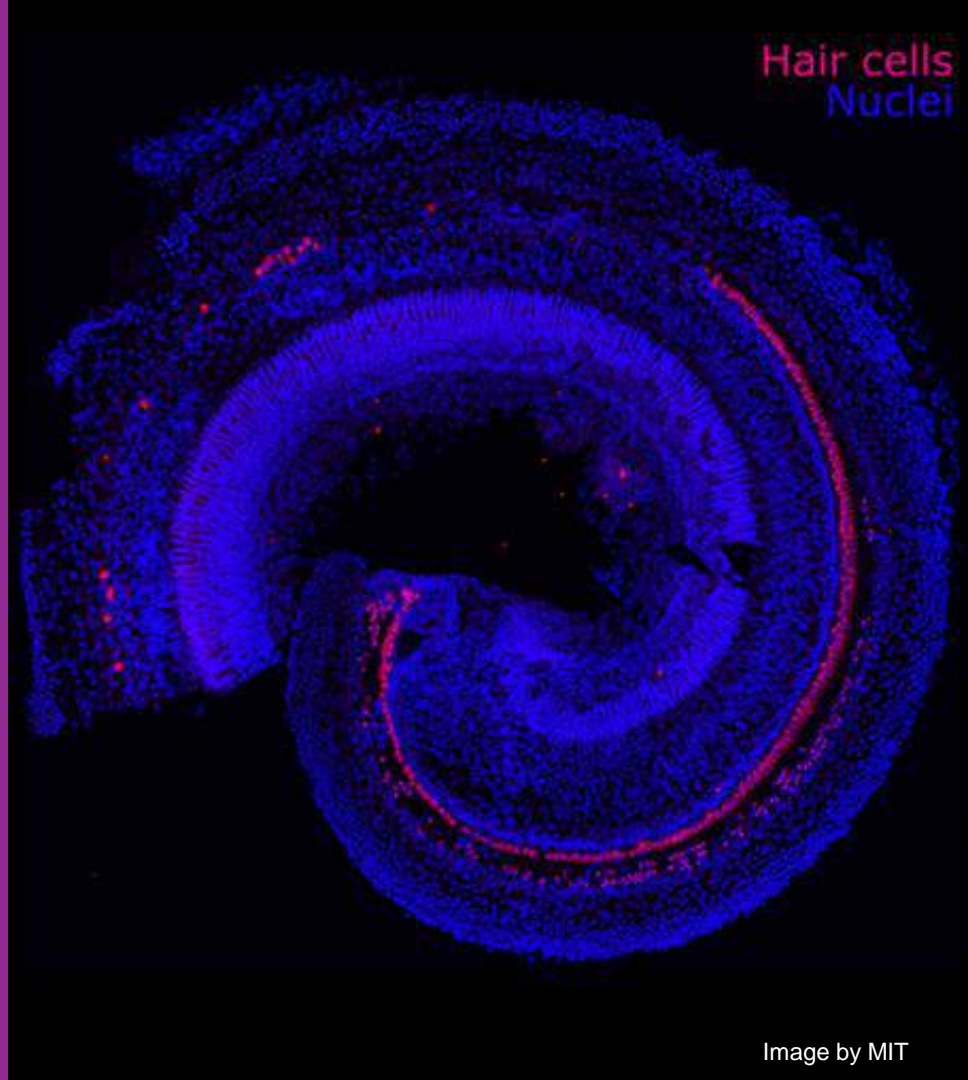


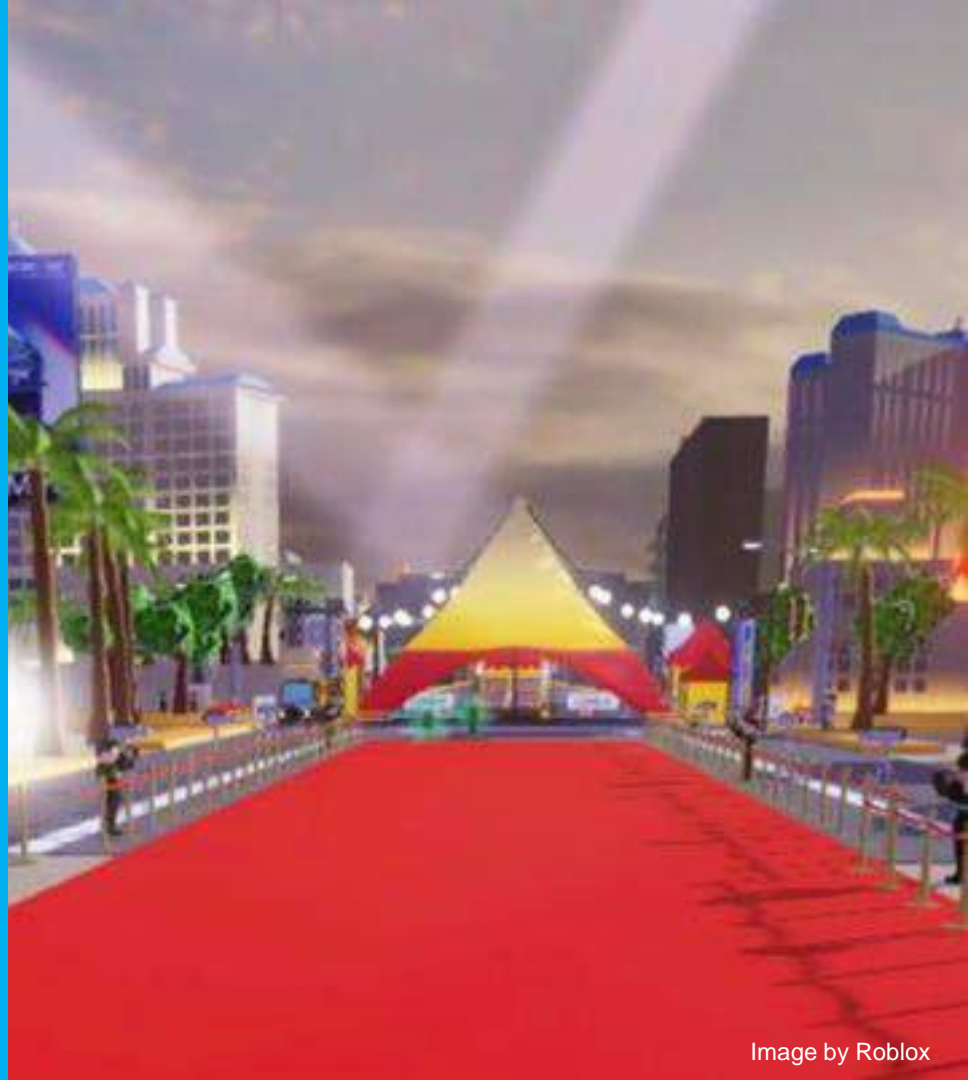
Image by MIT

07

Roblox Grammys

The Grammy's have entered the metaverse! Grammy Week, sponsored by Mastercard, has been taking place in Roblox featuring virtual meet-and-greets, a virtual performance by Grammy-nominated Latin artist Camilo, games, digital merchandise, and a red-carpet where users can wear virtual designer clothes and take selfies in a virtual photo booth. Last week, 10 million people attended a concert with the rapper 24KGoldn inside Roblox

[Article.](#)



08 DAIR

Founded by fired Google employee, Timnit Gebru, the Distributed AI Research Institute (DAIR) is a space for independent, community-rooted AI research, “free from Big Tech’s pervasive influence.” The company is founded on the beliefs that “AI is not inevitable, its harms are preventable, and when its production and deployment include diverse perspectives and deliberate processes it can be beneficial.” The DAIR Institute is sponsored by Code for Science & Society (CS&S), a US-based nonprofit supporting open collaboration in public interest technology.

[Website.](#)



09 MojoLens Update

First featured in issue #25 of The Big Reveal, Mojo Vision have announced that their smart contact lens prototype is now “feature complete”, meaning they have a stable version of the final hardware and software structures. The lens contains a microdisplay, image sensor with computer vision, eye-tracking sensors, battery, a radio communication antenna, and a small processor. They hope to release version one within this decade.

[Article.](#)



Image by Mojo Vision

10 AnomieXR

Poor mental health leads to approximately 8 million deaths per year. AnomieXR is bringing therapy into the 21st Century by developing a VR platform where people can meet with licensed therapists anywhere in the world. They also provide art therapy tools for 3D creation, self-expression, representation, and safe space design. AnomieXR aims to make remote therapy more accessible, interactive, proactive, and effective. To raise pre-seed funding they are currently hosting an [NFT Auction](#) on Rarible featuring art themed around “negative to positive mindsets.”

[Website](#)



Thank you

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THE BIG REVEAL

The End

