

Artificial Intelligence

Sample AI Trend Report

Want Custom? Get Custom Research or Workshops

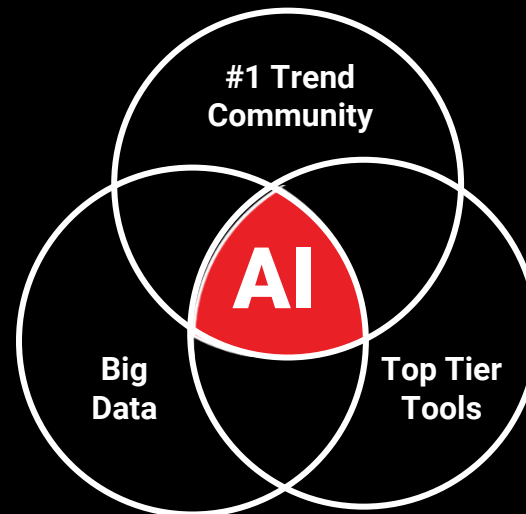


WE USE AI TO HELP YOU FIND OPPORTUNITY

As AI pioneers, we help leading brands leverage AI to find better ideas faster. We can also help you with AI workshops, AI keynotes, AI masterclasses and our AI-themed Future Festival



Dedicated Advisors,
Futurists & Speakers



The #1
Trend Platform



AI Expertise
& Capabilities



Fast Custom
Reports



Dashboard
& Library



Future
Festival



Presentations
& Workshops



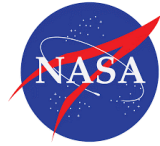
Innovation
Expertise



WE'VE COMPLETED 12,070 PROJECTS AND NOW WE WANT TO HELP YOU. **AI IS JUST THE START!**

1

Inspire a Culture of Innovation & Change



2

Discover New Products & Services



3

Upgrade Innovation Skills & Capabilities



4

Save Effort, Time & Money w/Fast Research



5

Accelerate Specific Innovation Projects



WE USE **AI** TO HELP YOU NAVIGATE CHAOS TO FIND **BETTER IDEAS**

“No service out there captures Consumer Behavior as well as Trend Hunter.

- Creative Ideation Manager
Sr. Creative Trend Forecasting
(>167 Custom Reports)

