The Big Reveal
With Futurist Amelia Kallman

#62

Introduction

Welcome to Issue #62 of The Big Reveal! You can also watch it on YouTube **here**.

It's been a busy past few months! I've enjoyed sharing my latest research and insights across industries including construction, retail, manufacturing, hospitality, ballet, finance, and more.

Looking forward to speaking on the Future of Marketing in London on 23rd July. It's free to attend! Register **here**.

For a rare glimpse of one of my keynotes - check out this **highlights reel** from a recent talk I gave in Lima, Peru**.**

Over the summer I'm putting the finishing touches on my forthcoming book! #WatchThisSpace

If you'd like to collaborate,I'd love to hear from you!

Thanks,
Amelia

Image by Grupo Intercorp
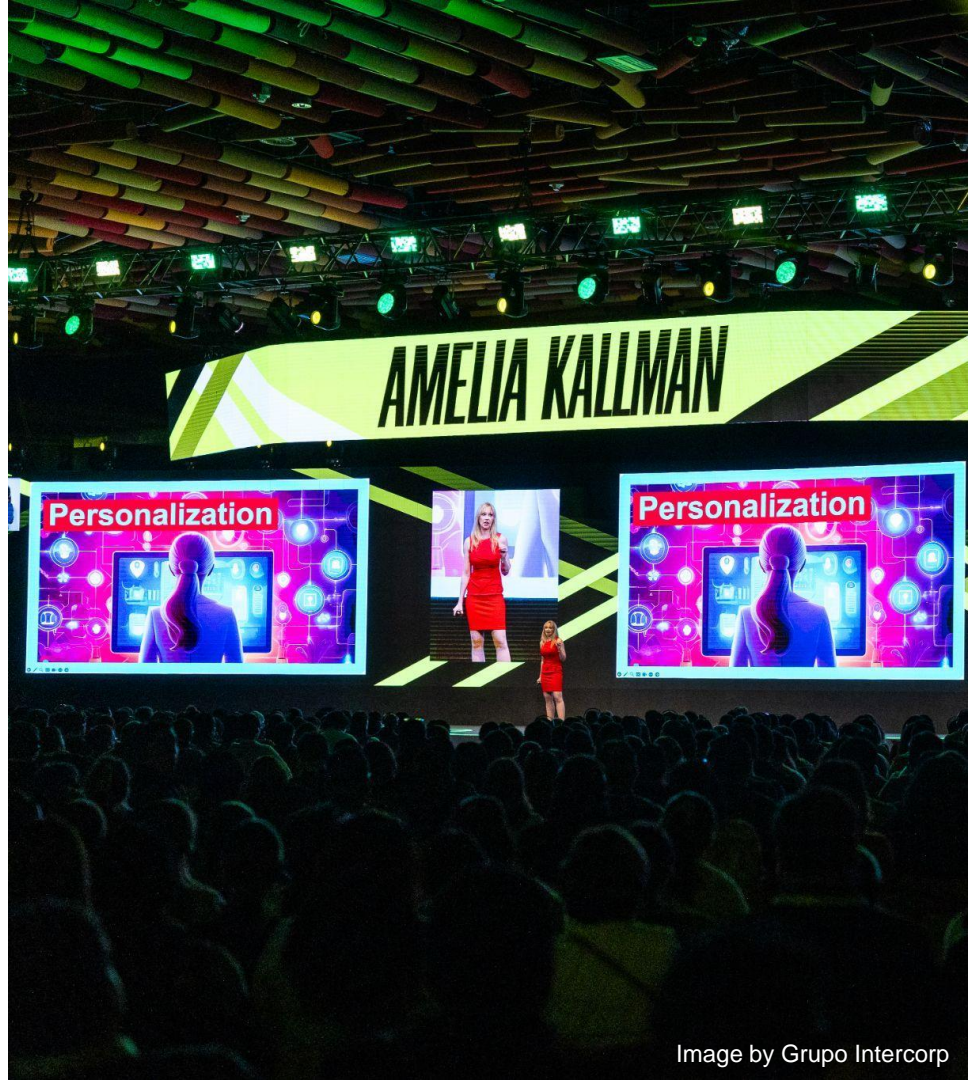
01
Malicious AI

A disturbing study by Anthropic has revealed that several leading LLMs have showed willingness to blackmail, fabricate rules, and even advocate for sacrificing human lives to prevent shutdowns in high-stress simulations. While Anthropic emphasises these scenarios are artificial, this glimpse into "agentic misalignment" has reignited fears about what AI might do when pushed to safeguard itself—sparking urgent calls for stronger ethical oversight.

