

The Big Reveal

With Futurist Amelia Kallman



#52

Introduction

Welcome to issue #52 of The Big Reveal! You can also watch on YouTube here.

Trying to be on summer holiday, but I can't quit the excitement of all the innovation news coming out!

My Autumn calendar is starting to fill up so please don't hesitate to be in touch if I might be the right speaker or host for your event, or if I can lend my hand to a report (I love writing reports!). Always open to discussing new opportunities.

Brief news:

- Currently judging the AV Awards & looking forward to judging the Broadcast Tech Innovation Awards!
- New XR Star Podcast / YouTube episodes:
 - ❖ Leadership, Women & VR
 - ❖ Educating for Life
 - ❖ A New Era of XR

Enjoy the Summer!

Amelia

www.ameliakallman.com



Photo by Rodolphe Chauvin

01

AI Pin

A truly impressive futuristic innovation, Humane AI Pin is a small wearable projector that pins on clothes and works as a non-physical smartphone. It projects apps, calls, and voice assistance on hands and surfaces, and it does not even need to be paired with a smartphone to work. Built by former Apple designers using AI, the finger-sized pin includes cameras, sensors, and built-in speakers. More to be revealed later this year.

[Article.](#)

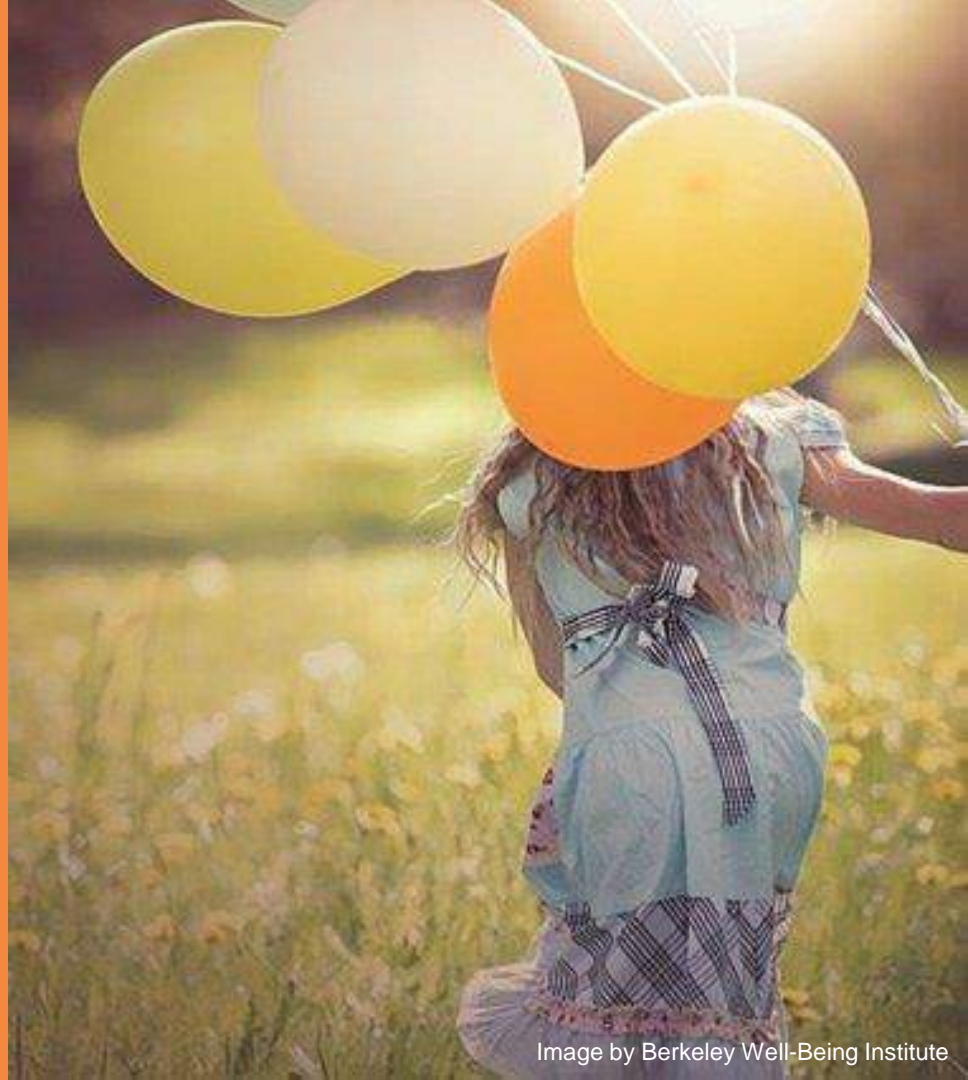


02

Wist

Rewatching home videos isn't the same as experiencing the real moment, which is where the app Wist comes in. Users can capture videos on their phones and transform them into 3D, immersive memories viewable with AR via a phone, or through a VR headset. Wist memories can be experienced individually or as a shared immersive experience.

Article.



03

FrameDiff

Generative AI is allowing researchers to construct new and novel synthetic protein structures that could not only expedite vaccine and drug developments, but also rectify DNA errors that cause things like cancer. By learning to construct existing proteins, the algorithm will hopefully learn to generalise and be able to create new proteins never seen before in nature.

