The Big Reveal

With Futurist Amelia Kallman

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Special Edition: Generative-AI

Introduction

Welcome to this special Generative-AI issue of The Big Reveal! You can also watch on YouTube here.

Gen-AI is the biggest thing to happen to artificial intelligence in our lifetime, so far - and there is a lot to talk about!

Recently I've enjoyed:
- Hosting a 2-day intensive Gen-AI workshop for the leadership team of a world-leading athletic wear brand
- Writing a report on the impact of Gen-AI for the Gaming industry
- Speaking and consulting on the opportunities and risks of Gen-AI across sectors including: Retail, insurance, law, AV, social media, gaming, and recruitment

Looking forward to speaking at upcoming events in Amsterdam, London, Poland, and Birmingham. See complete list here.

Thanks for the support and don't hesitate to be in touch!
Amelia
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01
LOVO

As the Writers Guild of America (WGA) continues to strike, and the Screen Actors Guild (SAG) stand in solidarity, Generative AI apps like LOVO have essentially replaced the voiceover industry overnight. Ranging from $0-$99/month, LOVO is a text-to-speech Gen-AI app that lets you choose from 400+ human-sounding voices with a range of 25+ programmable emotions that can make your AI narrator hesitate, cry, shout, or even sound drunk. The app also writes scripts.

Website.

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Image by RTimages / Adobe Stock / Kristin Houser

02

Regulation

With a new grant program, OpenAI (the co. behind ChatGPT & DALL-E) wants to crowdsource AI regulation. They have called for an international regulatory body and will fund experiments in setting up a democratic process for deciding a set of universal AI rules.
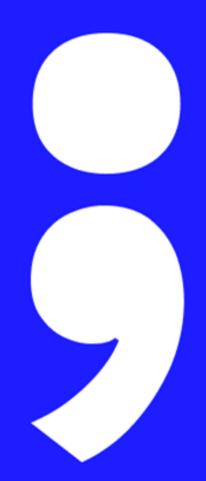
As countries and govts are taking strategic and unique approaches to AI - with some training their AIs on their own version of truth - agreeing a way forward, even with a $100,000 incentive, is going to be a real uphill battle.

Article.

Image by Patagonian

03

tl;dv

Tl;dv is a free bolt-on for Google Meet and Zoom that transcribes meetings and offers summaries in up to 20 languages. The search feature may be the most useful however, as it allows you to search for keywords and clip those moments to share. As a result, we may all have to learn to be more clear and concise, as anyone can go back and say, "but you said…"

Microsoft, meanwhile, has unveiled Intelligent Recap for Teams Premium.

Website.

04

Spellbook

Helping legal professionals to work more efficiently, Spellbook is a tool for Microsoft Word that uses Chat GPT-4 and other large language models (LLMs) to review and suggest terms for contracts. Trained on billions of lines of legal text, Spellbook advises on language, detects aggressive terms, lists missing clauses and definitions, and offers negotiation suggestions.

In regards to it giving bad or biased legal advice, the website clearly states that "AI will never be perfect" and its output should "always be reviewed by a lawyer."

Website.

Image by Lawyers Weekly

05

Humbird

Humbird AI is a Gen-AI HR hiring tool that automates the recruitment process. From optimising sourcing channels and leveraging existing databases, to quickly identifying and engaging with top talent, the tool aims to help HR teams manage, attract, and hire talent in a consistent and scalable way. Their all-in-one Talent CRM platform allows recruiters to build and maintain relationships, store and track candidate information, automate tasks, and analyses data toaccelerate the hiring process. It also claims to reduce costs and to eliminate bias.

Website.

Image by Dreamstime

05

TwinChat

Disrupting social media and challenging identity ownership, TwinChat enables users to engage in conversations with over 10,000 "Mind-Deepfake" AI-twins. In a continuous "podcast-like" experience, it produces an endless scroll of fake celebrity news and interviews.

While TwinChat is meant to be entertainment, our brains are trained to believe what we see and hear, making deepfakes a threat to our perception of reality. Subconsciously our brains interpret the imitations as really happening.

Website.

Image by TwinChat

07
Gucci

Inspired by their hometown of Florence, Gucci used Midjourney, Stable Diffusion, and DALL-E to create an immersive "living environment" in a store in Sichuan, China. Across 3 stories, layered Gen-AI landscapes are displayed across 33 large LED screens. The virtual, animated, fantasy scenery is constantly changing depending on the level and time of day, giving people continuous reasons to come back and see something new.

Website.

Image by Gucci

08
AI Crypto

AI is converging with crypto to power AI blockchain platforms, such as The Graph and SingularityNET. By adding Gen-AI capabilities to smart contracts they could evolve into more complex and intelligent systems that become autonomous, dynamic, and able to make decisions based on real-time data rather than on static code. Use cases could involve optimisation, automated updates, and investment advice.

Article.

Image by Bankless

09
AI & CO2

The more powerful AI is the more energy it requires, equaling a greater carbon footprint. While data is still being collected, researchers currently put a Gen-AI query search at requiring 4-5x more energy than a regular search engine query. The energy it took to train Chat GPT-3 with 175 billion parameters was equivalent to driving 123 gas vehicles for 1 year, generating 552 tons of CO2. Comparatively, GPT-4 has 100 trillion parameters. Investment in renewable energy sources and data centres is vital to making Gen-AI sustainable.

Article.

Image by Kastigium

10
Women

In a signal to remember that AI has the power to increase inequality, Revelio Labs have found that AI will disproportionately replace jobs held by women. This draws attention to existing deep-rooted bias within the current workscape where women are less likely to hold leadership and decision-making positions. However, this does not have to be inevitable. Significant evidence shows that having a diverse workforce benefits organisations, and ultimately it will be up to people to ensure that we don't let AI set us back in terms of achieving gender equality in the workplace.

Article.

Image by SmartBug

Thank you

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