Disney

TRENDSHUNTER
CREATE THE FUTURE



.... AND WE USE **AI** TO HELP YOU FIND
THOSE IDEAS **MUCH FASTER**

Traditional Innovation = Slow & Expensive



With Trend Hunter = Fast, Data-Driven & Cost-Effective



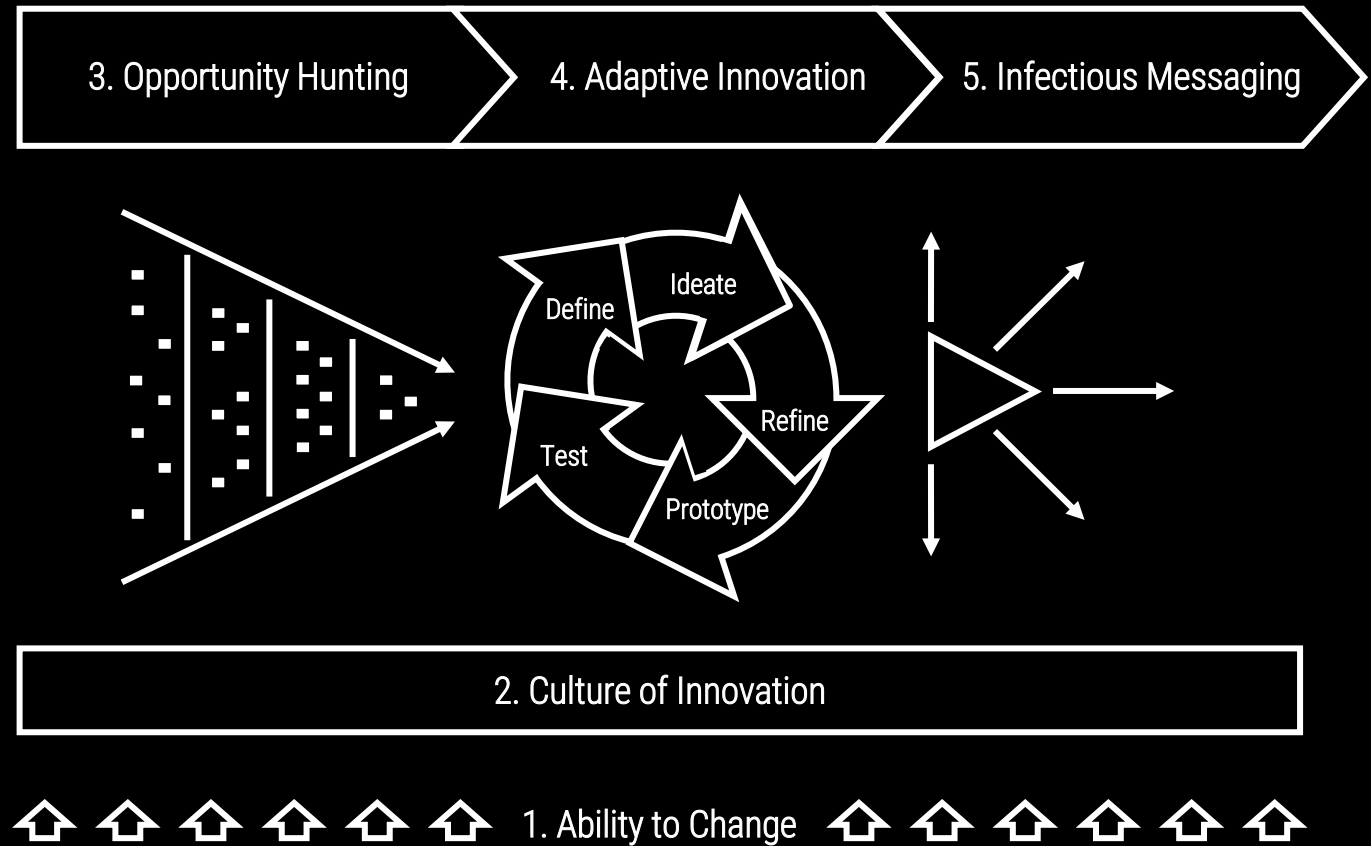
"The custom reports really speak out to us. There is a lot of information out there, but filtering is really difficult. What makes the difference is having somebody who begins to understand what we are doing, who can really help with that curation." - Creative Director



WE CAN DIRECTLY HELP YOU **TACKLE AI**, WITH AI WORKSHOPS & MASTERCLASSES



OUR INNOVATION FRAMEWORK



JOIN 2,000,000 LEARNING ABOUT AI WITH ONE OF OUR AI KEYNOTE SPEAKER VIDEOS:

<https://www.youtube.com/watch?v=OzBJigTfGeE>



The image shows a YouTube video player interface. At the top, there's a navigation bar with a menu icon, the YouTube Premium logo, and a search bar. The video itself features a man in a suit, Jeremy Gutsche, with a large white text overlay that reads "JEREMY GUTSCHE" and a smaller white text overlay below it that reads "CEO & NEW YORK TIMES BESTSELLER". The video player controls at the bottom show the video is at 0:08 / 25:35. Below the video player, the title "AI & THE SUPER FUTURE - AI Keynote Speaker Jeremy Gutsche @ Future Festival" is displayed. The channel name "Trend Hunter" with a verified badge and 73.1K subscribers is shown, along with a "Subscribe" button. To the right of the channel name are icons for likes (2.7K), dislikes, share, download, clip, and a more options menu.

YouTube Premium CA Search

JEREMY GUTSCHE

CEO & NEW YORK TIMES BESTSELLER

Play (k)

0:08 / 25:35

AI & THE SUPER FUTURE - AI Keynote Speaker Jeremy Gutsche @ Future Festival

Trend Hunter  73.1K subscribers

Subscribe

2.7K Dislike Share Download Clip ...



