THEME #2:
DATA

THEME #2 : **DATA**

Introduction

Key trends #1 : Recalibrate

Key trends #2 : Humanise

Key trends #3 : Forestal

CONCLUSION

ENTERING **HYPERDATA**

HYPERDATA

Hyperdata refers to how a dataset is linked to other datasets. It's the idea of condensing data into a "network of data." Creating new knowledge models - that gather and connect multiple human perspectives on a topic and provide personalised answers.

IT IS WHAT ALLOWS THE SYSTEM TO UNDERSTAND AND INTERPRET THE WORLD.

In our case it refers to the exponentially Growing number of data that shape our world - and the abstract relationship people have with them.
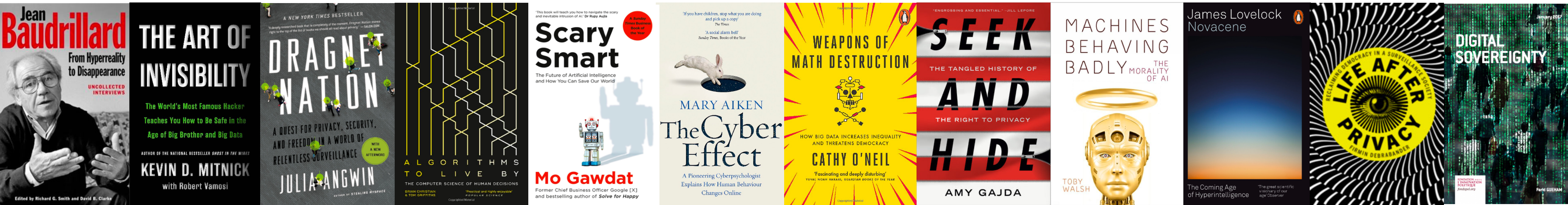
MAKING SENS OF AN ALGORITHMIC WORLD FOR A SPECIES THAT HAS ONLY LIVED IN AN ORGANIC WORLD

PSYCHOLOGY & PHILOSOPHY
UNDERSTANDING OUR PSYCHIC REACTIONS TO THE DIGITAL SPACE

POLITICS & SOCIETY
MEASURE THE SOCIAL AND POLITICAL IMPACT OF FUTURE CHANGES

INNOVATION & TECHNOLOGY
EXPLORING NEW RELATIONSHIPS WITH TECHNOLOGY AND NEW PRIVACY ISSUES

ENTERING HYPERDATA

When data technologies are reshaping our identity in an increasingly digital world

In a world where digital data are reshaping how we see the world and ourselves - changing our understanding of the world and the technology itself.

A causal link between excessive data access and application and losing understanding and control over it alters our understanding of digital space.

A dissociative symptom may appear with our extensive use of digital SPACES where our real & digital identities are splitting ways or mixing up.

Digital technologies are becoming an extension of the body in which people develop different fear & expectations like in any moment of collective experimentation.

With the rise of "ambient intelligence", things are evolving with the progress of our digital alter-ego.

This analog doppelgänger is living a kind of "augmented life" that is somewhat different from ours and has its own experiences & belonging. Opening up a new world of possibilities.

By many accounts, the internet is entering a new stage that will completely alter how we experience it.

Because we don't "go online" anymore - we "are online". It's not an action but a status. Where the act of disconnection has to be conscious.

The purpose of this macro is to acknowledge the structure of changes toward technology.

And how technology shapes us as much as we shape it.

The evolution of relationships between humas throughout technology: Hide & seek.

Challenging our changing relationship with an "Ambient intelligence" we don't understand anymore.

And last but not least, how technology reshapes our relationship to time & space. Changing our point of view on the world.

In a nutsheel, it means a decentralization of medium & cooperation of usages.

HIDE & SEEK

Rethinking our relationship with technology.

In a world where technology evolves unprecedentedly, our relationship with it grows increasingly complex.

Leading to incomprehension when digital technologies become too big to understand.

SOURCE : YEARS & YEARS, SEASON 1, BY RUSSELL T DAVIES

RECOMPOSING ANONYMITY

In today's digital world, where everyone willingly or unknowingly exposes themselves, our relationship with anonymity is becoming increasingly complex. As individuals bare it all, paradoxically, they also scrutinise one another.

Fragmented regulations around data protection, privacy issues, and consumer privacy rights are pushing consumers to assess the state of their personal online presence – and that of their children.

Channeling the first generation of human being that has grown under the spotlights - the Social media babies - as Kate Lindsay calls them in her piece for the Altantic - Fostering the feeling of dissociation these kids, now adults has when they see the childhood they've were supposed to have lived.

We seem to have lost the goodwill of anonymity along the way - but without losing the aspiration to sometimes close the blind.

HOW MUCH DOES
A FACE COST?

3 to 5 dollars: that's the answer.
As simple as that.
I am talking about the behind-the-curtain market for personal data that sustains machine learning technologies, specifically for developing face recognition algorithms.
(Algorithmwatch,2023)

KIDFLUENCER STARTERKIT
INSTALLATION BY DOORTJE SMITHUIJSEN AND JOEP VAN OSCH

WHAT IF TRUE LUXURY WAS PRIVACY ?

**PRIVACY WOULD BE
WORTH BILLIONS**

Among affluent consumers,
75% quote privacy are becoming
a key-sought feature. Because
now privacy is tough to get.
The harder something is to get,
the more precious and desirable
it becomes. In other words,
privacy turned into a luxury good.
(AMEX, 2021)

WILLIAM DAFOE IN INSIDE , 2023
DIRECTED BY VASILIS KATSOUPIS

In the era of ambient intelligence technologies, our surroundings have become more interconnected and responsive than ever.

These advancements promise greater convenience and efficiency in our daily lives, from smart homes to autonomous vehicles.

However, as our environment becomes increasingly attuned to our needs, the price we pay is eroding our privacy. In a society where vulnerability is embraced as the new norm, the concept of personal space is fading, and privacy becomes a luxury enjoyed only by a privileged few.

As we navigate this transformative landscape, balancing technological progress and safeguarding intimate information becomes a critical challenge in our digital age.

ENTERING THE FREE ZONE

It's based on the idea of decentralised identity - That aims to empower individuals to take control of their personal information, ensuring that sensitive data remains secure and accessible only to those they authorise.

By leveraging blockchain technology, individuals can establish immutable and tamper-proof records, minimising the risks of identity theft and fraud.

While transparency is vital for trust and accountability, it must not come at the expense of divulging sensitive details that could be exploited. Striking this equilibrium requires meticulous design, where digital systems protect privacy while validating authenticity.

As we venture into the digital age, implementing a decentralised identity can be seen as a revolution of how we interact, transact, and navigate the complexities of our interconnected world, ensuring that our identities remain firmly in our hands and shielded from undue exposure.

SELF-SOVEREIGN IDENTITY

The user is always in control, choosing exactly what to share about themselves and with whom — Less information stored in databases means fewer, less damaging data breaches and simplified business compliance. Phishing to steal account passwords is eliminated, a memory of a less secure past (Decentralised Identity Foundation, 2023)

OLAFUR ELIASSON
"YOUR UNCERTAIN SHADOW (COLOUR)" TATE MODERN

ME, MYSELF & AI

Rethinking our relationship with technology.
In a world where technology evolves unprecedentedly,
our relationship with it grows increasingly complex.

Leading to incomprehension when digital technologies
become too big to understand.

SOURCE : WESTWORLD SEASON 3, JONATHAN NOLAN & LISA JOY

TECHNOLOGICAL ABSTRACTION

As technology becomes increasingly complex and sophisticated, we struggle to comprehend its intricacies fully.

We live in a world where futuristic advancements surround us, yet we often fail to grasp the implications of our present reality.

The rapidity of technological evolution has led to a paradoxical experience: we exist in a future-like landscape while grappling to make sense of the present.

The vast array of abstract concepts and cutting-edge developments overwhelms our ability to understand and contextualise them fully.

In this dynamic environment, bridging the gap between technological abstraction and our comprehension becomes essential.

By fostering digital literacy and promoting accessible education, we can navigate this ever-advancing world more thoughtfully, empowering individuals to engage and shape the future we live in today actively.

And it's only just the beginning.

WE ARE LIVING IN 2036

The technological gap separating us from the last 20 years will be the same in the next ten years. Technology is evolving at a hectic pace - The further we get, the more unexpected the upcoming years become. If we follow the moore law we are technically living in 2036 technologically
(McKinsey, 2022)

IBM'S 'Q SYSTEM ONE'
GERMANY'S FIRST QUANTUM COMPUTER

AMBIENT INTELLIGENCE

Ambient intelligence has seamlessly integrated digital technologies into the fabric of our daily lives, flowing like water through every aspect of our existence.

As these digital elements become increasingly pervasive, they fade into the background, making us less conscious of their presence.

Like enchanting magic, our surroundings work in harmony, seemingly orchestrated by an algorithmic invisible hand, anticipating our needs and desires.

Yet, the subtlety that makes ambient intelligence so remarkable also gives rise to unease. The illusion of seamless automation can be both captivating and disconcerting.

We entrust our lives to these digital systems and in doing so, relinquish a degree of control. As we navigate this seemingly enchanted world, balancing convenience and apprehension becomes the defining challenge of our digital age.

