

The Big Reveal

With Futurist Amelia Kallman

#50



Introduction

Welcome to the 50th(!) issue of The Big Reveal! You can also watch on YouTube [here](#).

Upcoming events:

- **Future of Immersion**, We Are Tech Women, Virtual
- **Future of Pro AV**, Integrate ME, Dubai
- **AI & the Future of Retail**, Barcelona
- **Retail, Reality, & the Future**, Deliver 2023, Amsterdam
- **Emerging Risks**, Traveler's: On Risk, London
- **AI & the Future of Connection**, #WaMaMarketing, Olsztyn, Poland

Recent content:

- New Speaker / Host reel!
- Feature article: Top 5 AV Opps. in the Metaverse
- F**k Cyberpunk
- Holograms Are More Than Sci-Fi
- Interview with "Godmother of VR"
- Virtual Production with Sony
- Web 2.5 Marketing & Digital Collectibles

Thanks for the support and don't hesitate to be in touch!

Amelia

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Thanks to We Are Plaster for Hosting International Women's Day!

01

Wiseear

Wiseear's neural-interface earbuds make it possible to interact with XR devices and virtual worlds without voice, gesture, or handheld controllers. Their patent-pending AI technology transforms facial muscle and eye movements into signals that activate device responses. They are currently working with XR and audio manufacturers to test integration, and they aim to launch the world's first smart earphones powered by neural interface in 2024.

[Website.](#)



02

Spotselfie

Aimed at Gen-Z, Spotselfie is a real-world social metaverse platform that allows users to create and share location-based AR experiences. They have recently launched their AR meta store, giving developers an opportunity to monetise their creations. Today university students can leverage the platform's advertising portal to earn money and open virtual Web 3.0 stores pinned to campus locations.

[Article.](#)



03

Treasure DAO is a decentralised Web 3.0 gaming ecosystem developing an interoperable gaming platform. They aim to create a cross-game economy where an NFT can be bought and used in one game, and then be brought across into another game where it might have completely different utility.

Website.

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Image by Treasure DAO

04

Xbox

Microsoft has announced the launch of a new Xbox Sustainability Toolkit, a set of resources designed to help developers make games that are more energy-efficient and environmentally sustainable. The toolkit includes best practices for reducing energy consumption during development, guidance on using renewable energy, and how to reduce waste. Microsoft has also committed to becoming carbon negative by 2030 and believes that the gaming industry can achieve net-zero carbon emissions by 2050.

[Article.](#)



05

Metadrob

Metadrob is a platform where retailers can create their own online virtual metaverse-ready stores. People can choose from over 100 templates, drag and drop design elements, and shoppable v-stores can be created instantly without any need to code. Features include virtual try-ons, Web 3.0 integration, personalised product recommendations, gamification, AI assistants, and real time analytics.

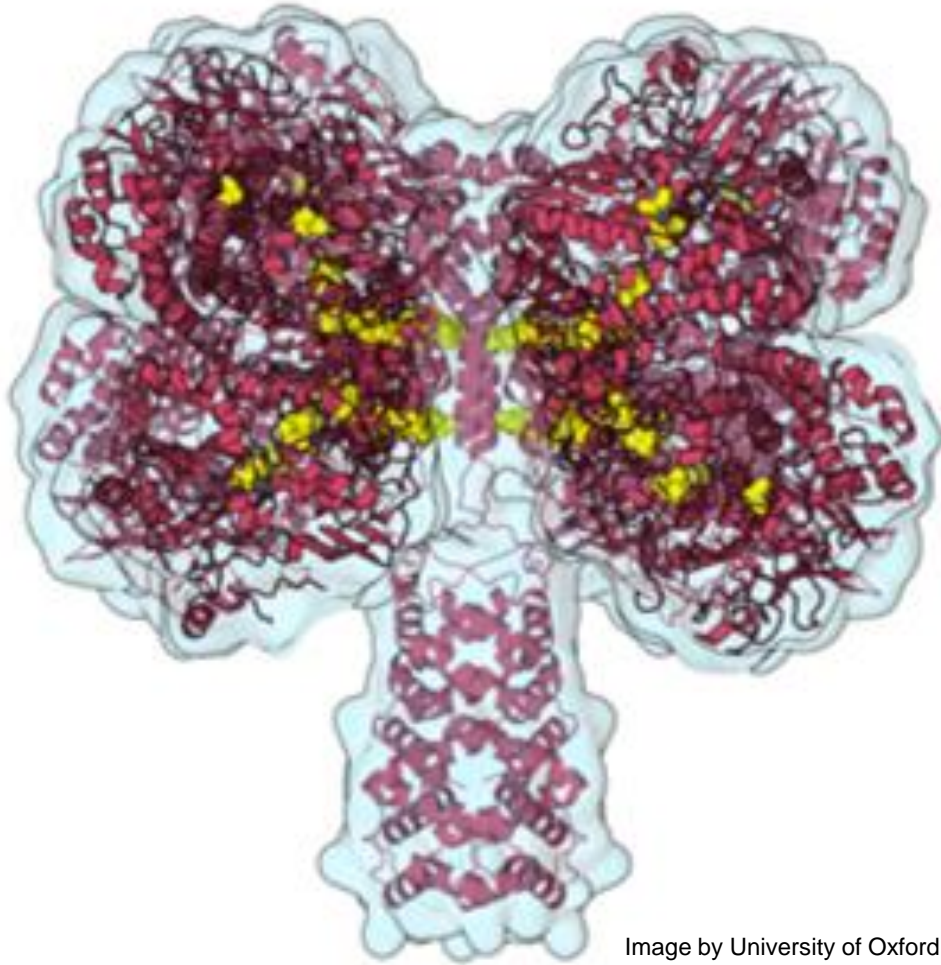
[Website.](#)