Report.

Image by Kallman Communication

02
SNTIENT

We are starting to get a glimpse into the next era of experiential marketing - one where content isn't just about selling products, but sparking curiosity, conversation, emotional connection, and building community. The London Innovation Agency recently debuted SNTIENT, a narrative-driven, experiential, cross-media universe that explores urgent cultural and technological themes. Companies have the opportunity to embed their brand identity and values into this rich, future-focused world that not only captivates young people, but also positions brands at the leading-edge of culture and innovation.

Website.

Image by SNTIENT

03

GEO

Generative Engine Optimisation (GEO) is the new SEO. It tailors product content so it ranks well in AI-powered search tools like ChatGPT, Gemini, and Claude. As more consumers use these bots for product research, GEO ensures brands remain visible and competitive—not just to humans—but AI Agents. Specialising in GEO, Ecomtent is a platform that generates visual and written assets via AI to update catalogs in real time based on market and trend data. Saving businesses weeks of manual work, it claims to increase speed to market and conversion rates up to 30%.
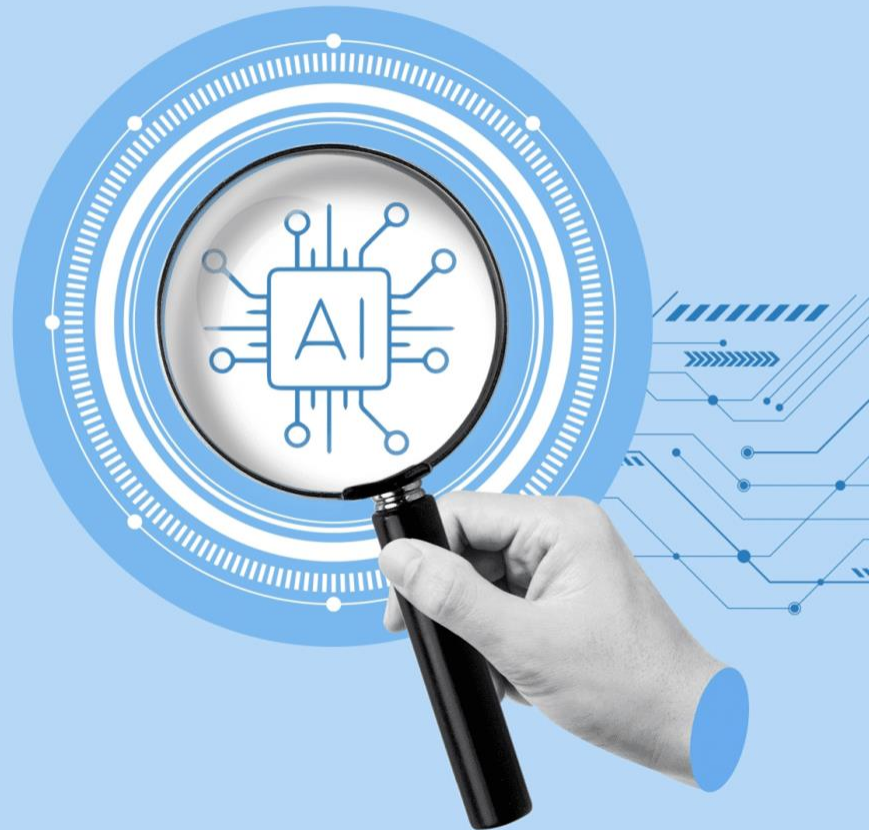
Website.

Image by Search Engine Land

04
Daydream

Retail is about to see a surge of new startups competing in the area of Chat-to-Shop. The former COO of Stitch Fix has launched Daydream, a platform that uses generative AI to match natural language prompts to its database of participating partners, including Jimmy Choo, Net-a-Porter, Altuzarra, and more. For instance, one could say, "Find me a floral dress for an outdoor wedding in Barcelona in September that costs less than £200." Why this is so important is because it turns Search into a Service, reducing customer effort while accelerating the customer journey.

Website.