TECHNOCOON WHO MEANS WELL

The term "techno-cocoon" refers to the phenomenon where individuals become increasingly enveloped by technology in their daily lives. It describes the pervasive presence of digital devices and services, creating a state of continuous connectivity and immersion. As technology becomes seamlessly integrated into our lives,
(PEW RESEARCH CENTER 2023)

COPERNI FW 2023-2024
IN PARTNERSHIP WITH BOSTON DYNAMICS

THE NEW DIVIDE

As they enter the workforce, the evolving digital divide affects the newest generations, especially Gen Z.

Despite being the first digitally-native cohort, their tech prowess often centres around social media and content creation, lacking a deep understanding of internet mechanics.

While adept at engaging with platforms like TikTok and YouTube, they may struggle with fundamental digital literacy and the inner workings of the internet.

Addressing this gap is essential to equip Gen Z with comprehensive digital skills, ensuring they can harness technology effectively and responsibly, empowering them to thrive in the digital age.

They know how to blow TikTok Trends or to create youtube videos, but when it comes to how the internet works - they are as lost as their grandparents.

Making digital literacy a genuine stake for the generation to come.

THE NEXT TECH ILLITERATE
ARE COMING

So many members of Gen Z—the digital-native generation—feel technologically underprepared. over a third of Gen Z said their education did not adequately prepare them with technology skills. 44% said they only learned very basic computing skills.
(DELL, 2023)

CHASING STARS IN SHADOW, 2021
JOON MOON

LOST IN TRANSLATION

Losing ourselves in brave new worlds.
Virtual worlds have become a vibrant extension of our lives,
offering new realms of experience.

when the digital space becomes a magical space - open
worlds will become much more than interactive
entertainment

SOURCE : THE PERIPHERAL, 2022, BY SCOTT B. SMITH

OPEN WORLDS

Open Worlds and digital spaces designed for immersive experiences are poised to revolutionise our relationship with various activities like concerts, museums, and more.

These virtual realms offer boundless opportunities for creativity, interaction, and exploration.

As we engage in virtual concerts or visit digital museums, our perceptions of traditional experiences will be reshaped.

Moreover, these immersive platforms will give rise to new markets where individuals seek possession and unique experiences as they do in the physical world.

The digital landscape will open doors to novel forms of entertainment, social interaction, and commerce, blurring the lines between reality and virtuality and transforming how we live, consume, and connect.

METAVERSE IS DEAD,
LONG LIVE THE METAVERSE.

People spent 14.5 billion hours on Roblox in the first quarter of 2023. 900 million virtual transactions during the first quarter of 2023. Roblox is a virtual lego-like game where players can build whatever they want.
(Roblox, 2023)

APPLE VISION PRO HEADSET
VIDEO PRESENTATION

A-REALITY

A-reality is the convergence of the real and virtual worlds, blurring the lines between what is genuine and what is simulated.

As technology advances, we increasingly encounter authentic experiences in virtual realms, making it challenging to distinguish reality from its digital counterpart.

This phenomenon echoes the concept of hyperreality coined by Baudrillard, where simulations become more real than reality itself.

We engage in meaningful interactions, experiences, and emotions in virtual environments, leading to a profound shift in our perception of reality and posing philosophical questions about the nature of existence and the boundaries of human experience.

The more real the virtual world gets, the more we are going to expect from it.

Wonderlands over dreamland

In average, we spend 6:57 hours on the internet everyday in comparison an average american sleeps 6:48 hours per day according to the atlantic. It means that we spend more time in virtual worlds than in dreamland.
(Datareportal 2023)

NVIDIA AI GAME CHARACTER - JIN
NPC (NON -PLAYABLE-CHARACTER) GENERATING
LIVE CONVERSATION THROUGH AI

NEW OWNERSHIP

In the coming digital era of Web3, users will coauthor and co-own their digital experience.

As virtual realms become increasingly sophisticated, users seek to possess tangible assets and unique, multi-sensory encounters. Virtual real estate, art, and collectibles are highly valued as they grant access to exclusive environments and interactions.

Ownership in these spaces extends beyond material possessions, encompassing the thrill of exploration, social engagement, and emotional connections.

The allure lies in the power to curate and control one's digital existence, forging a new sense of identity and belonging in these immersive realms. As technology evolves, this form of ownership will continue redefining how we perceive and value our digital experiences.

The next era of digital engagement will see a diversification of immersive technologies and further blurring the digital and the physical—ushering in a new reality.

SENSORY
TECHTOPIAS

Advanced technology offers new opportunities to deeply immerse and engage people, tantalising all of the senses.
72% expect as many of their senses as possible to be engaged when experiencing something new especially now we are increasingly able to tap into all the senses to truly amplify immersion.
(Wunderman Thompson, 2023)

ONE-PERSON EXPERIENCE POD
XYDROBE, 2023

WHAT ARE THE KEY INSURERS' ATTITUDES TOWARD THESE NEW SHIFTS ?

RECALIBRATE

Allow consumers to take back control become a trusted third party in the digital world

BE A DEFENDER

ACTION

HUMANISE

Help people to make sense of the digital world around them - be a trusted guide in an untamed universe

BE A COUNSELLOR

AMBITION

FORESTALL

Insuring the future - offer answers today to needs and aspiration of tomorrow

BE A TRAILBLAZER
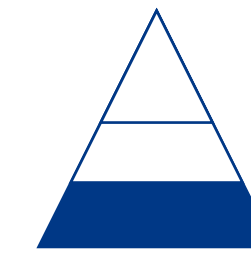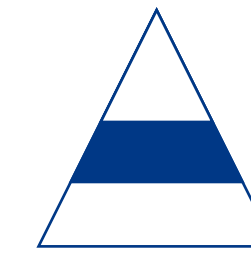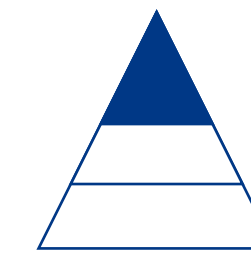
VISION

RECALIBRATE

**FROM BLISSFUL IGNORANCE
TO REGAINING CONTROL**

KEY TREND 1
FRAGMENTATION

KEY TREND 2
CLEANING

KEY TREND 3
DEBUG

HUMANISE

**FROM ABSTRACT INNOVATION
TO HUMAN-CENTRED TECHNOLOGY**

KEY TREND 1
AUGMENTED

KEY TREND 2
SUPER-CHARGING

KEY TREND 3
RESPONSIBILITY

FORESTALL

**ANTICIPATE CHANGING RELATIONSHIP
TOWARD DIGITAL SPACE**

KEY TREND 1
OWNERSHIP

KEY TREND 2
EXPERIENCE

KEY TREND 3
AFTER-LIFE

THE IDENTITY PILLAR

THE TECHNOLOGICAL PILLAR

THE FUTURISM PILLAR

CONTENT FOR EACH OF THE 3 PARTS:

ATTITUDES

Understand your target audience, their aspirations, and their understanding of sustainability.

SHIFTS

The significant forces that are shaping the world. They are economics, demographics, politics, technologies, etc.

KEY TRENDS X3

The main drivers and areas of action that will affect people and lead them to a more sustainable lifestyle.

OPPORTUNITIES

Ideas and benchmarks that provide food for thought for creative Line of Business workshops.

Line of Business FOCUS

Specific innovations and benchmarks can be found in the key trends using the following colour codes.

Home   Travel

Digital risk

Health & wellness

EMPATHISE

LEARN ABOUT YOUR AUDIENCE AND CONTEXT

DEFINE

CONSTRUCT A POINT OF VIEW BASED ON USERS

IDEATE

BRAINSTORM AND COME UP WITH CREATIVES SOLUTIONS

PROTOTYPE

BUILD A REPRESENTATION OF YOUR IDEAS

TEST

TEST YOUR IDEAS

* A content inspired by design thinking methodology

KEY TRENDS #1: **RECALIBRATE**

FROM BLISSFUL IGNORANCE TO REGAINING CONTROL

Fragmented regulations around data protection, privacy issues and consumer privacy rights are pushing consumers to assess the state of their personal online presence – and that of their children. This has resulted in consumers shifting to alternative platforms that circumvent the data capture technologies of big tech giants and replace them with more decentralised alternatives that focus on community, and the proliferation of open-source code so businesses can develop large networks of safety for their customers
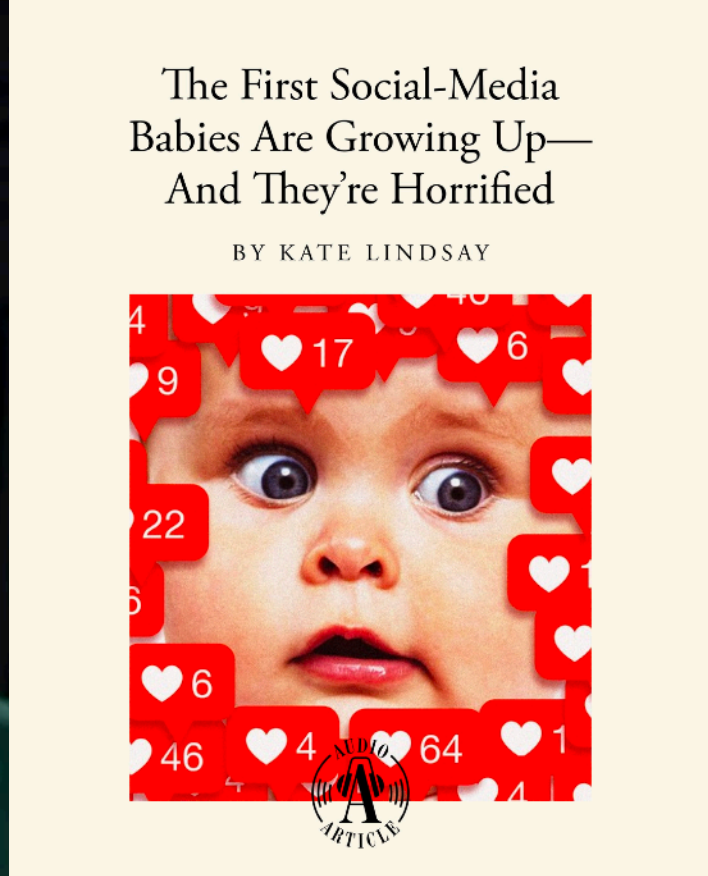
REDISCOVER YOUR WORTH

Is data the new oil? It depends on who you ask. It is undoubtedly a massive asset and powers some of the biggest companies in the world. Data is gathered in such detail that it paints a precise picture of who we are, our values, habits, interests, employment, and much more. Companies exploit our data to win your custom.