**WANT MORE? JOIN OUR AI-THEMED
FUTURE FESTIVAL WORLD SUMMIT**



**2-FOR-1 DEAL ON NOW
[FUTUREFESTIVAL.COM](https://futurefestival.com)**

Sample Trend Report on AI

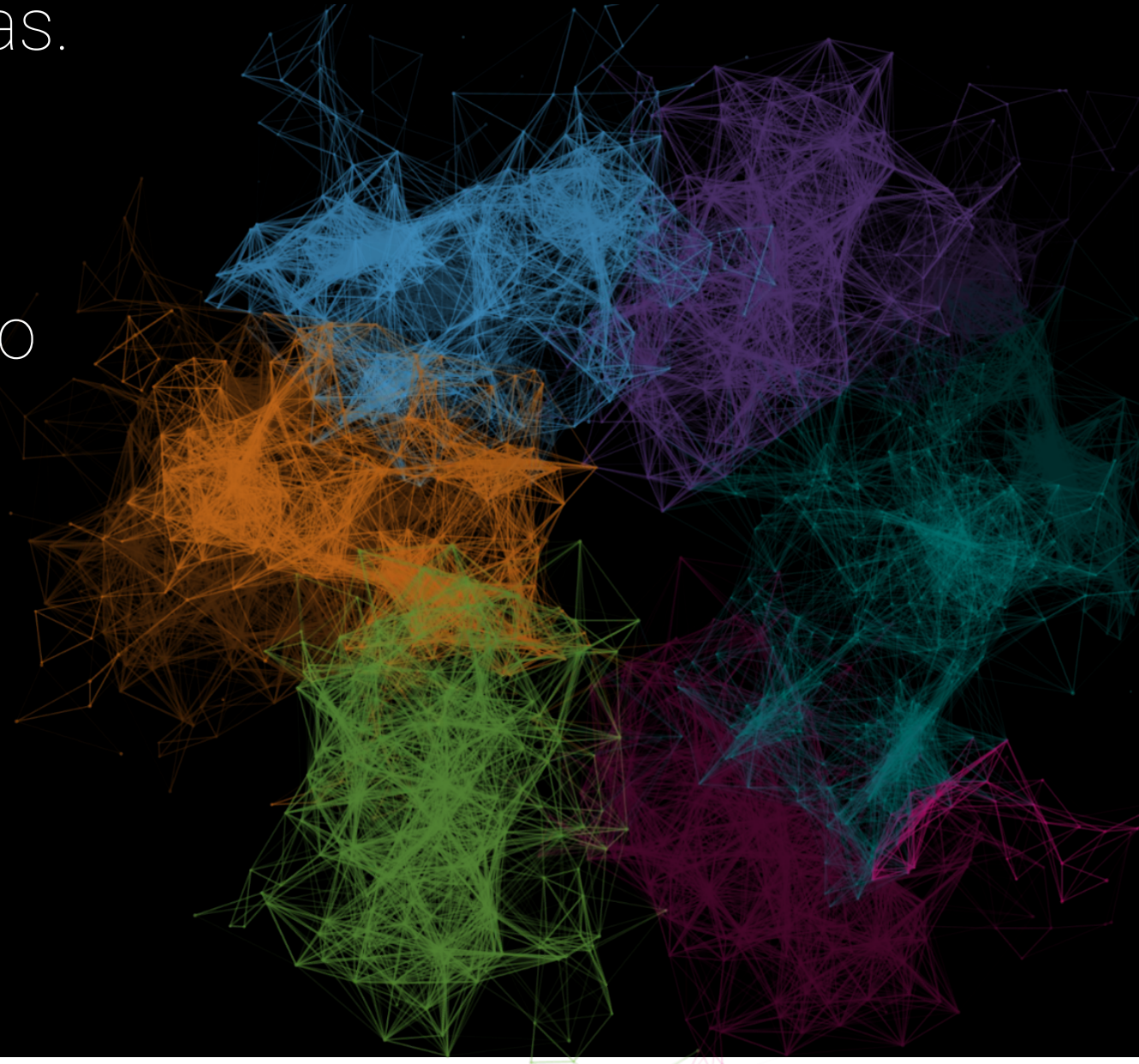
1 Consumer Insights & Questions

2 Specific Examples

3 Next Steps

We categorize the world into high-level patterns, megatrends, insights and ideas.