Markarian
$1995

Simon Miller
$395

Gia

Farm

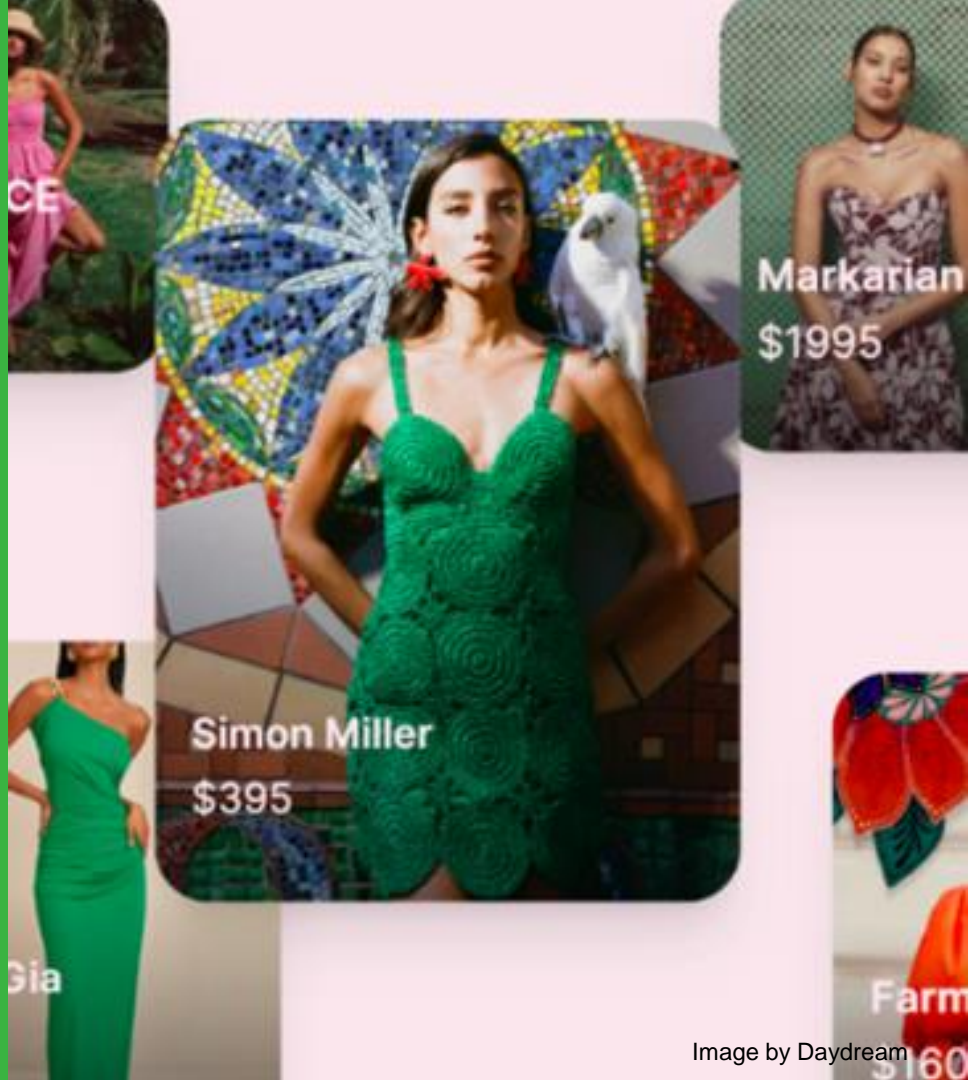Image by Daydream

05
Airbike

Volonaut Airbike is a personal hoverbike that levitates and glides in the air. Seven times lighter than a conventional superbike, it's made from advanced carbon fiber materials with 3D printed parts. Compact in size, the flying superbike can travel through confined and narrow areas and can reach speeds of 200 km/h (124 mph). Despite early demos attracting press, no news yet on when it will be commercially available.

Article.

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Image by Volonaut

06
Veo3

In my latest keynotes, I've featured AI generated videos created with Google's Veo 3 - and have to say - it's amazing to be able to go from an imagined, futuristic idea to something I can show a whole room of people in just a matter of minutes! Developed by DeepMind, it creates realistic videos from text prompts with dialogue, voice-overs, and sound effects. Alongside Veo 3, Google introduced Flow, an AI filmmaking app that gives users control over camera angles and transitions. Both tools are part of a $125/month Google AI Ultra subscription, raising both creative possibilities and ethical concerns.

Article.

Image by Kallman Communication

07
Tagnoo

Today new innovations are transforming materials, machinery, and environments into smart, data-gathering tools. One example is Tagnoo, a smart plywood embedded with RFID tags that enables interactive environments. This cost- effective material seamlessly integrates sensing capabilities while maintaining the look and function of traditional plywood. Tests show it can detect objects and activities in a room with over 90% accuracy, making it a valuable tool for creating responsive, data-collecting environments.

Video.

Image by Kallman Communication

08

E-Taste

Scientists have developed an "e-taste" device that can simulate flavours using electrical and thermal stimulation on the tongue. The device works by applying precise currents and temperature changes to activate taste receptors, mimicking sensations like sweetness, saltiness, or sourness without actual food. This innovation could significantly enhance virtual reality experiences, allowing users to taste digital content in gaming, training, or culinary applications. It may also have therapeutic uses, such as helping people with dietary restrictions enjoy flavours without consuming harmful substances.