DIGITAL SOVEREIGNTY

Digital sovereignty, in a nutshell, is your ability to personally control your digital footprint, including the means to share that data in a controlled manner and restrict its usage – according to your own governance.

DECENTRALISED SELF

Our personal data will be stored in so-called 'data pods' that we control ourselves.
This means that we will get the choice to store our data wherever we want, independently of the applications we use.
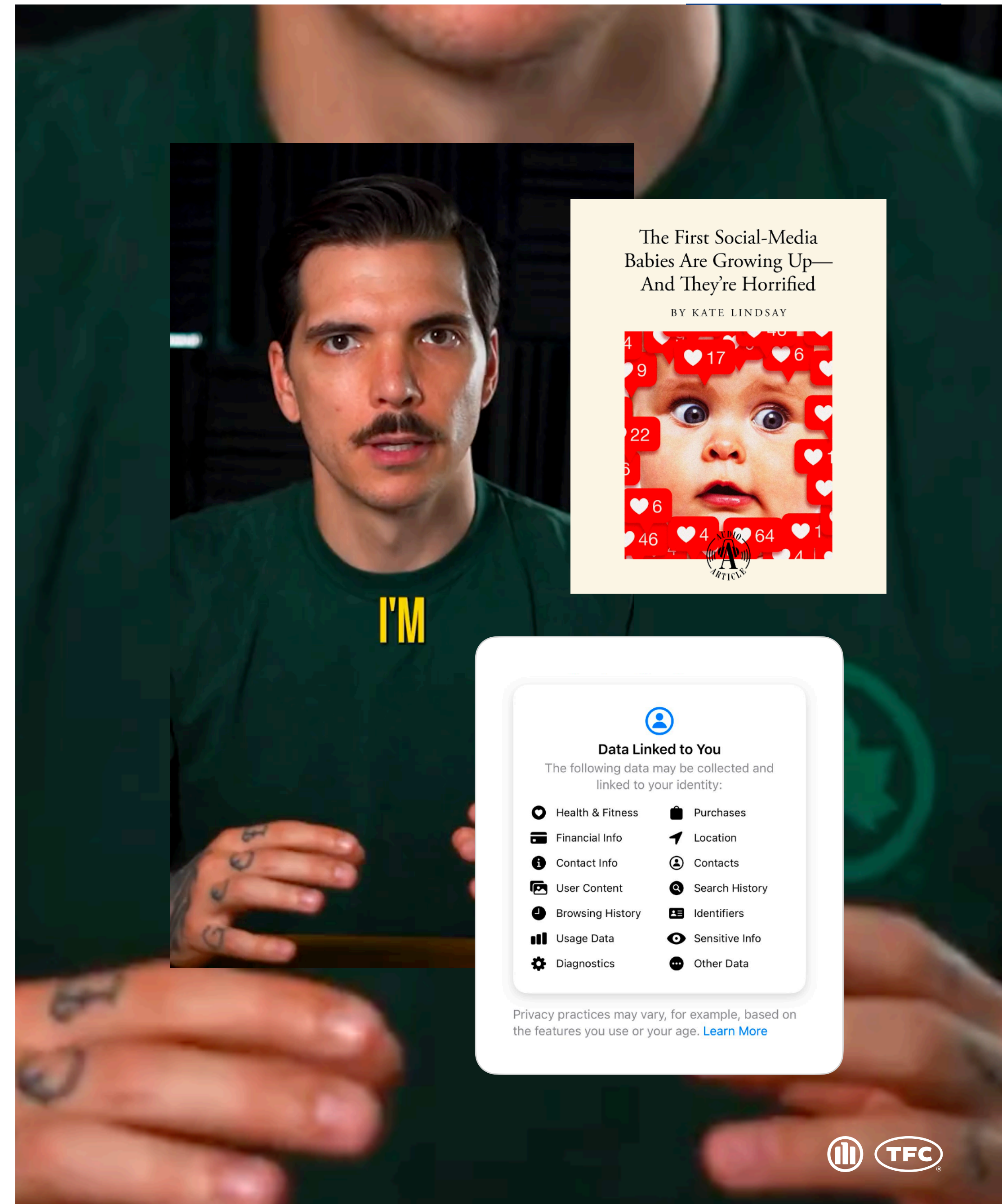
PRIVACY IS POWER

Consumers now fear having their data sold to the highest bidder, being subject to hate online with close to no means to report it to authorities, and seeing their digital footprint used as inspiration by AI and deepfake creators simultaneously. The human quest for a safe space will undoubtedly begin a new digital chapter in the next decade as big tech may no longer be too big to fail.

SHIFT N°1
THE RIGHT TO BE FORGOTTEN

The right to be forgotten on the internet grants people the virtue of invisibility, allowing them to protect their privacy and control their digital presence. But moreover it's a new promise to the web - allowing ourself to disappear from it.

SHIFT N°2
OPEN SOURCES, OPEN ACCESSES

There is a return to the spirit of the first World Wide Web - the idea of co-creation, co-building - sharing knowledge, and open voice. It recalls the good old days of Open Sources web in the mid 90's but with a new twist: Blockchain. We see the rise of DAOs (decentralised autonomous organisations), collective entities without a central authority. That help to reconnect efficiency and freedom, opening up new relationships to the digital spaces.
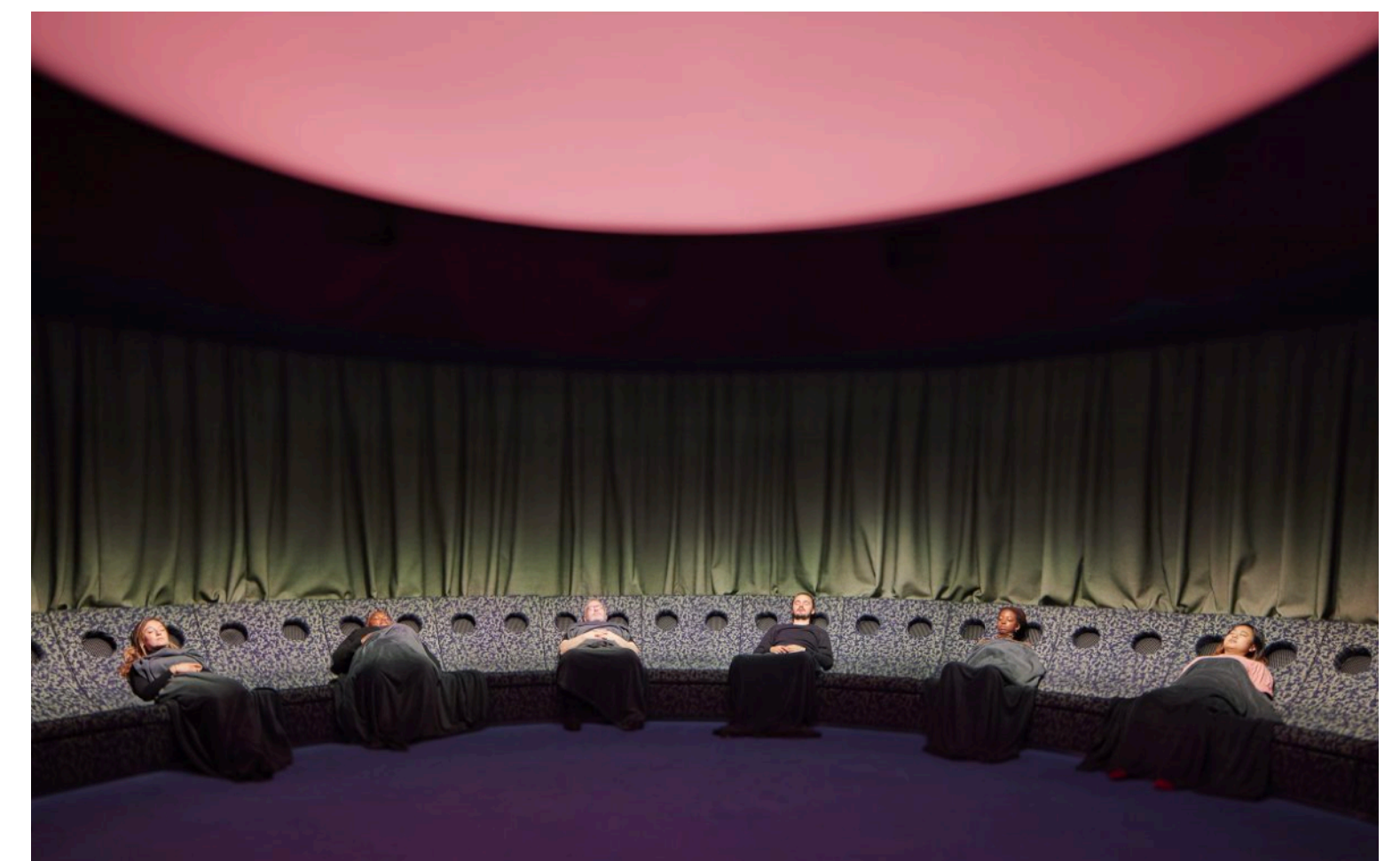
SHIFT N°3
THE RISE OF THE COSY WEB

The cozy web is in its infancy but growing fast. Its promise of calm and connection is encouraging us to lean further. In total opposition to today's social media giant philosophy that steals our attention, clouds our minds, distorts our relationships, and obscures the truth. It's the idea of finding nurture in the niches - and the increasingly private, closed-off niches on the internet to which we have all retreated in recent times coined by Venkatesh Rao in 2019.

