



Colophon

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Design and editing:
Manetta Berends

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 →)

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.

echo

It has really become part of the family.

He's so real.

But outside, he just looks so real...

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.

it's personal

echo

(profit →)

...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.

There isn't a single aspect of ship operation that's not under his control.

(simulation →)

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.

echo

"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."

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for you
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