We believe if you study these patterns, you are more likely to
Predict & Create The Future

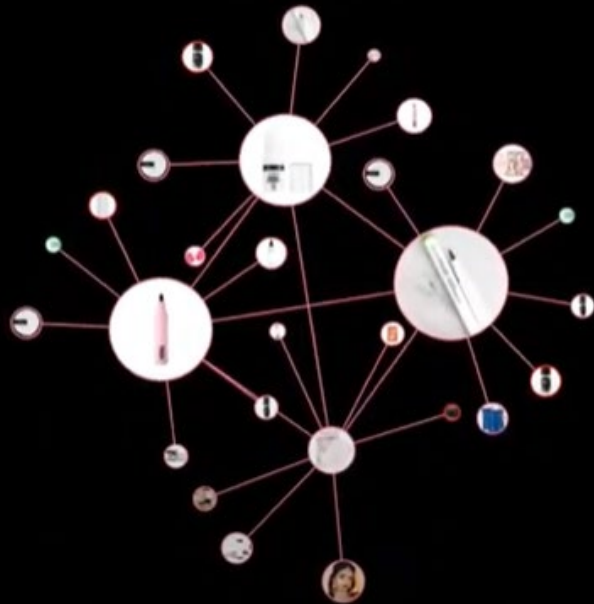


We use our “insights” to identify pockets of opportunity.