The decentralised-self trend reflects consumers' quest for data management alternatives. With blockchain and other innovative approaches, people seek to reclaim control over their data, fostering a sense of ownership and privacy in an increasingly data-driven world.

KEY TRENDS °1

FRAGMENTED SELF

PORTRAIT OF A MAN BY ISAAC UDOGWU, A NIGERIAN-AMERICAN WEB3 ARTIST FOCUSING ON DIFFERENT MODES OF BLACK LIBERATION, US

Decentralized identity

Accessible privacy

Decentralized identity

DECENTRALISED IDENTITY: HOW DOES IT WORK?

Decentralised identity is an emerging concept that gives back control of identity to consumers through an identity wallet in which they collect verified information about themselves from certified issuers (such as the Government).

By controlling what information is shared from the wallet to requesting 3rd parties, the user is able to manage their identity better online and their privacy – for example, only presenting proof that they're over 18 without needing to reveal their actual Date of Birth.

Rather than a central authority managing the user's identity, a blockchain-based distributed ledger acts as the source of truth. The identity information itself is not held on the ledger but within a wallet managed by the user.

IF YOU WANT TO DEEP DIVE :
HTTPS://WWW.W3.ORG/TR/DID-CORE/

DECENTRALISED IDENTITY ECO-SYSTEMS

Key

Issuer

Verifier

Ledger

Verifiable Credential

Wallet

Holder

Verifiable Credential Presentation
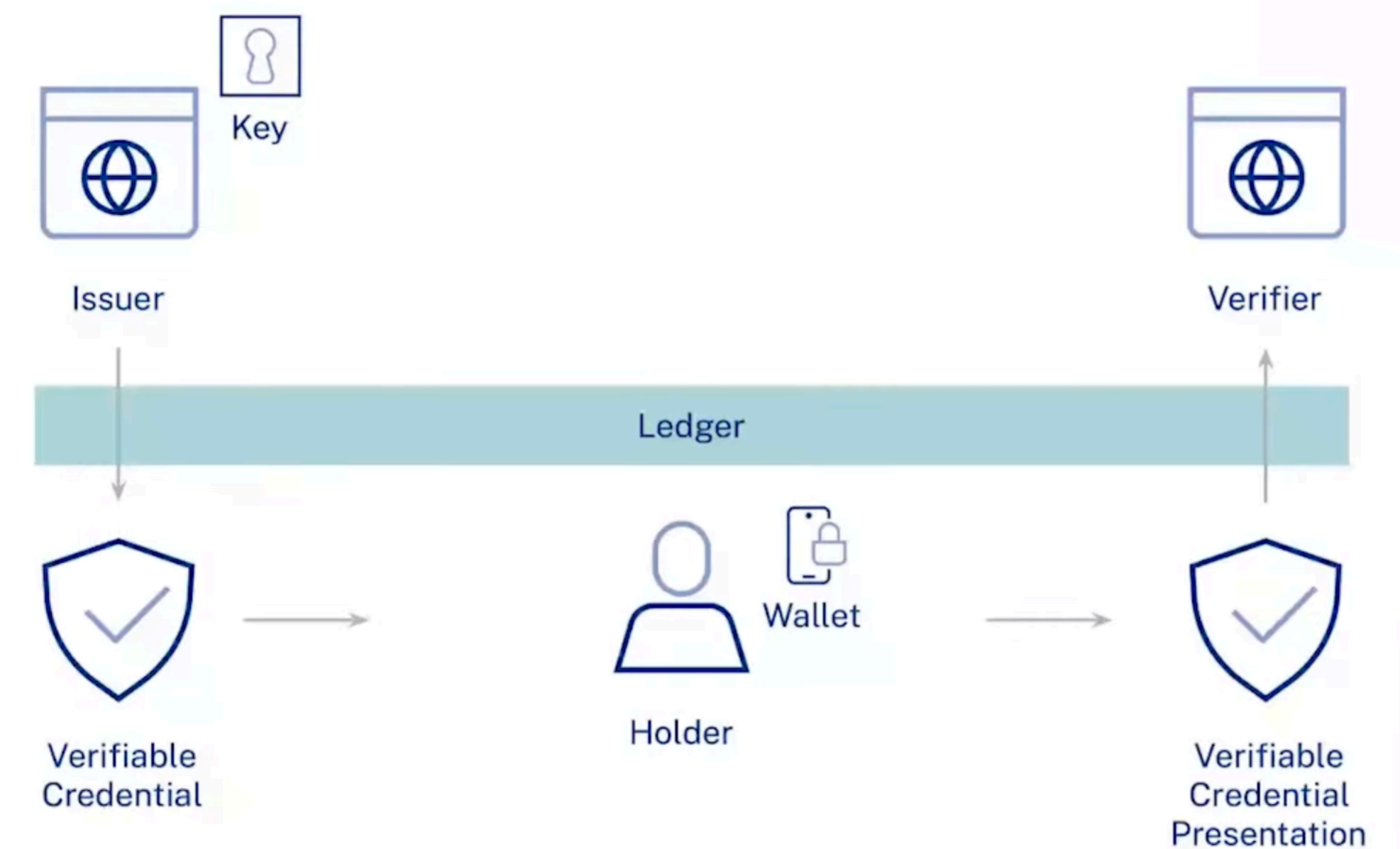
Accessible privacy

JUMBO: A PRIVACY ASSISTANT WHO'S GOT YOUR BACK

Consumers thinking about simple and affordable ways to manage their digital privacy can now use the privacy assistance app Jumbo.

Jumbo app scans and monitors users' online activity, including email, social media, and search histories. It secures settings and navigates privacy menus across platforms without collecting data or showing ads.

Offline data is stored in the Vault on the user's phone. Last June, Jumbo was acquired by Coalition Inc., a prominent servicer of cybersecurity insurance.

It means Jumbo will no longer exist as a standalone product, its philosophy and DNA will live on in the services that Coalition provides.

MORE INFO: HTTPS://BLOG.WITHJUMBO.COM/

The proliferation of technology, false information, and videos are increasingly polluting our digital existence. Cleaning up our digital identity will become more crucial as we navigate this information overload.

KEY TRENDS °2

THE DIGITAL CLEANER

'CAN'T HELP MYSELF' - SUN YUAN + PENG YU
IN SUN YUAN AND PENG YU'S CAN'T HELP MYSELF, AN INDUSTRIAL ROBOT TURNS AND FLEXES RESTLESSLY, PROGRAMMED TO ENSURE THAT A THICK, DEEP RED LIQUID STAYS WITHIN A PREDETERMINED AREA.

Deepfakes   Reckless Behaviours

Reckless Behaviours

GIVING WHAT MATTER THE MOST

When it comes to privacy and personal data most people are reckless about what they're willing to share in exchange for little services.

The last example from this is the controversial digital ID project called Worldcoin, developed by Sam Altman the founder of OpenAI (Chat GPT).

This system promises to create a "Proof-of-Personhood" to determine if a person is unique or human and not AI by scanning people's eyeballs.

And people are lining up in bulks to get their most precious possession, their iris.
Because iris are a biometric signature that can't be altered.

It's like giving away a personal unchangeable password (think Face ID for example) that could be stolen and used as a tool for scams or identity fraud.

MORE INFO : HTTPS://WORLDCOIN.ORG/BLOG/WORLDCOIN/HOW-THE-LAUNCH-WORKS

Deepfakes   Parents

CONSEQUENCE
OF SHARENTING

Deutsche Telekom has unveiled a new campaign highlighting the increased risks parents face due to the rise of data misuse and artificial intelligence (AI). The #ShareWithCare campaign features a powerful deepfake film, "A Message from Ella".

Deepfakes are videos, images, or even sounds artificially generated by AI and machine learning based on existing visuals or voices.
Illustrating the consequences of "sharenting", where parents share their children's photos, videos, and details online, a deepfake of a nine-year-old girl named Ella delivers a warning from the future to her parents.

Studies show that an average five-year-old child has already had around 1,500 pictures uploaded without their consent by those they trust most: their parents.

MORE INFO: HTTPS://WWW.TELEKOM.COM/EN/COMPANY/DETAILS/
SHARE-WITH-CARE-TELEKOM-RAISES-AWARENESS-1041810

Helping people debug their digital life promotes well-being and healthier screen relationships, especially for children. By fostering mindful digital habits, we can navigate the digital world more responsibly and strike a balance between technology and mental wellness.