06 Huc Enzyme

Scientists have discovered a natural enzyme that can produce energy from hydrogen in the atmosphere. This means that one day we may be able to produce electricity from air. Huc is a stable enzyme found in bacteria that acts as a “hydrogen gas scavenger” and scientists estimate it may be found in 60-80% of the earth’s soil, offering a potential untapped wealth of natural energy.

[Article.](#)

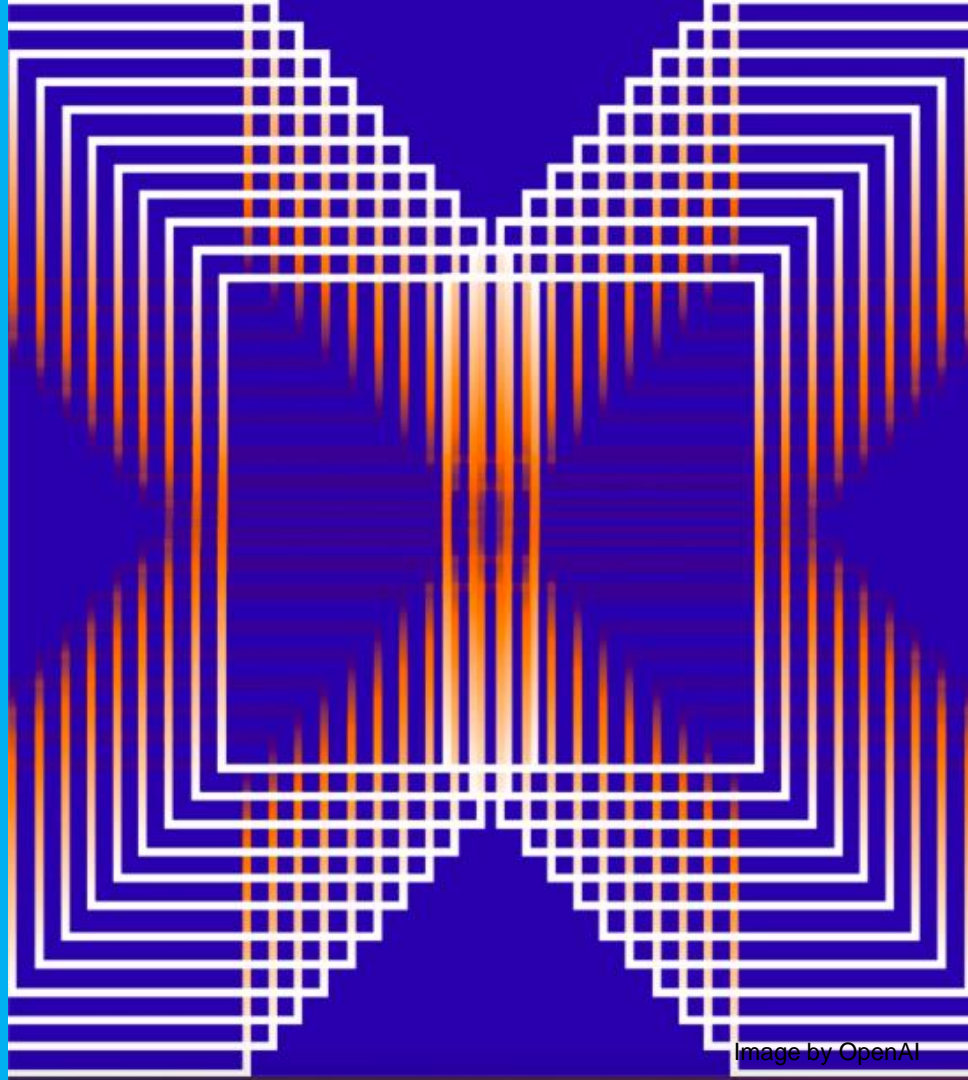


07

AI Coding

AI is coming for coding. Roblox want to democratise game development to be inclusive of everyone through their new text-to-image AI tool, Roblox Code Assist. Also aiming to nullify the need to code are OpenAI's Codex and Github's Copilot. As User Generated Content (UGC) will have a significant role in the future development of the metaverse, these tools would allow anyone to type or speak their dreams into creation.