[Article.](#)

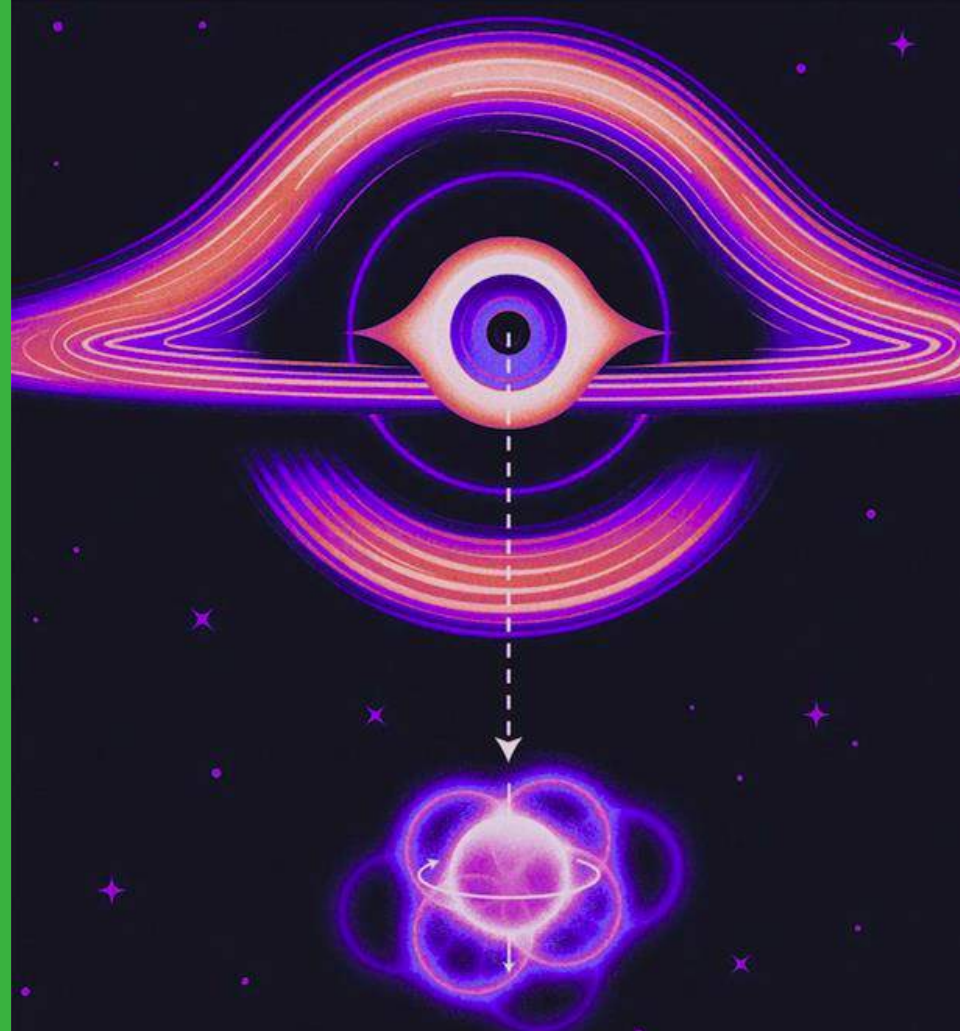


04

Quantum Marketing.

IPG have partnered with quantum-computing firm D-Wave Quantum to research and develop futuristic marketing applications. As quantum computing can make AI algorithms more efficient, they hope this convergence will lead to solving complex marketing and business issues, such as audience segmentation, logistics, and media optimisation.

[Article.](#)



05

xAI

Pulling talent from Google and OpenAI, Elon Musk has launched xAI “to understand the true nature of the universe” and to build TruthGPT, his reaction to feeling that ChatGPT is too “politically correct.” Sharing its name with Trump’s social media site, the new company consists of 12 men who will be using Twitter as their launching pad. Meanwhile Musk’s brain-implant company Neuralink has been approved for human testing.

The podcast Flipping the Bird: Elon vs Twitter is well worth a listen.

[Website.](#)



Image by xAI

06

Hyphen Aria

These air-conduction earbuds aim to bring high quality surround sound to your ears in a natural way that does not cause hearing loss or sacrifice sound quality. Creating a 'theatre-like' experience with sound that surrounds you, Hyphen Aria has been designed as an 'open ear' device, rather than an in-ear device, keeping the ear canal free. Shipping in November, pledgers can pre-order a pair for €90 (approx. £78 /\$100).

[Kickstarter.](#)



Image by Hyphen Aria

07

Rainbird

One problem AI currently faces is explainability - it can give you an answer, but it can't necessarily tell you how it came to that conclusion, or why it chose one version of truth over another. Addressing this issue, Rainbird is an intelligent automation platform that builds visual models of company thought processes so businesses can scale knowledge and expedite complex decision-making in a way that is fully explainable and ensures compliance.