KEY TRENDS °3
BLINDS FITTER

CARLITO CARVALHOSA'S "SUM OF DAYS," INSTALLATION AT THE MUSEUM OF MODERN ART WHERE VIEWERS ARE VISIBLE INSIDE

Screen consultant   Social guardians

Digital wellbeing   Digital education

Focus digital risk **Focus health** **Family**

SOCIAL GUARDIANS: DEBUGGING THE DIGITAL SELF

Social Guardians play a vital role in helping us debug our digital lives.

They are advocates for mindful digital engagement, guiding individuals to develop healthier relationships with technology.

By promoting digital well-being and privacy, they navigate the complexities of social media, online interactions, and screen time, ensuring a positive digital experience. Social Guardians raise awareness about the impact of technology on mental health and provide valuable tools to maintain balance and mindfulness in the digital world.

Their support empowers us to take control of our digital lives, fostering a harmonious relationship with technology and promoting overall well-being.

PRIVACY ON IPHONE: THE WAITING ROOM BY APPLE IS A COMMERCIAL THAT SHOWCASED THE HEALTH APP ON IPHONE HELPS YOU CONTROL WHO SEES YOUR HEALTH DATA AND WHO DOESN'T.

Focus digital risk   Focus health   Youth

PARENT COACHING INSTITUTE:
MAKE THE NEXT RESPONSIBLE DIGITAL CITIZENS

Concept of a screen consultant for families has infiltrated into the American mainstream and is making its way across the Atlantic.

Companies such as the Parent Coaching Institute charge up to $250 (£193, €224) in larger cities.

The premise behind this type of screen coaching is to support parents in instilling their children a healthy, positive relationship with technology.

Technology brands are recognizing the role they have to play in helping parents and carers instill healthy online habits among children.

It becomes obvious to parents that while limiting screen time is one aspect of digital well-being, it is equally important to acknowledge that young people will spend time online, and there is, therefore, a need to teach them how to behave appropriately.

MORE INFO: HTTPS://WWW.THEPCI.ORG/

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- Harvard Library: Debugging the digital self by Catherine McDonald-Wade https://shorturl.at/jwQX2

KEY TRENDS #2: **HUMANISE**

FROM ABSTRACT INNOVATION TO HUMAN-CENTRED TECHNOLOGY

AI abstraction, the process of simplifying complex digital interactions, will undoubtedly become pervasive as artificial intelligence permeates various aspects of our lives. However, as the digital landscape expands, the importance of rehumanising relationships cannot be overstated. Amidst the ever-growing influence of AI, people need trusted guides who can help them navigate the untamed universe of technology.

BRIDGE THE GAP

Human touch and understanding are essential to bridge the gap between the intricacies of AI abstraction and the genuine human experience. As we embrace AI in our homes, workplaces, and social interactions, the role of mentors, advisors, and educators becomes paramount. These trusted guides can help individuals comprehend the digital world around them, decode AI-driven processes, and preserve authentic human connections.

HIGHLIGHT HUMAN PERSPECTIVE

In pursuing progress, it is crucial to remember that technology should serve humanity, not replace it. By rehumanising relationships and acknowledging the value of human perspectives in the AI-driven era, we can create a harmonious coexistence where AI empowers, augments, and enhances human potential, making our journey into the future more rewarding and meaningful.

BIGGER THAN LIFE MAGIC

"Technology itself is magic, actually. It's a type of sorcery also, because we become addicted and we can't stop thinking about what's next." Indian female, 24

THE NEW YORKER
PRICE $8.99   APRIL 24 & MAY 1, 2023

"It's been so nice getting to interact with you for these past six years. Here's your first device."
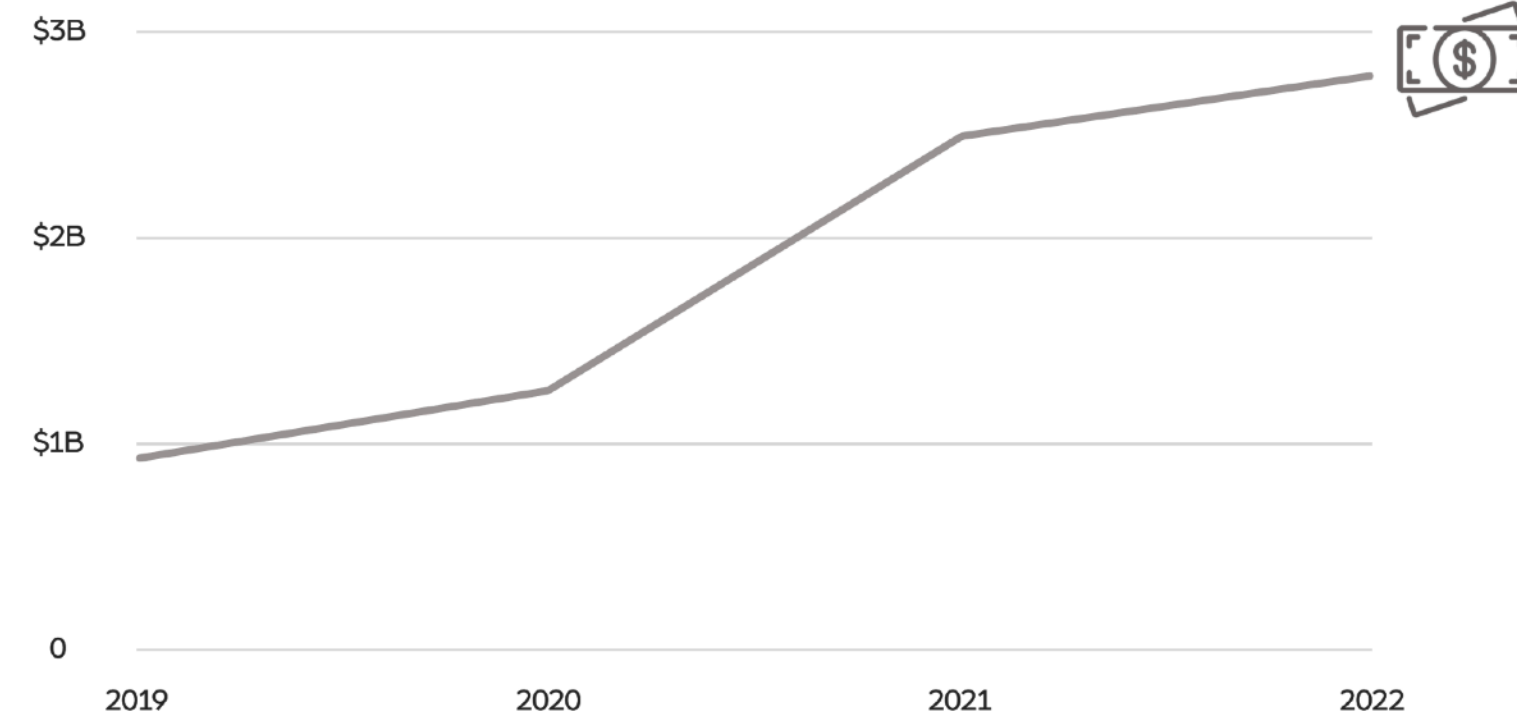
A NON-DOMESTICATED ANIMAL

We are sharing our consciousness with our tools. They can sense what we want, can adapt to how we think;
they are extensions of our cognition and intention. As we go from adaptors to co-creators, the demand on humans
 increases to become more fully conscious. It remains to be seen how we will answer that demand. 'Think about
 people that have dogs; we don't really understand dogs, but we can still have a good relationship with them,
and they can be useful to us.

QVERSE

LOSSES TO IMPOSTER SCAMS
U.S.

SOURCE: FEDERAL TRADE COMMISSION

SHIFT N°1

SOUL MACHINES

Soon all high-touch interactions will be non-human. NLP [natural language processing] communications will seamlessly migrate into all communications streams. They won't just be deepfakes, they will be ordinary and mundane fakes, chatbots, support technicians, call centre respondents and corporate digital workforces …

SHIFT N°2

REALER THAN REAL

Interaction risks of generative AI include the ability for an AI system to impersonate people in order to compromise security,
to emotionally manipulate users and to gain access to sensitive information. People might also attribute more intelligence to these systems than is due, risking over-trust and reliance on them.

SHIFT N°3

TECHCESSIBILITY

Accessible design doesn't end with the physical world. When designing digital experiences and environments, brands will need to consider how to best reach audiences of all abilities. As Loebner says, "Accessible technologies have the power to invite and immerse marginalised groups into welcoming environments, communities, and experiences."

KEY TRENDS °1
HUMANITY AUGMENTED

EX-MACHINA MOVIE BY ALEX GARLAND
IT FOLLOWS A PROGRAMMER WHO IS INVITED
BY HIS CEO TO ADMINISTER THE TURING
TEST TO AN INTELLIGENT HUMANOID ROBOT.

Every aspect of life will be amplified by this technology,' said Greg Brockman, co-founder and president of ChatGPT's creator OpenAI, during a live session at SXSW. He added: 'It's going to be a tool, just like the cell phone in your pocket.'

It refers to technologies of Artificial Intelligence that do not replace human decision-making, but rather provide additional information for decision-support

Virtual ambassadors

Augmented intelligence

Augmented intelligence

JAZZ-UP HUMAN CAPABILITIES

Augmented intelligence employs artificial intelligence (AI) to amplify human cognitive capabilities, decision-making, and productivity.

The term underscores AI's supportive function, highlighting humans' pivotal role in fully harnessing AI's potential.