Codex.



08

Rise of Sounds

To educate and entertain, XR studio Yord have developed a musical outdoor AR treasure hunt for the memorial of composer Antonín Dvořák. Using geolocated audio and AR, visitors may choose from 3 levels of interaction to complete Dvořák's final composition in the same way he would: by walking around in his gardens and getting inspired by nature.

Video & Case Study.



09

Stemmy

Stemmy is a plugin SDK that helps brands attract, onboard, and interact with young users by adding gamification to websites. “With just one line of code,” companies can add storytelling, highlight website features, gamify onboarding, reward active customers, host tournaments, and hide Easter eggs.

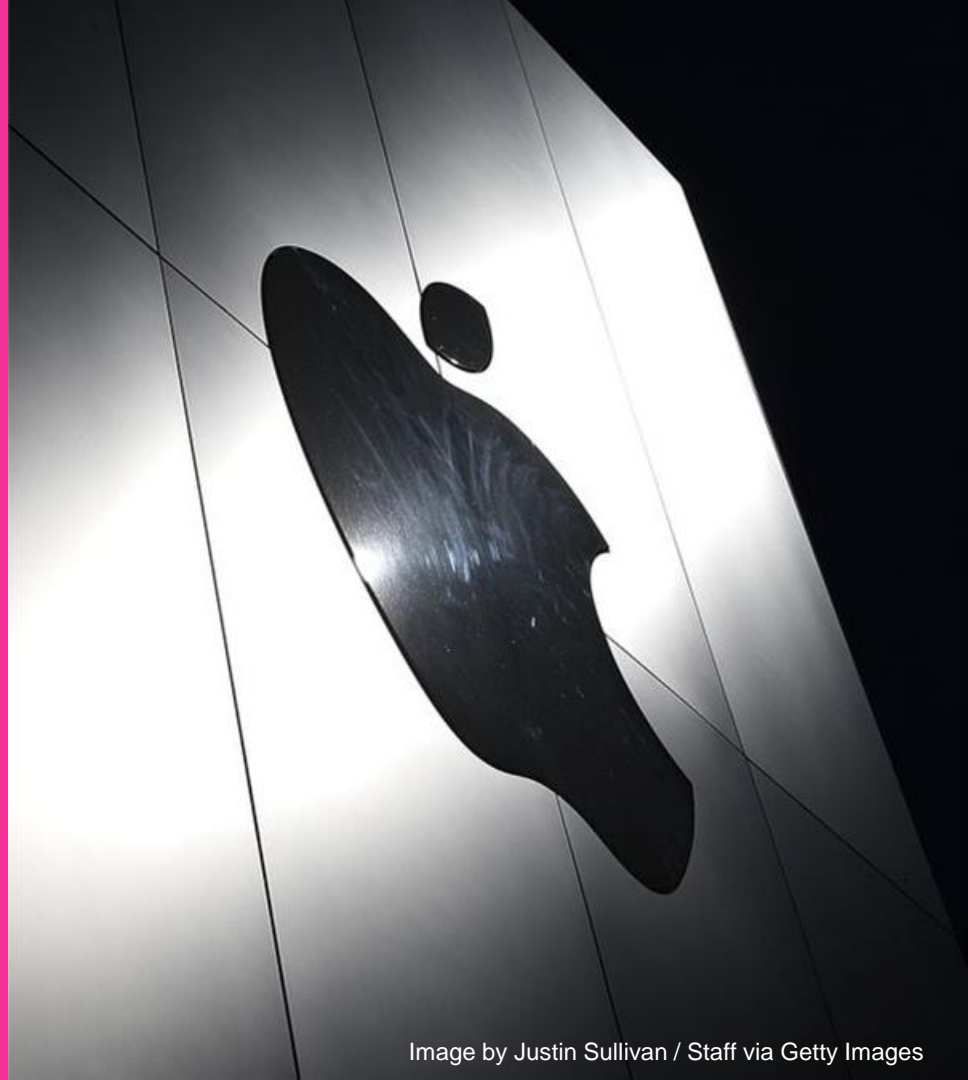
[Website.](#)



10 Apple

It appears Apple will indeed debut their highly anticipated MR device in June. One interesting indication is their partnership with Goldman Sachs to enhance their fintech capabilities. In addition to a new savings program, they will also offer a 'buy now, pay later' program so customers can pay up to \$1,000 in installments over six weeks without extra charges. Other features of the new headset are said to include Apple Books in VR, 3D FaceTime, Apple TV, as well as fitness, sports and gaming applications.

Article.



Thank you

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