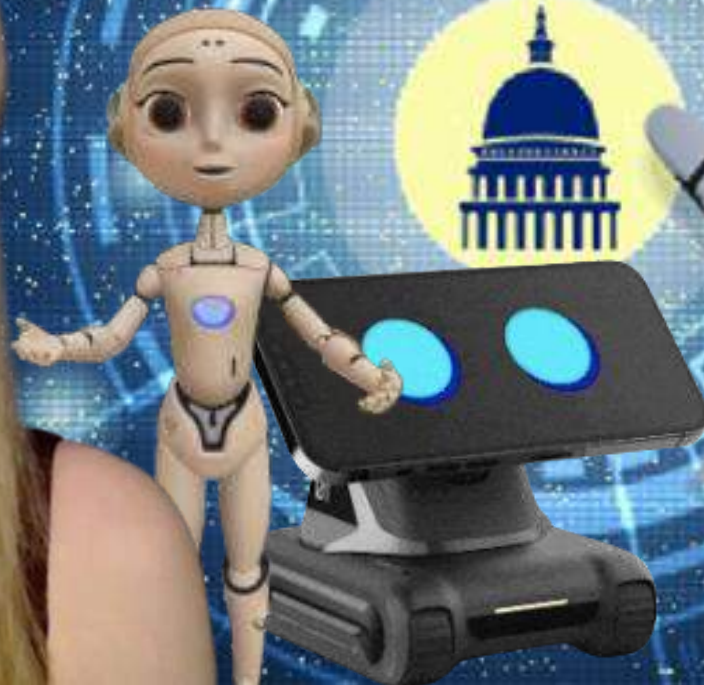


The Big Reveal

With Futurist Amelia Kallman

#55



Introduction

Welcome to issue #55 of The Big Reveal! You can also watch it on YouTube [here](#).

This quarter I've loved working with incredible clients, including AT&T, Adobe, HSO, and ISE. It's also been fun to be a judge for the *Women in Electronics Awards*, *Smart Retail Tech Awards*, and the upcoming *XR Awards*.

In the background I've been busy working on a ton of stuff: Research, web series, book, new company, classes, and... A new [website](#)!

My Spring calendar is filling up fast - looking forward to speaking in Sweden, Singapore, and London - but don't hesitate to be in touch if you'd like to collaborate.

Thanks!

Amelia
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01

QuietSTaR

Quiet STaR is a new method of training AI that aims to improve its reasoning capabilities, prioritising nuanced decision-making over simplistic black-and-white outcomes. It instructs AI to “think before it speaks,” or to have something equivalent to an inner monologue, allowing it to compare, weigh, and learn from different rationales. By incorporating principles of uncertainty and humility, this approach could enable AI to make more thoughtful and contextual decisions that improve outcomes and increase our trust.



02

Sticky

Recent winners of the Smart Retail Tech Innovation award, Sticky is a customer engagement solution that offers a cost-effective, no-code alternative to investing in interactive screens and complex CRM systems. Customised stickers act as instant touchpoints that can be used across retail, hospitality, and events for contactless payments, promotions, menus, translations, NFTs, and digital display interaction. Its intuitive backend makes it easy to update while providing real time data and analytics.

[Website.](#)



Image by Sticky

03

Ciscape

Generative AI has changed our expectations and patience when it comes to retrieving answers and information. Helping to usher in the future Generative Web, Touchcast's Ciscape transforms static websites into AI-enabled sites that offer interactive and responsive content to enhance customer engagement and break down company silos. It empowers businesses to create personalised digital environments that tailor content to a visitor's individual needs.

[Website.](#)



04

Marbleverse

Marbleverse gamifies the world, utilising the spatial internet to pin interactive digital content to physical locations. AR marbles viewed through a smartphone can be easily programmed to link through to promotions, videos, and social media. Making it simple for brands to create immersive experiences, the band Linkin Park recently used the Marbleverse to give fans a scavenger hunt across 29 cities that was set up in just 3 weeks. Free to try at the link below.

[Website.](#)



Image by Marbleverse

05

Xaia

Bringing immersive wellness to the Apple Vision Pro, Cedars-Sinai's Xaia is a personalised mental wellness companion. It leverages AI to introduce an innovative new form of mental health therapy they call "Generated Reality". The trained digital avatar hosts sessions in relaxing spatial environments that leverage the headset's remarkable resolution and vivid colors.

[Website.](#)



06

LOOI

Tangible Future's LOOI turns your smartphone into a Chat-GPT empowered desktop robot companion. Connect your phone via a magnetic mount (that doubles as a wireless charger) onto a small wheeled frame that includes touch, obstacle, distance, and edge sensors. Displaying animated eyes, it features a camera for object tracking, gesture and facial recognition, games, and natural language processing. Currently on Kickstarter starting at about £103.

[Kickstarter.](#)



07

CARES

China's national research institute has developed CARES Copilot 1.0, a chatbot that can answer a doctor's questions in seconds with up to 95% accuracy. Built using Meta's Llama 2 LLM, it was fed millions of records and medical literature, and can process various datasets, including images, text, voice, video, and scans. The assistant AI tool can also be integrated directly into medical devices.



08

Concept T

In partnership with Deutsche Telekom, design consultancy Layer have unveiled a suite of near-future design trends. Concept T explores how data services might evolve to include sculpture, new functions, and playfulness. Challenging the conventional language of high-tech devices, Concept View is billed as the very first 'holographic home hub'. It is a 3D video phone that combines a virtual assistant with holographic display technology. The domed device includes depth cameras that scan objects to display on your call.

[Article.](#)



Image by Layer Design

09

AI Impact

While we often focus on the productivity gains of AI, a recent report reveals that it can also have the opposite effect. The American Psychological Association's 2023 Work in America survey found that 38% of people in the US workforce have 'AI Anxiety' and are fearful about the impact of AI on their jobs. 64% of those people say this is negatively impacting their overall health and wellbeing, causing symptoms of burnout, including anger, irritability, exhaustion, lack of motivation and lack of productivity. Two-thirds of this group also report that their employer is oblivious to the true state of mental health in their workforce.

[Article.](#)



Image by MIT

10 AI & Govt.

In the paper, "AI & the Future of Government," researchers examine 4 emerging ways AI could impact the public sector, including: A language-based digital divide as a result of AI training favouring English; Job displacement in public administration; Disruptions to tax systems and revenue mobilisation models; and Decline in responsiveness to citizens. Potential AI-driven economic inequality could exacerbate the trend of policies that favour the wealthy, further risking trust in democratic institutions. AI demands we reimagine new democratic models for this new era.

Paper.



Thank you

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