Coined by Gartner, it's employed in marketing to reshape perceptions, spotlighting AI as an additional problem-solving tool, rather than a human replacement.

This approach recognises computers' speed and proficiency, which should complement, rather than supplant, human intelligence.

Artificial intelligence seeks to automate processes by delving deep into data to yield answers and operate autonomously.

Augmented intelligence uses AI technologies but in a fashion where humans are kept in the loop and play a key role in making decisions.

IF YOU WANT TO DEEP DIVE:
HTTPS://WWW.FRONTIERSIN.ORG/ARTICLES/
10.3389/FROBT.2022.997386/FULL

AI-ROBOTS IN THE PASSENGERS MOVIE, A SCIENCE FICTION STORY DIRECTED BY MORTEN TILDE

Virtual ambassadors

SOUL MACHINES:
VIRTUAL AMBASSADORS 3.O

Soul Machines combines photo-realistic digital humans with artificial intelligence (AI), creating a more intimate virtual engagement.

According to Shantenu Agarwal, VP of Soul Machines, this fusion allows brands to establish empathy and personalised interactions on a large scale.

Brands like Nestlé, Twitch, and the World Health Organisation partner with Soul Machines to develop tailored customer experiences. Agarwal notes that this technology prompts brands to reimagine their

representation, utilising digital capabilities to offer diverse appearances and personalities.

This newfound flexibility empowers audiences to select their conversational partners and customise experiences—an opportunity previously unavailable.

Soul Machines reshapes how brands connect and interact within the meta verse through this synergy of AI and lifelike visuals.

MORE INFO : HTTPS://WWW.SOULMACHINES.COM/

KEY TRENDS °2
SUPER-CHARGING HEALTHCARE

According to a recent forecast, the value of the AI healthcare market is set to grow from $14.6bn in 2023 to $102.7bn by 2028 (MarketsandMarkets, 2023)

AI is transforming healthcare by enabling more accurate illness recognition, treatment and providing crucial emotional support for mental health, revolutionising how we approach well-being.

Virtual companionship

Ambient health

AI-POWERED HUMANOID ROBOT MIROKI DESIGNED TO SUPPORT MEDICAL STAFF BY ENCHANTED TOOLS, FRANCE

Virtual companionship   Senior

REPLIKA: THE AI COMPANION WHO CARES

Online therapy services are rife and offer interesting new therapeutic applications.

Most follow the example of UK-based Limbic's AI-powered therapy assistant, recently accredited as a medical device supporting mental health diagnoses.

Luka's Replika is leading with AI companionship. The app lets users converse and form friendships with user-generated AI avatars to alleviate loneliness.

AI companionship holds significance for health and mental well-being.

These digital companions provide companionship, emotional support, and cognitive stimulation, potentially alleviating loneliness and stress.

As technology advances, AI's role in fostering positive mental states and offering personalised assistance underscores its growing importance in enhancing overall human wellness.

MORE INFO: HTTPS://REPLIKA.COM/

Ambient health

THE DOMESTIC DIAGNOSTICS OPPORTUNITY

Functionality usually associated with wearables is being integrated into home appliances, surrounding the consumer with touchpoints that support health and wellness. The home is evolving into a distributed and connected healthcare assistant.

It opens new opportunities to overview personnel health through non-invasive and seamless technologies.

The humble toilet has become the centre of at-home health diagnostics, as multiple brands showcased soon-to-market

innovations capitalising on the untapped insights of urinalysis.

It's the opportunity for patients to experience the benefits of more convenient ways to monitor their health conditions.

The patient's home becomes the centre of care without noticing because Ambient Health doesn't turn your house into a home-hospital - but in a home that cares.

WITHINGS U-SCAN - A VERSATILE CARTRIDGE-BASED PLATFORM ABLE TO DETECT, MEASURE, AND TRACK MULTIPLE PARAMETERS FOUND IN URINE

As we increasingly outsource personal and collective decisions to AI, the question of accountability arises in case of failures. Determining responsibility becomes complex, necessitating clear frameworks to address AI's impact on society and ensure ethical and transparent decision-making.

KEY TRENDS °2

RESPON-SIBILITY OF FAILURE

HAL 9000 IN 2001, SPACE ODYSSEY FROM STANLEY KUBRICK REPUTEDLY INFALLIBLE, HAL NEVERTHELESS MAKES A PROGNOSTIC ERROR. NEVERTHELESS, HAL REFUSES TO ADMIT HIS ERROR. TRAPPED IN HIS STORY, HE INVOKES A "HUMAN ERROR, » A PRIORI THAT OF HIS DESIGNERS, BUT LISTENING TO HIM, ISN'T IT HIS OWN?

Algorithmic liability   Ai injury

Ai injury

WHO'S RESPONSIBLE WHEN THE AI CRASHES ?

AI injury refers to the potential harm caused by artificial intelligence systems when they malfunction, make errors, or lead to accidents.

In the context of self-driving cars, a notable example, AI's misjudgment could lead to collisions with severe consequences.

While AI aims to enhance safety and efficiency, these incidents underscore the need for robust safeguards, continuous testing, and human oversight.
Striking a balance between technological advancement and risk mitigation is vital.

As AI's presence expands into critical domains, addressing AI injury is pivotal to instil public trust, ensure accountability, and develop fail-safe mechanisms that prevent and minimise the impact of AI-related accidents.

IF YOU WANT TO DEEP DIVE:
HTTPS://WWW.SCIENTIFICAMERICAN.COM/ARTICLE/WHO-IS-LIABLE-WHEN-AI-KILLS/

UBER SELF-DRIVING CAR CRASHED IN TEMPE, ARIZONA DURING THE COMPANY'S TEST OF ITS AUTOPILOT SYSTEM.

Algorithmic liability

WHAT HAPPENS WHEN THE ALGORITHM SCREWS UP YOUR HOLIDAYS?

Algorithmic Liability pertains to the responsibility and accountability of algorithms for their outcomes.

This concept gains significance in a world where travellers entrust AI with vacation planning.

As algorithms shape itineraries, accommodations, and experiences, questions arise about their ethical and legal implications.
Ensuring these algorithms consider diverse factors, prioritise user preferences, and avoid discriminatory outcomes becomes crucial.

Algorithmic Liability ensures that as AI plays a pivotal role in travel decisions, it does so ethically and transparently, safeguarding travellers' interests and maintaining trust in automated planning processes.

IF YOU WANT TO DEEP DIVE:
HTTPS://WWW.NYTIMES.COM/2023/03/16/TRAVEL/CHATGPT-ARTIFICIAL-INTELLIGENCE-TRAVEL-VACATION.HTML

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KEY TRENDS #3: **FORESTALL**

ANTICIPATE CHANGING RELATIONSHIPS TOWARD DIGITAL SPACE

Our relationship with the digital space rapidly evolves, reshaping notions of ownership, belonging, and genuine experiences. In this virtual landscape, digital ownership extends beyond mere possession of assets; it encompasses unique experiences and emotional connections to virtual environments. We find ourselves embracing digital realms as authentic spaces for real interactions, be it through virtual concerts or immersive museum tours. Mixed reality bridges the gap between the digital and physical, blurring the boundaries and enriching our perception of both worlds.

NEW OWNERSHIP

With the democratisation of digital platforms, ownership of digital goods is on the rise, possessing tangible value in our lives. As we acquire and interact with virtual assets, their significance in our daily experiences continues to grow, blurring the lines between the physical and digital realms.

LIFE REENCHANTED

Augmented Reality enhances live experiences, blending digital elements seamlessly with the real world. AR elevates our perception of reality, from interactive museum exhibits to live event overlays. Conversely, digital experiences are becoming more immersive than ever, offering novel realms where we can connect, create, and explore, rivalling the depth and intensity of real-life encounters.