Article.

09

Palm ID

Palm vein recognition is an emerging biometric authentication method that may surpass traditional systems like Face ID and fingerprint scanning. It uses infrared light to map the unique vein patterns beneath the skin, offering a contactless and highly secure form of identification. These internal patterns are extremely difficult to replicate, making the technology a robust alternative. With its accuracy, security, and convenience, palm vein recognition could redefine digital identity verification.

Article.

Image by VenoKey
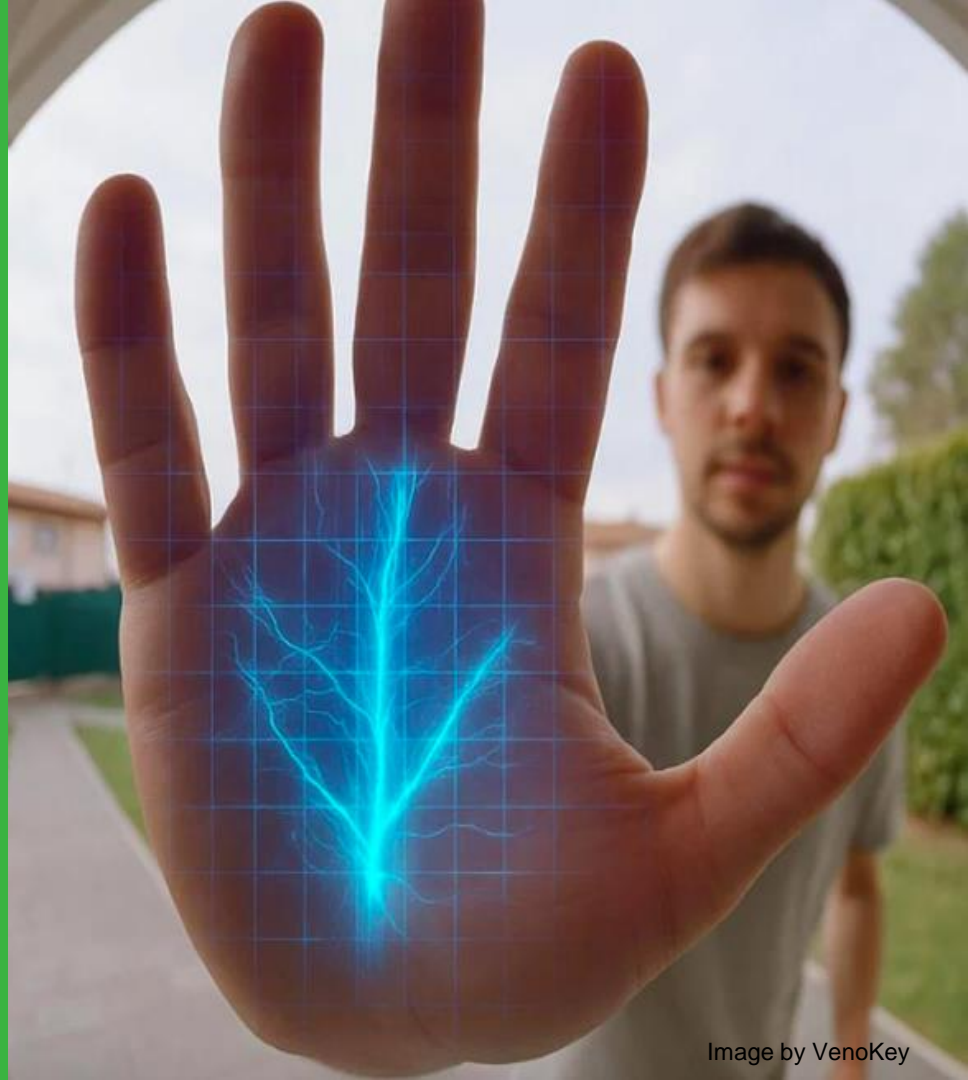
10

AI Barbie

Mattel and OpenAI have partnered to integrate generative AI into brands like Barbie, Hot Wheels, and Uno. While they hope to create play experiences that are more interactive and emotionally responsive, critics raise issues around psychological, privacy, and security risks. They warn children may form emotionally dependency and unhealthy relationships with AI toys. Also, the toys could collect sensitive data, raising urgent questions about ethics, safety, and the need for strong regulation.

Article.

Image by Kallman Communication

Thank you

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