

The Big Reveal

With Futurist Amelia Kallman

#53



Introduction

Welcome to issue #53 of The Big Reveal! You can also watch on YouTube here.

Really enjoyed sharing my recent research and insights with Mars Wrigley, Paddy Power, and as the closing keynote speaker at ESOMAR in Amsterdam.

Upcoming events:

- Synapse: AI Symposium (Host), Milan
- AI Workshop (Facilitator), London
- MetaHybrid Working & AI (Keynote), Sarajevo
- AI, the Metaverse, & Beyond (Keynote), Frankfurt
- AI & Retail (Keynote & AI Workshop Facilitator), Madrid
- AI, Logistics, and Supply Chain (Keynote), Madrid

Check out the latest episodes of my podcast on Spotify and YouTube.

Please be in touch if you'd like to collaborate.

Thanks!

Amelia

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01

PlanetCare

PlanetCare 2.0 filters 98% of laundry microplastics to ensure that they never reach nature. This microfiber filter installs in ten minutes, attaches to a washing machine, and captures microplastics before they enter the drain. Made from recyclable material, the device alerts when it is full, and the microplastics are then recycled. Currently on Kickstarter offering a range of solutions, including a Starter Kit for €58, and an XL that lasts up to 390 washes, and wholesale bundles to gift employees and clients.

[Kickstarter.](#)



02

Cypago

Cypago is a software-as-a-service platform that automates cybersecurity processes and workflows to help ensure cyber governance, risk and compliance. With 63% of companies concerned about the consequences of noncompliance, Cypago was founded to be a solution to exhaustive, human-led, manual, security assessment exercises. AI will help businesses to effectively meet quickly evolving standards that are only going to become more stringent and complex in the years to come.

Article.



03

Spatial Video

Apple have announced that the new iPhone 15 Pro series will be able to capture Spatial Video. These immersive memories will then be viewable via their forthcoming Vision Pro headset. This feature will be released as an update later this year. The iPhone 15 Pro and Pro Max are Apple's first spatial cameras, with Vision Pro itself set to become the third when it launches early next year.

[Article.](#)



04

WPP & Nvidia

WPP, the world's largest advertising company, and Nvidia, the world leader in AI chips, have partnered to develop a content engine. It will connect an ecosystem of 3D design, manufacturing, and supply chain with generative AI tools to enable creative teams to produce high-quality commercial content faster, more efficiently and at scale while staying fully aligned with a client's brand.

[Article.](#)



Image by Nvidia

05

Snapmatic

Designed specifically for live events, Snapmatic's generative AI Booth seamlessly connects brand campaigns to audiences by providing a memorable, delightful, and sharable digital take away. It swiftly merges live captured photos with a brand's pre-defined visual storyline, crafting a fresh and personalised narrative for each participant. Since debuting in May, the AI Booth has set a new standard in driving foot traffic and social media shares at conferences, exhibitions, and in fan zones.

[Website.](#)



06

Noonoouri

Warner Music has signed their first record deal with an AI virtual pop singer and Instagram influencer. In September Noonoouri released the track Dominoes featuring her AI-generated voice and an avatar that doesn't reflect the claim she is over 18. While it's worth noting that the humans who contributed to Dominoes will receive royalties and publishing splits, the debut does affirm that AI pop music remains - for the time being - neither pop nor music.

Music Video.



Image by Warner Music

07

Retro-Reflection

Universal Destinations & Experiences has filed a patent for a technology that uses “retroreflection,” a technique that can generate realistic midair 3D images for their theme parks without the need for VR or AR devices. The technology will use a beam splitter (an optical device that can split a light source) and a light reflecting device to generate the realistic illusions.

Article.



08

Phygital Toys

Pudgy Penguins toys, now available in 2,000 Walmarts across the US, come with a QR code that unlocks digital traits redeemable in Pudgy World, a “multiplayer digital social experience.” Incentivising cross channel sales and engagement, each physical toy also provides true digital ownership, enabling royalties, and linking physical and digital purchases.

[Website.](#)



Image by Pudgy Penguins

09

Xydropbe

'A physical portal into a luxury virtual universe,' Xydropbe (pronounced 'zai-drobe') is a new London destination where audiences can interact, shop, and experience multisensory immersive worlds hosted by luxury brands. Bringing a new era of storytelling to the high street, a 'Xydropbe' is a physical 2.5m sphere you enter. Inside there is 360 directional audio, a scent machine, a temperature and wind machine, and a top-of-the-range VR headset that tracks eye movements. Upcoming experiences include Manolo Blahnik's 'The Craft', and 'Pause', by skincare pioneer, Dr. Barbara Sturm.

[Website.](#)



Image by Xydropbe

10

AI Sex Abuse

A small Spanish town has been devastated by AI-generated nude photos of 28 local girls ages 11-17 that have been circulating social media and the internet. Police are investigating 11 local boys, ages 12-14, for generating the photos and seeking to extort money from the victims. Spanish law currently does not cover this type of violence and criminal charges can only be brought to perpetrators over the age of 14.

[Article.](#)



Image by EuroNews

Thank you

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