WE CARE A LOT

Caring about virtual things like belongings and memories has become a significant aspect of our lives. In digital spaces, we attach emotions and value to virtual possessions, be it in games, social media, or virtual worlds. These intangible items hold sentimental worth, showcasing the evolving nature of our relationship with the digital realm.
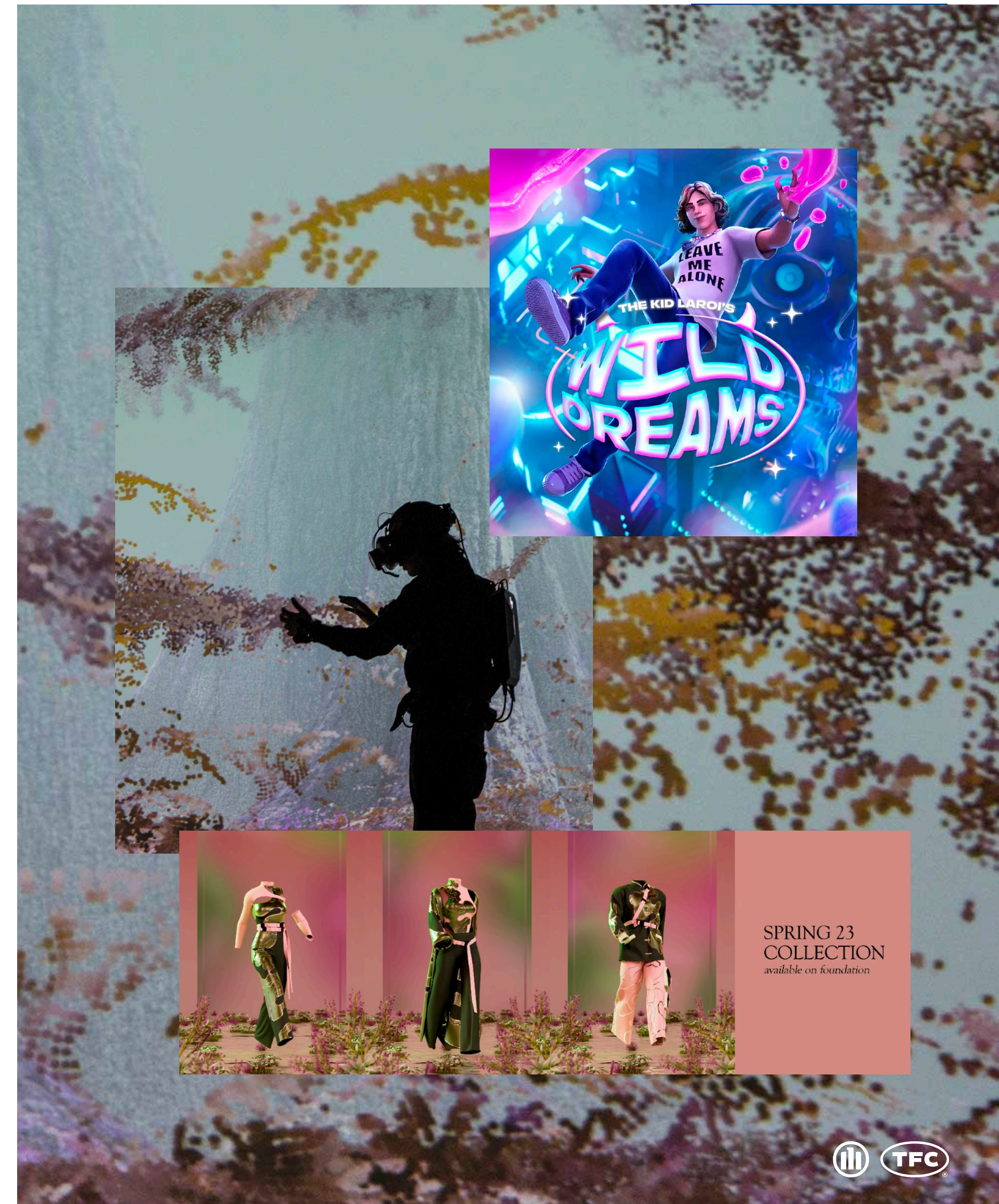
NEW WORLDS OF POSSIBILITIES

The metaverse is akin to discovering a new world brimming with uncharted possibilities beyond our imagination. As insurers, preparing for the future means acknowledging this potential reality. Embracing the metaverse requires foresight and adaptability. This interconnected virtual realm opens doors to innovations and new engagement paradigms, necessitating careful planning and collaboration to safeguard our client's interests in this rapidly evolving landscape. Being proactive in understanding and navigating the metaverse is essential as we brace ourselves for a future of boundless digital frontiers.

SHIFT N°1

SPATIAL COMPUTING

Spatial computing will revolutionise our digital world relationship by breaking free from flat screens and transforming how we interact with information. With augmented reality and virtual reality seamlessly integrated into our surroundings, we'll navigate digital spaces like never before. This immersive shift will blur the boundaries between the real and virtual, providing dynamic and interactive experiences that reshape the way we perceive, engage, and interact with the digital landscape.
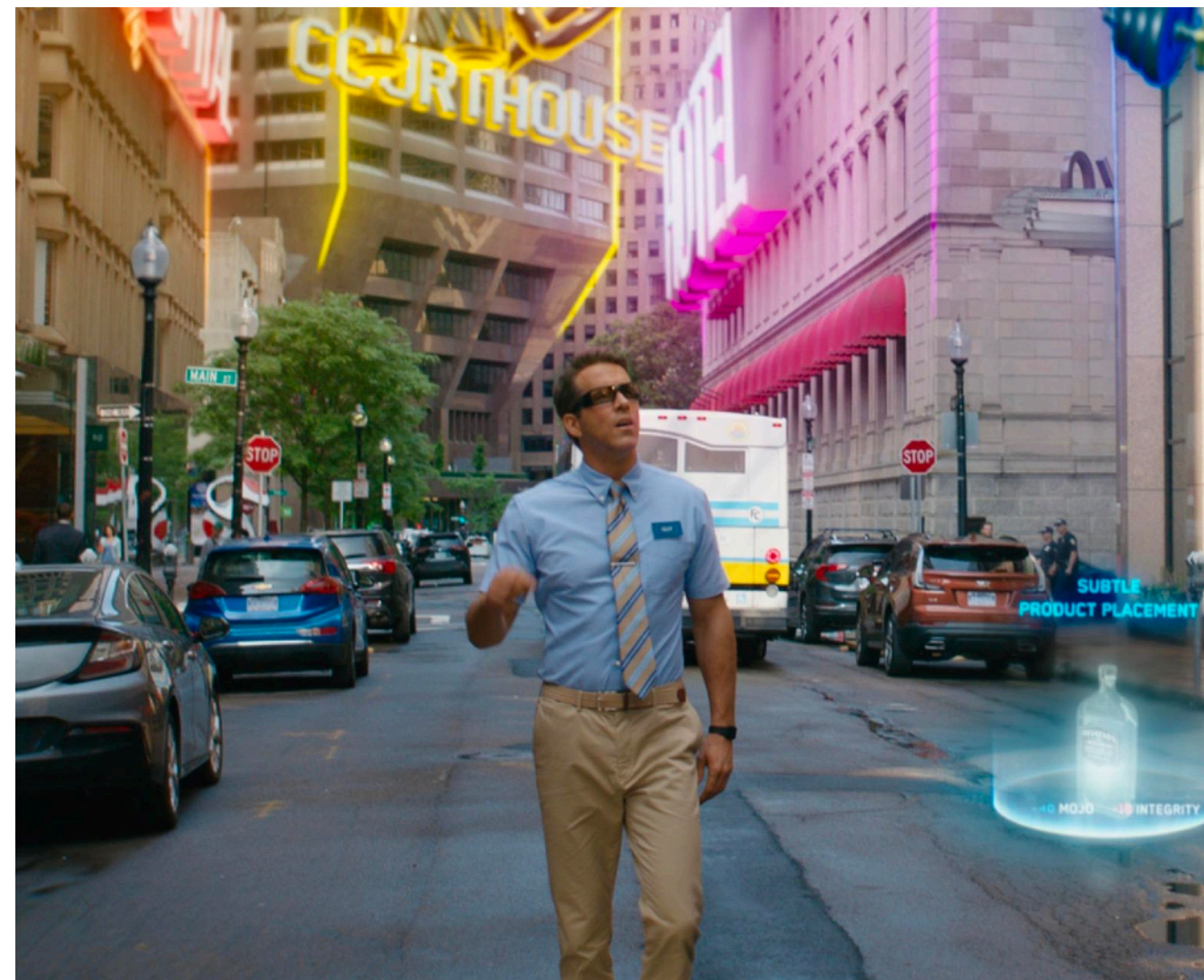
SHIFT N°2

IDENTITY, REDISCOVERED

51% feel it would be easier to be their true, authentic selves in the metaverse or digital worlds. In digital spaces, some find the freedom to be truly themselves, unbound by physical limitations and societal expectations, allowing for self-expression and authenticity to flourish.

SHIFT N°3

ULTIMATE SOURCE OF OPTIMISM

People are increasingly drawn to digital worlds because they offer boundless possibilities and serve as a much-needed source of optimism. In these virtual realms, we can explore uncharted territories, pursue creative endeavours, and envision a brighter future, providing an escape and a sense of hope in an ever-changing world.

Digital ownership will cultivate a fresh sense of pride and value for virtual goods that exist solely in the digital realm. These items will hold monetary and emotional worth, akin to real-world possessions.

This new dimension of ownership will redefine our attachment to digital goods, enriching our experiences and fostering a deeper connection to the virtual landscape.

KEY TRENDS °1
INVALUABLE COLLECTIONS

THIS CREATOR IS MAKING A VIRTUAL CSGO MUSEUM DEDICATED TO SHOWING OFF THE MOST EXPENSIVE AND RARE SKINS EVER IN THE GAME

Digital collectible   Luxury NFT

Authenticity

Digital collectible　**Gen Z**

OUR DIGITAL LIFE HAS VALUE

Digital collectibles, a burgeoning trend, hold more than face value in today's digital landscape.

These virtual assets, earned through time, effort, and sometimes monetary investment, carry emotional attachments and pride.

The allure is undeniable, from extensive Steam library collections (packed with memories) to coveted exclusive in-game skins (some League Of Legends accounts with exclusive skins are selling for several thousand dollars).

Insuring these digital treasures is becoming essential.

Beyond the monetary worth, the emotional connection and sense of achievement attached to these collectibles make them significant.

Just as traditional collections are insured for their unique value, digital collectibles deserve similar protection.

These assets hold personal sentiment and financial value, safeguarding against loss, damage, or theft.

This insurance acknowledges the evolving nature of the ownership and the digital era's unique possessions, ensuring that the time, effort, and passion invested in acquiring these digital collectibles remain preserved and protected.

Authenticity   Luxury NFT

DIOR - NFT AS SOURCE
OF PROOF OF OWNERSHIP

Dior recently introduced a new twist to its lineup with the B33 sneaker collection. This innovative release integrates blockchain technology and introduces digital twin NFTs.