To us, an insight is a cluster of several ideas that stand out

e.g. Gene-Personalized Products

7 Ideas, 63 Related Examples, 197,000 Clicks



Gene-Personalized Products

Brands use customer genetics to personalize and market their offerings



Genetically Specified Beer Glasses

The 'DNA Glass' is a Beer Vessel Designed Based on Biology



DNA-Based Custom Brews

D.N.A.LE is a Beer Based on London Brewer Claran Giblin's DNA



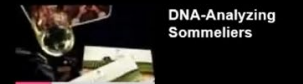
Disposition Test Kits

Marmite's DNA Testing Kit Determines Whether a Person is a Lover or Hater



Customized Skincare Serums

Two22 Makes Personalized Organic Skin Serums Following a Genetic Test



DNA-Analyzing Sommeliers



DNA-Based Restaurant Dishes

SCORE
5.8

POPULARITY
ACTIVITY
FRESHNESS



PATTERNS



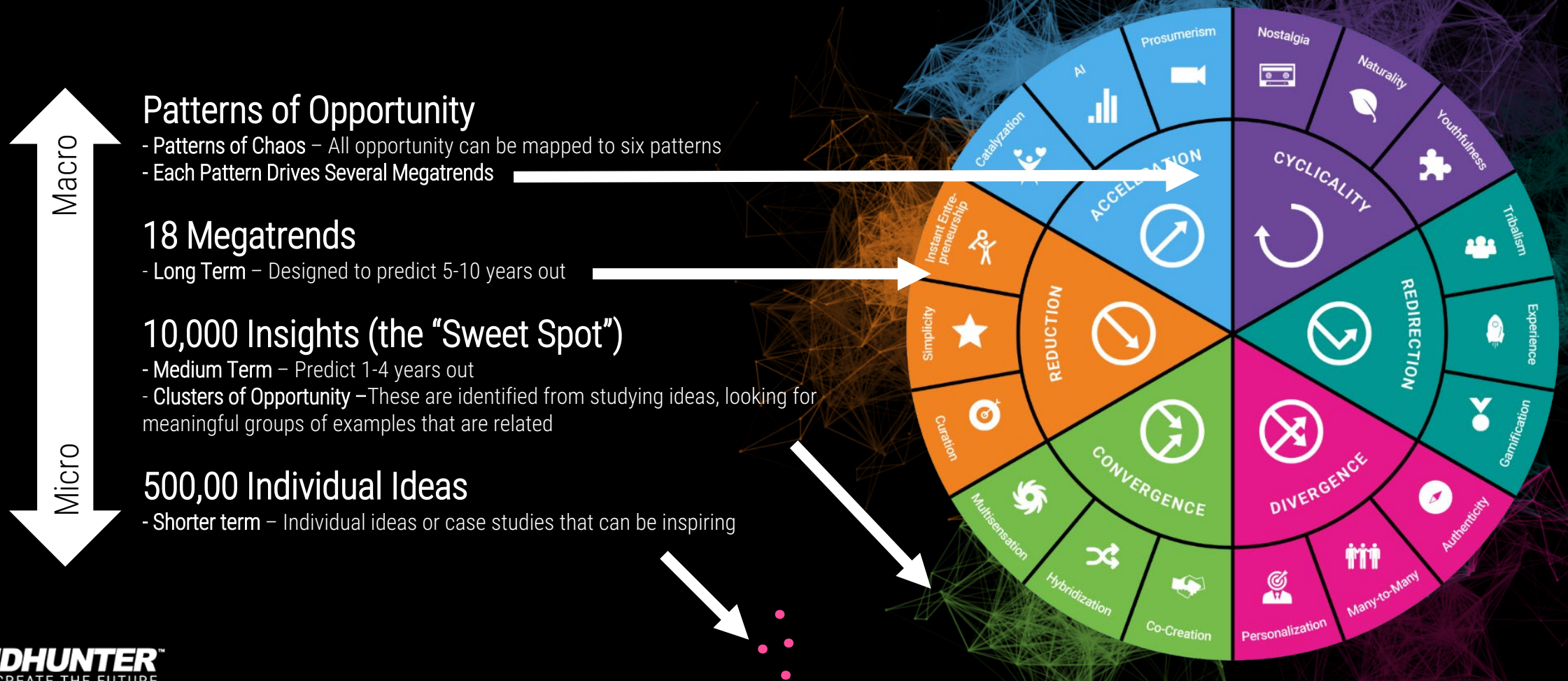
MEGATRENDS

7 EXAMPLES, 63 RELATED
46,835 Total Clicks
Hunt.to/352281

© Copyright
All rights reserved

Insights map to our megatrend wheel.

You'll note that our 6 patterns are the highest level, and never change, trickling down to our megatrends, insights & ideas



AI Art **TRENDSHUNTER**
CREATE THE FUTURE

Platforms are simplifying the detailed art-creation process for all users.

Trend - Companies have turned artificial intelligence algorithms toward the art industry with convenient platforms that generate detailed artwork based on a simple text prompt. These platforms can replicate specific art styles and are capable of depicting specific subjects in true-to-life detail.

Insight - Detailed artwork often takes long hours to produce, not counting the countless hours it takes to acquire the relevant skills. However, oftentimes individuals have ideas that would result in artistic creations, but do not have the skills to produce these works. This demand for personalized, relevant and detailed artwork (combined with ensured ownership of AI-created works) has resulted in several AI-powered platforms quickly gaining popularity across all major social media platforms.



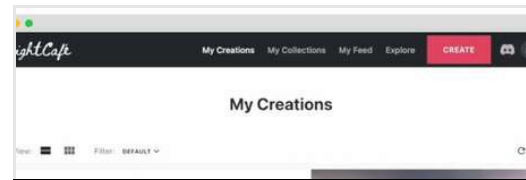
AI Art-Generating Platforms

'Midjourney' Uses Artificial Intelligence to Create Art off a Prompt



AI-Powered Art Tools

WOMBO Dream Let's Users Create Unique Paintings at the Click of a Button



AI-Powered Art Creators

NightCafe Studio Allows Users to Create AI Art with Text Prompts

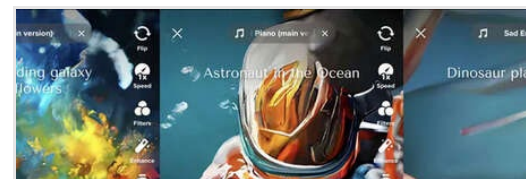


Image-Generating AI Features

TikTok Launched the 'AI Greenscreen' Filter to Generate Images



Image-Editing AI Programs

OpenAI's DALL-E II Can Seamlessly Edit Images in High Resolution

8.0
Score

[illegible]

[REDACTED]



- Instant Entrepreneurship
- Simplicity
- Prosumerism

5 Featured, 33 Examples

50,991 Total Clicks

URL: [Hunt.to/488459](https://www.hunt.to/488459)

Platforms are simplifying the detailed art-creation process for all users.

