

THE BIG REVEAL

FEATURING FUTURIST **AMELIA KALLMAN**

Introduction

Welcome to issue #38 of The Big Reveal, my innovation newsletter. You can also watch or listen on YouTube [here](#).

Looking forward to hosting [T-30](#), the world's first climate action summit, and speaking at [World Summit AI](#), in Amsterdam 13-14th Oct. I'll also be at [InfoShare](#) in Gdansk delivering a keynote on 15th Oct.

My podcast, XR Star, is now on [Spotify](#)! Latest episodes include XR & the Future of [Broadcast](#), XR & the Future of [Emotion](#), & XR & the Future of Crypto (out tomorrow).

Check out my latest article, [Understanding the Metaverse](#), as well as interviews in [ComputerWorld](#), [Boeck XOXO Talks](#), [Installation Magazine](#), and [The Vialucci Podcast](#).

Super thrilled to be nominated for the [Tech Women 100](#) awards, as well as making the [ProAV Watchlist](#)! Also, really enjoyed meeting the French startup I mentored remotely at London Tech Week through [Business France](#).

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

Wishing you all the best!

Amelia

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01 Ready Player Me

One of the big challenges of the metaverse, or Web 3.0, is interoperability - the ability to seamlessly move from one virtual space to another while retaining your avatar, assets, and money. Ready Player Me lets you create interoperable avatars that can enter many worlds with no need to create a new one for each. Supported by 150+ apps, your avatar is created via a selfie and they offer hundreds of customisation options. You can also buy limited NFTs for your avatar to keep, trade, or sell on the marketplace of your choice.

[Website.](#)



Image by Ready Player Me

02 Moon

Moon is a short throw projector that allows teachers to overlay AR content over their students' textbooks remotely. Designed to make learning from home as easy and interactive as in-person learning, the projector sits right in front of a textbook, overlaying virtual elements on top of the book's printed text so teachers can underline, highlight, make notes, and grade papers in real-time.

[Website.](#)

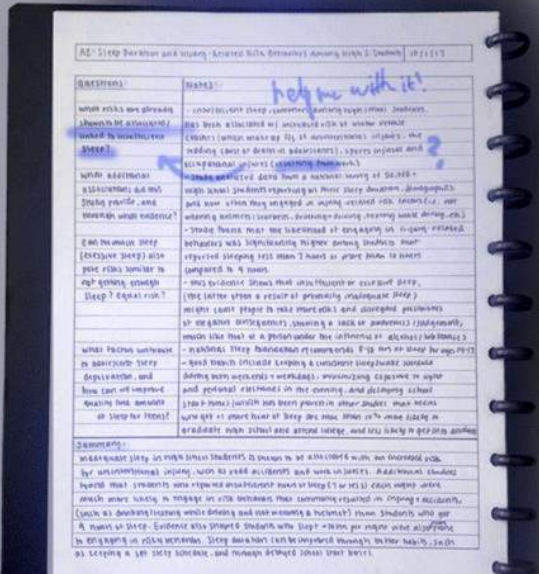


Image by Moon

03

VCOIN

Built on blockchain technology, VCOIN allows people to get paid while they play, and is also the first digital currency that is transferable off the platform. VCOIN allows users around the world to gift, trade, and transact with one another. Unlike other in-game tokens, VCOIN can be converted into cash at anytime. It is already used in IMVU, the world's largest 3D avatar virtual world.

[Website.](#)



04 Niantic

Best known for developing AR mobile games, Niantic is building a 3D map of the world with integrated machine learning that contextualises objects and materials in real-time (similar to Facebook's efforts with Project Aria). They have recently announced a partnership with Microsoft. While on the surface this means Pokémon Go is likely coming to the HoloLens 2, it actually could indicate something much bigger. Combined with Microsoft's cloud services, multi-presence applications, AR glasses, and localisation and mapping services, they could have a full AR Cloud system, which could be disruptive to competitors, like Facebook.

[Website.](#)



05 HTC Vive Focus 3

Called 'The HoloLens of VR', the HTC Vive Focus 3 is a standalone headset with enterprise features, including swappable batteries, software ecosystem, 5K resolution, and 120° FoV. It is considered the highest quality VR headset currently on the market. At £1060, its features may especially appeal to design studios, LBE-VR venues, prototypers, and people who spend long hours in a headset. The VIVE Business AppStore is a curated, continuously updated collection of apps and tools covering training, communication, and visualisation.

[Website.](#)



06 ORCA

A Zurich-based carbon capture company, Climeworks, has launched the world's first and largest climate-positive direct air capture and storage plant. ORCA safely removes CO₂ from the air, mixes it with water, and pumps it deep underground where it is trapped in stone. The newly opened plant in Reykjavik Iceland has the capacity of capturing 4000 tons of CO₂ every year. Orca took 15 months to construct, it runs entirely on renewable energy, and was designed to be easily replicated around the world.

[Article](#)



Image by Climeworks

07

Omniverse

Nvidia Omniverse Enterprise is a powerful, real-time collaboration platform for 3D production pipelines that enable interoperability across applications and ecosystems. Likened to 'Google Docs for Artists', multiple developers can work remotely on the same project while using different engines and tools, including Unity, Unreal Engine, Photoshop, 3D Studio, Sketchup, and Blender. This is a premium creative workflow enterprise solution with a price tag to match. For groups of 25 prices start at \$1,800 per user per year, plus \$25,000 for the Omniverse Nucleus server, the backbone to the collaborative platform.

[Website.](#)



08 Igloo

Igloo is a company specialising in shared immersive spaces, having developed software that projects interactive content in the round. People can be sat in an Igloo while remote colleagues can access the same content in real time via a headset, computer, or another Igloo. This helped Lendlease to cut decision-making time by weeks, while Lanes Group achieved a £1 million reduction in training costs.

[Website.](#)



Image by Igloo

09 Project Starline

Project Starline by Google hopes to revolutionise the conference call. Taking place within a booth, it creates a 3D display of people during a video conferencing call. Using machine learning, depth sensors, a multi-dimensional light-field display, spatial audio, volumetric data processing, and real time compression, it creates a 3D model of a user and projects it onto a screen to give the impression of being sat opposite the caller. Currently it is only available in some of Google's offices, and is being trialed with select partners.

[Website.](#)



Image by Google

10 DRESSX

DRESSX is a retail platform offering virtual garments by contemporary brands from around £23 each. Once a customer has purchased their digital garment it is overlaid onto their chosen photograph. 'Clothing made for content', their target audience are influencers, and they see digital clothes as a way to reduce waste. Recently, DRESSX digitised 20 menswear and 20 womenswear looks for Farfetch's Pre-Order platform, including collections by Off-White, Balenciaga, Palm Angels, Dolce & Gabbana, Khaite, and Nanushka.

[Website.](#)



Thank you

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The End

