

The Big Reveal

With Futurist Amelia Kallman

#47



Introduction

Welcome to issue #47 of [The Big Reveal](#), my innovation newsletter. You can also watch or listen on YouTube [here](#).

Really enjoyed doing my 1st TEDx Talk asking the question, “Is the Metaverse Bad for the Environment?”, speaking on Web3 & Sustainability at AWE 2022 Lisbon, sharing my insights on the future of Real Estate with a top consulting company, and being the closing keynote at UC Berkeley’s Tech Ethics event.

Looking forward to speaking at London Business School’s [All in Tech](#), covering Token 2049 London, hosting an event for Red Bull [Basement Bristol](#), as well as Shelton Fleming’s Future Hack event.

Check out:

XR Star #21 - VR & Mental Health, [Listen](#), [Watch](#)

XR Star #22 - Fashion in the Metaverse, [Listen](#), [Watch](#)

Token 2049 Singapore, [Part 1](#) & [Part 2](#)

Inclusion in the Metaverse [Part 1](#) & [Part 2](#)

Please be in touch if you’d like to collaborate or book me for your next event.

Thanks!

Amelia

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01

Shelfy

With the average family spending almost \$2000/year on food that gets thrown out, Shelfy is a small, smart, compact purifier designed to fight food waste and save people money. It can make food in your refrigerator last up to 12 days longer, reduces bacteria, and removes bad smells. With food waste contributing to 10% of CO2 emissions annually and 1-in-2 fridges polluted with bacteria and mould, Shelfy hopes to offer a low cost solution. With an Early Bird price of €94 on Kickstarter, they plan to ship in May 2023.

[Kickstarter.](#)



Image by Shelfy

02

Stability AI

Stability AI's open source code for their text-to-image generative AI model, [Stable Diffusion](#), represents a major breakthrough in AI's creative potential. With plans to build and release more AI tools capable of handling text, audio and video, the startup has reached unicorn status (valued at over \$1 billion) and recently raised \$101 million. Funding rounds for AI startups are often high because training and running AI models and cloud computing is expensive. Stability AI's AWS bill is more than \$50 million, according to Business Insider. Retailers like Shopify are experimenting with what Stable Diffusion's abilities could mean for the future of retail personalisation.

[Website.](#)



Image by Daniel Jeffries

03

Michelob Ultra

Michelob Ultra worked with Unit 9 to create a tennis match between John McEnroe and his younger self in the world's 1st physical vs virtual tennis match. Combining AI, Unreal Engine's Metahuman technology, body tracking, and synchronised robotic arms, the real-life John McEnroe played against his own digital avatars displayed on court using a particle mist screen and broadcast on ESPN2 and ESPN+. One of the most-watched sports events of the year, John McEnroe - and Michelob Ultra - were the ultimate winners.

[Article.](#)



04 Vitruvian VR

Every party needs a Vitruvian VR experience! Inspired by Leonardo Da Vinci's Vitruvian Man, the Vitruvian VR simulator allows for full 360 body rotation giving users the opportunity to navigate gaming, flight, and driving simulations in a whole body experience. Because the user is in complete control of their orbit there's 100% cohesion between their movements and the VR environment, so motion sickness is not a problem.

[Website.](#)



Image by Vitruvian VR

05

Apple Deepfakes

The US Patent Office has granted Apple a patent for deepfakes based on reference images, which could put the power to make deepfakes of anyone into the palms of everyone. The tech uses machine learning to create synthetic images of faces and bodies based on reference images. It generates a synthetic face and body, and manipulates it to create changes in expression. While their plans for this patent are not yet known, deepfakes is one of the biggest ethical and human rights issues we all face in this century.

[Article.](#)



06 SyncReality

SyncReality is an auto-adaptive design tool that brings any potential hazards of a physical space into the virtual realm for safe and seamless full-room VR navigation. Volumetric spatial mapping means that games can adapt to a person's physical environment, with things they could run into represented inside the virtual space. This could facilitate house-scale experiences and creations. A version of the tool will be released as a Unity plug-in and it will also support the Meta Quest 2 and Meta Quest Pro VR headset.

[Website.](#)



Image by Sync Reality

07

Suku

Suku world is an ecosystem of tech builders that connects Web3 communities, powers experiences, incentivises sustainably, and provides simple tools to onboard users in Web3. Bringing together Web3 games, metaverses, NFT and crypto users, Suku is striving to accelerate Web3 adoption by creating a more united and user-friendly Web3 community. It allows users to engage and earn across partners' platforms, connecting participants, digital assets, and protocols. Through gamification, Suku also provides access and unlocks exclusive experiences in the Metaverse.

[Website.](#)

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08 TapXR

The TapXR Bracelet enables typing without a keyboard, all you have to do is tap your fingers on a solid surface. Users can enter text or commands on any digital device, including smartphones, computers, and AR and VR headsets. Fully compatible with all major operating systems, TapXR uses a combination of motion and visual sensors and AI to accurately detect finger taps. Currently available for preorder at a discounted rate of \$249.00, it is expected to ship in Q1 of 2023.

[Website.](#)



Image by TapXR

09 Dark Data

More than half of all data collected is for single-use purposes This Dark Data doesn't go anywhere, it just sits in a data center using up energy. It also contributes to climate change with stored data generating more global greenhouse gas emissions than the entire aviation industry. A typical data-driven business (ie, insurance, retail, banking, etc.), might generate 2,983 gigabytes of Dark Data a day, which, if kept for a year, has a similar carbon footprint to flying 6x's from LDN to NYC. Everyone can help by deleting our own Dark Data - photos, videos, documents, and emails we no longer need, and advocating for time limits on data storage.

[Article.](#)



10 Fairwords

Fairwords is AI-powered communications software that works like a spell check, but instead checks for potentially harmful, offensive, or discriminatory language, helping companies to foster inclusive, compliant, and fair business communications. It identifies problematic words or phrases, gives examples of why it's been flagged to help educate, and offers alternatives. Anonymous dashboards and analytics provide insights into how teams are communicating, measuring improvements to support a safe, compliant, and ethical workplace.

[Website.](#)



Thank you

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