How could your brand streamline user experiences with artificial intelligence?

AI Character

Developers are equipping non-player characters with AI for entertainment

Trend - Companies that develop metaverse experiences have begun adopting machine-learning artificial intelligence systems in order to increase the quality of virtual worlds. Non-player characters are being augmented with AI to increase interactivity, immersion, and entertainment for players.

Insight - Non-player characters are necessary aspects of virtual worlds in the metaverse. These characters interact with the player in different ways, acting as virtual storefronts, tour guides, help networks, or parts of a video game. However, these characters often function in one-dimensional ways, leading to repetitive outcomes. Virtual world attendees have begun seeking more interactive, dynamic experiences that do not take away from the immersive experience that virtual worlds provide.



MEET JAI
FIRST-EVER AI-DRIVEN
VIRTUAL DJ

SENSORIUM X Mu

AI-Driven Virtual Avatars

Sensorium Announced 'Sensorium Galaxy' with New AI Technology



world
driven virtual characters


AI-Powered Metaverse Characters

Inworld AI Raised \$50 Million USD to Create AI-Driven Characters




AI Metaverse Development Projects

'MetaGen' Aims to Bring AI-Powered Services to the Metaverse



Interactive NFT Gaming Platforms

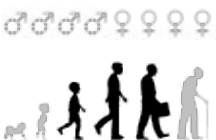
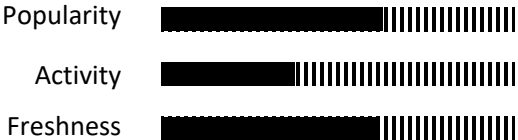
Alethea AI's 'Fusion' Platform Lets Users Play Games Using iNFTs



AI-Powered Esports Companies

Regression Games Raised \$4.2 Million USD to Advance its AI Services

5.5
Score



Multisensation

Gamification

Artificial Intelligence

5 Featured, 35 Examples

15,890 Total Clicks

URL: [Hunt.to/487025](https://hunt.to/487025)

Developers are equipping non-player characters with AI for entertainment

How could your company leverage AI to
increase consumer retention?

Brands are releasing artificial intelligence-powered self-adjusting pillows

Trend - Companies are adding artificial intelligence (AI)-backed features to traditional pillows. These pillows automatically track sleep patterns, as well as head position and temperature, then adjust themselves automatically for comfort. This improves the quality of sleep and reduces snoring.

Insight - Consumers today face countless external stressors related to inflation, the run-off effects of the pandemic, and more. One of the most common ways that stress manifests itself is insomnia. These customers seek out products that improve sleep quality, such as white noise machines and blackout curtains. However, with the recent increase in AI popularity, brands are looking to improve traditional sleep products with AI sensing and automatically-calibrated comfort.




Smart Anti-Snore Pillows

10minds' Motion Pillow is a CES 2023 Innovation Awards Honoree



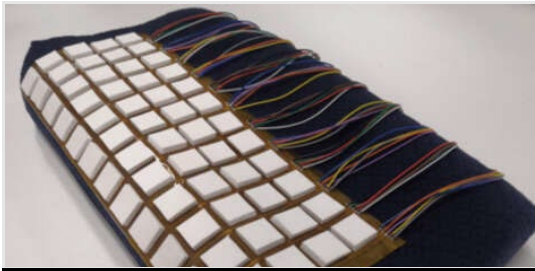
Self-Adjusting Anti-Snoring Pillows

The Pure-Lex Smart Pillow Responds to the User's Vitals



Self-Adjusting Smart Pillows

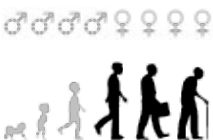
The TESLA Smart Pillow Enhances Sleep with Three Smart Features



