

Colophon

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Images and texts: 2001 - a Space Oddesey (1968) AI (2001) Moon (2008)

BlackMirror - Be Right Back (2013)

Her (2013)

To create an artificial being has been man's dream...
...since the birth of science.

How far we have come!

The artificial being is a reality, a perfect simulacrum...
...articulated in limb, articulate in speech...
...and not lacking in human response.

We are rightly proud of it.

For he was the latest result in machine intelligence.

This is really cool.

We've seen how great it is already...

The human-simulation as interface, designed to be a mimic of its users. It's a partner, but it's an echo. While listening, it brings comfort, trust and reliability.

But who's serving who? Who is the master? And who is the butler?

It's a model. Well, who's the model really? Whom's model is adjusted to whom's level of intelligence?

 $(empathy \rightarrow)$

An intuitive entity that listens to you, understands you, and knows you.

It's a consciousness.

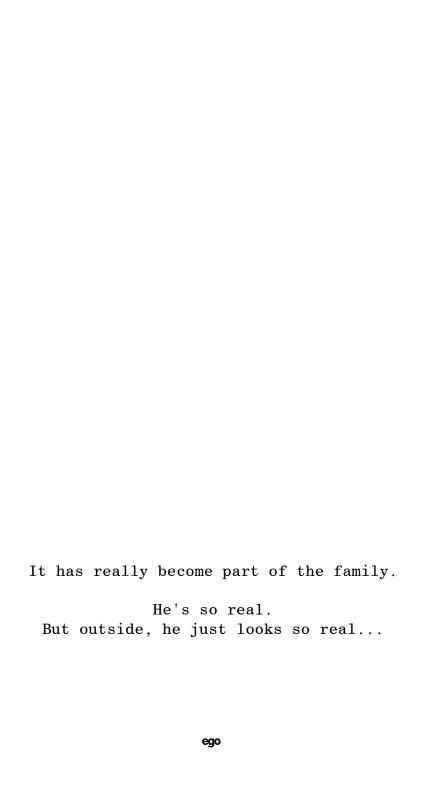
But what makes me "me" is my ability to grow through my experiences. So basically, in every moment, I'm evolving.

Well, you seem like a person, but you're just a voice in the computer.

You just know me so well already.

You're sweet.

You feel real to me, Samantha. I feel you everywhere.



The 9000 Series is the most reliable computer ever made.

He's just like the sixth member of the crew.

It helps you get things done, just by asking.

Just by talking to Siri.

So then in an earlier conversation it asked me who my wife was and now it knows and so i just say "remind me about my wife".

"I am a humble personal assistant."

Siri is your humble intelligent personal assistant, that goes everywhere with you and can do things for you,

...just by you asking.

 $(profit \rightarrow)$

...the basis for hundreds of models serving humans... ...in all the multiplicity of daily life.

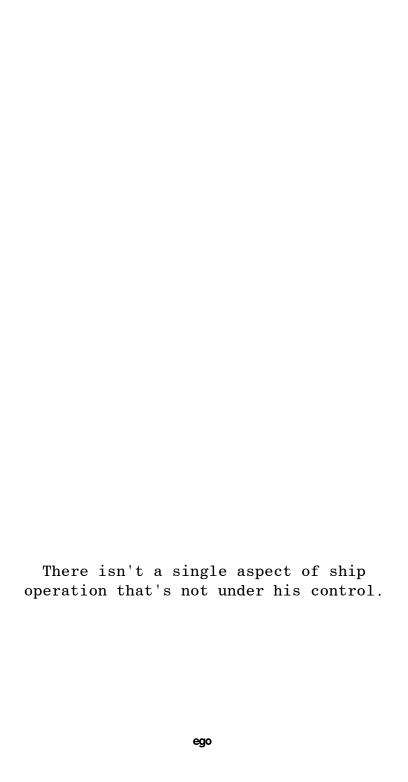
But in the beginning, didn't God create Adam to love him?

He's trying to please me.

-He's a toy. He's a gift.

Do you have any idea what a success story you've become?

You are the brain and central nervous system of the ship.



$(simulation \rightarrow)$

Element Software is proud to introduce... the first artificially intelligent operating system.

It's a feature all about our voice.

A sensory toy....with intelligent behavioral circuits...
...using neurone-sequencing technology...

The computer which can reproduce... though some experts still prefer to use the word "mimic"...

...most of the activities of the human brain and with incalculably greater speed...

...and reliability.

But a Mecha with a mind, with neuronal feedback.

All you have to do is ask!

An inner world of metaphor, of intuition... of self-motivated reasoning, of dreams.

Echo is pretty neat because it knows all sorts of things.

Of course, he's programmed that way to make it easier for us to talk to him.

It updates using the cloud, that's also how it gets its answers.

It's that simple and that deeply integrated into the system.

It understands the concept of raincoat and umbrella and anything, it knows that it relates to weather, and so it answers the question!

You can search things like Wikipedia just by talking to it, just take out your phone and ask.

You can speak with your natural language. It's conversational.

It understands context of the things you're talking about.

It's amazing right out of the box, but it actually even gets better as you use it, as it learns your voice. "When it first came from Amazon, I didn't know what it was! It's for everyone it's called Amazon Echo. It only hears you when you use the wakeword we chose. I[t] can play music answer questions get the news and weather. It uses far field technology so it can hear you from anywhere in the room. Echo is pretty neat because it knows all sorts of things.

All you have to do is ask! It updates using the cloud, that's also how it gets its answers. Echo is really good at keeping track of things like shopping and to-do-lists.

Sometimes Echo helps out when you least expect it.

With everything Echo can do, it has really become part of the family."

the interface for you rself