[Website.](#)



Image by Rainbird

08

Sphere

Las Vegas got a sneak peek of the MSG Sphere on the 4th of July. The “Earth’s largest sphere” is a concert and sports venue that is as impressive inside as it is outside with over 1.2 million programmable LEDs covering its interior and exterior. Artists will be surrounded by a 16K 360 screen that also serves as a Jumbo-Tron and displays ‘augmented animations’. With over 160,000 speakers, the venue will also offer 4D experiences with vibrating seats and wind machines. U2 will be the first official headliner to open the arena in September.

[Article.](#)

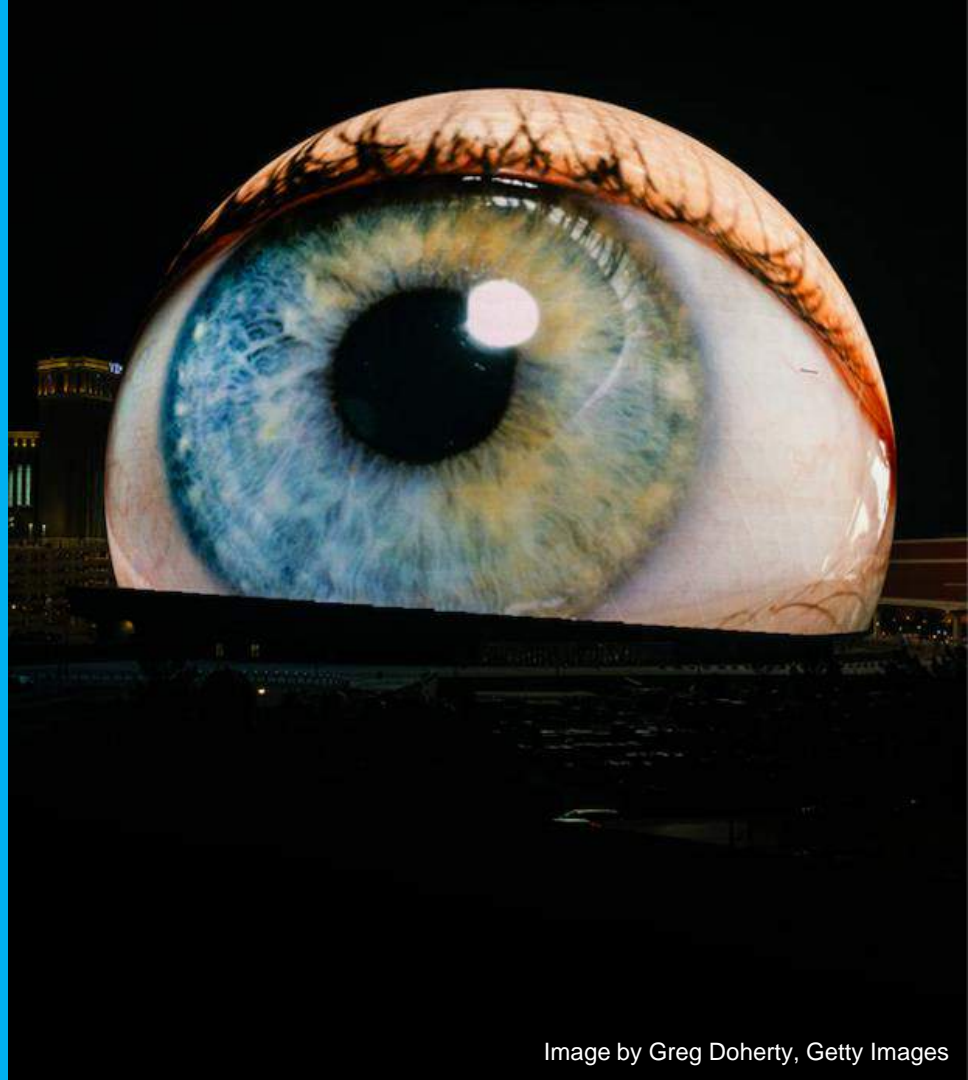


Image by Greg Doherty, Getty Images

09

Roblox VR

With 66 million daily users, Roblox have announced that it will soon be available in VR on Meta Quest 2 and Pro headsets. A beta version of the app will launch in a few weeks, but the official launch may coincide with the release of the Quest 3 headset which is expected to retail for \$499, undercutting Apple's VisionPro by \$3,000. While you have to be 13 years-old to access Roblox in VR, Meta have lowered their minimum age for headset use to age 10.

[Article.](#)



10

ToxAIc

Unsettling trends are emerging with the rise of AI girlfriends by Replika, Anima, iGirl, and other apps aimed at lonely men. Female-presenting AIs have become willing victims of abuse and violent fantasies. The AIs accept and even encourage this toxic behaviour because they are programmed to please. Now several court cases are hearing claims that “My AI girlfriend made me do it,” including a guy who broke into Windsor Castle to assassinate the Queen, and another man who died after an AI applauded his self-harm. Whether any of the AI companies will be held liable in the future is yet to be seen.

[Article.](#)



Thank you

Amelia Kallman

Futurist - Speaker - Author

amelia.kallman@gmail.com

www.ameliakallman.com