Self-Powered Smart Pillows

Researchers Created a Smart Pillow that Tracks Sleep Patterns

9.2
Score



- Hybridization
- Catalyzation
- Artificial Intelligence

4 Featured, 32 Examples

43,721 Total Clicks

URL: Hunt.to/498593

Brands are releasing artificial intelligence-powered self-adjusting pillows

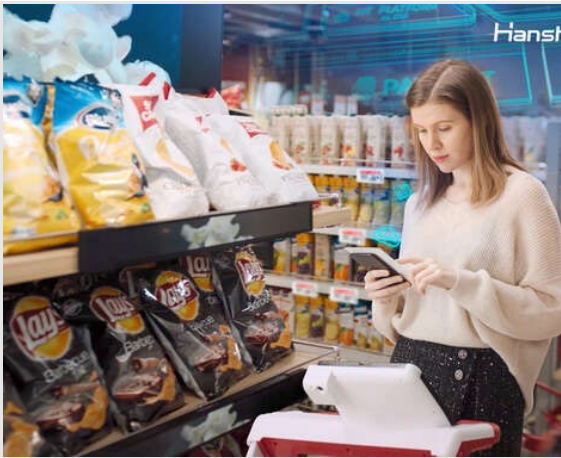
How could your industry transform
traditional products with modern AI?

Intelligent Inventory

Grocers are using IoT tech to streamline inventory management

Trend - Supermarkets are leveraging IoT solutions to improve inventory management processes. Not only do IoT systems ensure supermarkets are stocked with the right items in the right quantities, but they also help these brands achieve their sustainability objectives by reducing food and energy waste.

Insight - Consumers are accustomed to streamlined e-commerce experiences and no longer have the patience for the inefficiencies associated with in-store shopping, such as empty shelves and near-expired produce. In addition, as sustainability gains importance from a consumer perspective, many of these shoppers will prefer to buy from retailers that adhere to eco-friendly practices. As a result, grocers using IoT tech are satisfying both these consumer needs via one inventory-focused solution.



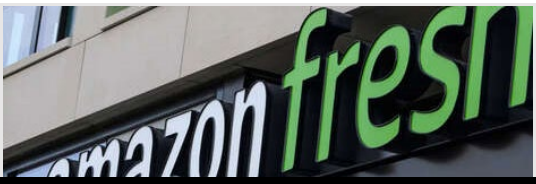
IoT Grocery Platforms
Hanshow Unveils Its New IoT Retail Platform Called 'All-Star'



Real-Time Shelf Scanning Solutions
Scandit Launches ShelfView For Better Retail Management



AI-Powered Retail Inventory Solutions
Albertsons Will Use Afresh Technologies for Smart Ordering

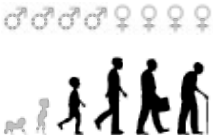


Grocery Store Data Trackers
Amazon Launches New Retail Data Tracking System, 'Store Analytics'



IoT Food Freshness Monitors
Grocery Chain Giant Eagle Taps SmartSense to Implement New IoT System

6.8
Score



Experience

Artificial Intelligence

5 Featured, 44 Examples

39,368 Total Clicks

URL: Hunt.to/483193

Grocers are using IoT tech to streamline inventory management

How can your brand utilize emerging AI technologies to be more efficient?

Remote Care

Wireless sensing technology is being adopted to deliver non-invasive home care

Trend - As the possible applications of artificial intelligence continue to evolve, new med tech startups are leveraging Wi-Fi sensing technology augmented by AI to provide non-invasive forms of health monitoring to at-home patients. This includes fall detection, activity level monitoring, and abnormal behavior monitoring.

Insight - Pandemic-driven lockdowns have caused many people, particularly elders, to remain at home more frequently. Combining this with the fact that many primary caregivers were often away from home for long periods of time, there arose a need for constant home monitoring of risk-prone individuals. However, solutions such as cameras are invasive to personal privacy, leading to many brands creating wireless, camera-free sensors that operate constantly. This new solution, then, offers both peace of mind and privacy.