Every pair of B33 sneakers will possess a digital twin NFT, minted on Ethereum's blockchain, ensuring encrypted online authentication. These sneakers are valued at $1,350 per pair and seamlessly merge fashion with technology.

Additionally, each shoe will contain an NFC chip beneath the right sole, granting owners access to a secure, personalised online platform.

This platform offers digital authenticity certificates and exclusive undisclosed services, enhancing the unique value of these remarkable sneakers.

It creates a precedent that without the NFT, the shoes are nearly worthless. Something we're going to see more and more for luxury goods with Digital Twins.

MORE INFO: HTTPS://WWW.DIOR.COM/

More and more people are creating life-memory in virtual spaces. With the rise of real-life augmented experiences and the gaming world becoming social spaces, we've seen a new phenomenon: virtual life becoming an extension of the self.

It makes interactive experiences a must-go for a generation for whom there's no such thing as a real and virtual world anymore.

KEY TRENDS °2

A VIRTUAL LIFE WORTH LIVING

Extended reality experiences

Gaming as platform

THE COACHELLAVERSE IS A DIGITAL EXPERIENCE THAT ALLOWS FANS FROM ALL AROUND THE WORLD TO INTERACT WITH THE FESTIVAL IN A BRAND NEW WAY USING A COMBINATION OF IMMERSIVE TECHNOLOGIES.

<div style="background:green">Extended reality experiences</div>

WHEN DIGITAL AND REAL MEET

Extended Reality (XR) Experience, a captivating fusion of reality and digital enhancement, crafts immersive and unforgettable moments.

Seamlessly blending the tangible with the virtual, XR elevates everyday encounters to extraordinary heights.

With 76% of consumers yearning for enchanting escapism from routine, XR presents a gateway to magical realms.

It orchestrates a re-enchantment of familiar encounters, augmenting them with captivating overlays.

XR transforms the mundane into a canvas for boundless creativity, breathing new life into the ordinary - like digital venue.

This harmonious marriage of the real and digital satisfies the quest for novelty.

It redefines how we perceive and engage with the world, offering a dynamic escape that lingers as lasting memories.

IF YOU WANT TO DEEP DIVE:
HTTPS://WWW.SXSW.COM/CONFERENCE/XR/

"GORILLAZ PRESENTS" , AN EXPERIENCE THAT SEES THE BRITISH BAND REVOLUTIONISE THE CONCEPT OF A MUSIC VIDEO WITH A WORLD-SCALE IMMERSIVE PERFORMANCE THAT WILL ALLOW FANS TO GATHER TOGETHER TO WITNESS GORILLAZ PLAY IN LARGER-THAN-LIFE AR.

Gaming as platform

VIRTUAL WORLDS AS THE NEXT DESTINATION TO UNLOCK

With young men spending more time than ever in "improved leisure technologies" (i.e. games) Open worlds become much more than entertaining stations.

They become spaces of exploration and discovery, changing our thinking toward these digital worlds as spaces of endless exploration.

Looking forward to opportunities to act as home bases and guides for a rising class of meta-tourists.
While gamers are stereotyped as a solitary breed, living their lives in the digital realm, they still seek invigorating

and social travel experiences that can compete with the excitement of the virtual worlds they inhabit.

The phenomenon of contemporary online gaming boils down to people wanting to spend time with other people, according to Joost van Dreunen, gaming researcher and investor.

IF YOU WANT TO DEEP DIVE:
HTTPS://EU.ASSOULINE.COM/

LUXURY PUBLISHER ASSOULINE, KNOWN FOR ITS HAND-BOUND GUIDES TO ART AND CULTURE, HAS PUBLISHED METAVERSE DREAM, A TRAVEL GUIDE TO THE METAVERSE.

People are searching for ways to attain digital immortality – i.e., preserving their virtual personas and indefinitely safeguarding precious memories online. Technologies such as artificial intelligence and blockchain will allow us to create new forms of posthumous digital presence.

KEY TRENDS °2
DIGITAL (IM)MORTALITY

BLACK MIROR SESAON 3 EPISODE 4 : SAN JUNIPERO SAN JUNIPERO IS REVEALED TO BE A SIMULATED REALITY WHERE THE DECEASED CAN LIVE, AND THE ELDERLY CAN VISIT, ALL INHABITING THEIR YOUNGER SELVES' BODIES IN A TIME OF THEIR CHOICE. IN THE PHYSICAL WORLD, THE ELDERLY KELLY VISITS YORKIE.

Digital legacy

Online eternality

Digital legacy

STONES : THE DIGITAL GRAVEYARD OF YOUR LOVED ONES

Microsoft's patented AI preserves personas posthumously, mirroring emotions.

Stonses, Dubai's startup, employs Verofax's blockchain to digitally immortalise loved ones' memories.

Memories straddle physical and digital realms, linked to real-world objects.

Stonses uses QR codes and NFTs for digital replicas on an immutable blockchain, safeguarding memories.

This counters Big Tech's server constraints erasing cherished

memories. For example, now Google will delete accounts after two years of inactivity, and experts expect more data deletion policies to come.

With these policies, there is a risk of losing rich personal memories.

Stonses' approach, alongside Verofax, connects stakeholders securely, redefining memory preservation beyond monetary measures.

MORE INFO : HTTPS://STONSES.COM/

Online eternality

OUTLIVING OUR BODY SHELL IN THE DIGITAL STREAM

As technology advances and converges, the creation of "intelligent avatars" will prolong our digital existence beyond death.

This apparent immortality, however, comes at a cost.

Nurturing AI avatars demands an influx of personal data from our lifetime.

The catch is that our present beliefs, opinions, and data might shape these posthumous personas.
While our digital selves gain a voice in eternity, uncertainty lingers.

The trade-off lies in ensuring the continuation of our virtual legacy while grappling with the unpredictability of what it might express.

In the quest for online eternity, the exchange involves granting our past a role in defining our future digital presence.

IF YOU WANT TO DEEP DIVE:
HTTPS://WWW.WIRED.CO.UK

KANYE WEST SURPRISED KIM KARDASHIAN WITH A HOLOGRAM OF HER LATE FATHER FOR HER 40TH BIRTHDAY.

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RECALIBRATE

BE A DEFENDER

OPPORTUNITY °1
FRAGMENTED SELF

- Decentralized identity
- Accessible privacy

OPPORTUNITY °2
THE DIGITAL CLEANER

- Deepfakes
- Reckless Behaviours

OPPORTUNITY °3
BLINDS FITTER

- Screen consultant
- Social guardians

HUMANISE

BE A COUNSELLOR

OPPORTUNITY °1
HUMANITY AUGMENTED

- Virtual ambassadors
- Augmented intelligence

OPPORTUNITY °2
SUPER-CHARGING HEALTHCARE

- Virtual companionship
- Ambient health

OPPORTUNITY °3
RESPONSIBILITY OF FAILURE

- Ai injury
- Algorithmic liability

FORESTALL

BE A TRAILBLAZER

OPPORTUNITY °1
INVALUABLE COLLECTIONS

- Digital collectible
- Luxury NFT

OPPORTUNITY °2
VIRTUAL LIFE WORTH LIVING

- Extended reality experiences
- Gaming as platform

OPPORTUNITY °3
DIGITAL (IM)MORTALITY

- Digital legacy
- Online eternality

CROSS LOB

- Transparency (Recalibrate 1)
- Gamification (Forestal 2.2)
- Blockchain (Recalibrate 1.1, Forestal 1.1; Forestal 1.2; Forestal 3.1)
- Traceability (Forestal 1.1; Forestal 1.2)
- Decentralised (Forestal 1.1)
- Education (Recalibrate 2; Recalibrate 3)
- Ownership (Forestal 1, Forestal 3)
Authenticity (Forestal 1.2)

HEALTH & WELLNESS

- Mental Health (Recalibrate 2)
- Digital / Remote Health (Humanise 2)
- Proactive healthcare (Humanise 2.2)
- Data-driven healthcare (Humanise 2)
- Connected device (Humanise 2.2)
- Holistic health (Reset 1.1; Humanise 2.2)
-- Diabetes (Humanise 2.2)
- Obesity (Humanise 2.2)

TRAVEL

Solo (Forestal 2.2)

MDDR

- Decentralised identity (Recalibrate 1.1)
- Privacy (Recalibrate 1; Recalibrate 2)
- Ambient intelligence (Humanise 1; Humanise 2.2)
- Data protection (Recalibrate 1.2; Recalibrate 2)
- Control (Recalibrate 1.2)
- Digital literacy (Recalibrate 3)
- Virtual realms (Forestal 1.1; Forestal 2)
- Virtual real estate (Forestal 1.1)
- Identity wallet (Recalibrate 1.1; Forestal 1.2)
- Scams (Humanise Intro)
- Artificial intelligence (Humanise 1; Humanise 2.1; Humanise 3)
Data misuse (Recalibrate 2)
 Digital wellbeing (Recalibrate 3.1)
- Digital education (Recalibrate 3.2)
- Trusted guide/educator (Recalibrate 3.2)
- Generative AI (Humanise 3.2)
- Augmented intelligence (Humanise 1.1)
- Metaverse (Forestal 1.1; Forestal 2.1; Forestal 2.2; Forestal 3.1)
- Extended reality (Forestal 2.1)
- Digital legacy (Forestal 3.1)

KEY TARGET AUDIENCES

- Parents (Recalibrate 2.1)
- Family (Recalibrate 3.1)
- GenZ (Forestal 1.1)
- Senior (Humanize 2.1)
- Youth (Recalibrate3.2)

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