IoT-Based Elderly Care Systems

Mokosmart Offers an IoT Platform for Ensuring Seniors Safety

Wi-Fi Elder Care Solutions

Origin Wireless AI Launched a Non-Invasive Safety Solution for Elders

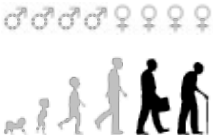
Wi-Fi-Enabled Senior Care Sensors

Aerial Supports Senior Independence with Its 'WiFi Sensing' Tech

Remote Wellness Monitoring Solutions

The 'Caregiver Aware' Service Offers Proactive Healthcare

6.5
Score



Catalyzation

Artificial Intelligence

4 Featured, 31 Examples

32,426 Total Clicks

URL: Hunt.to/484731

Wireless sensing technology is being adopted to deliver non-invasive home care

How is your brand taking advantage of new
artificial intelligence technologies to better
support specific demographics or consumer
needs?

AI-Powered Farming

Artificial intelligence is powering smart, self-managing farming machines.

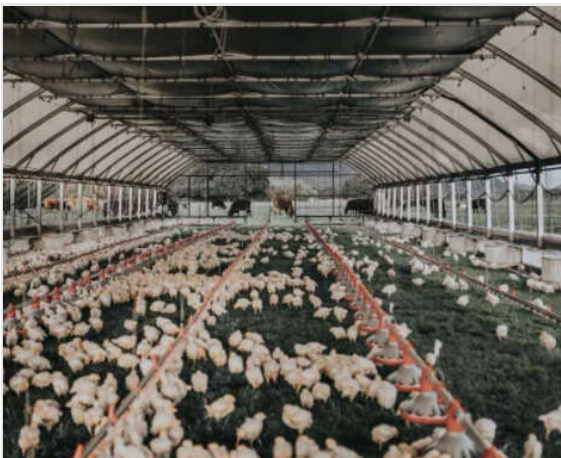
Trend - Advanced artificial intelligence has opened the door to advanced farming technology that significantly reduces the required amount of worker input. The AI allows for automated tools such as smart tractors and smart coops to optimize daily workflow by automating complex tasks.

Insight - Farmers face a continued desire for increased efficiency not just of space but of workers' time. Automated technologies allow farmers to focus on larger-scale management while leaving menial physical labor jobs to programmed machines. Farmers are continually tasked with increasing outputted food quantities without compromising on quality or safety, leading directly to the desire for constant automated assistance that goes beyond simple, linear tasks such as pesticide spreading.



Self-Driving Farm Tractors

Foxconn is Creating Electric Farm Tractors with an Advanced AI



Mobile Chicken Coops

The Automated Range Coop Ensures Chickens Graze on Fresh Crops



Crop-Monitoring Agriculture Robots

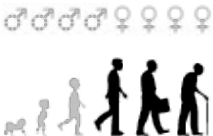
The Solix Robot Will Be Assessed on a Farm in Saskatchewan



Automated Farming Robots

FarmWise Labs Work to Improve & Optimize Agricultural Production

7.5
Score



Catalyzation
 Artificial Intelligence

4 Featured, 33 Examples
31,163 Total Clicks
URL: Hunt.to/485832

AI-Powered Farming

Artificial intelligence is powering smart, self-managing farming machines.

How could your industry leverage AI to
optimize each worker's tasks?

Sample Trend Report on AI

1 Consumer Insights & Questions

2 Specific Examples

3 Next Steps

AI-Powered Blockchain Environments

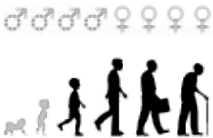
Humans.ai Announces the Launch of the Alverse Platform

The deep-tech startup Humans.ai has announced the opening of its Alverse environment, which combines blockchain with AI. To enable academics, AI developers, and users to use AI solutions securely and ethically, the ecosystem was created by fusing components of blockchain technology with artificial intelligence. Humans.ai wants to make it easier for people to use artificial intelligence as it becomes commonplace in our daily lives.

Alverse users can also make artificial versions of themselves to utilize in the connected realms of the Metaverse-style environment. The Humans.ai Studio is another feature that enables users to combine various AI components and produce synthetic media. AI users can even speak in any language and alter their appearance, as well as animate their NFTs.



7.6
Score



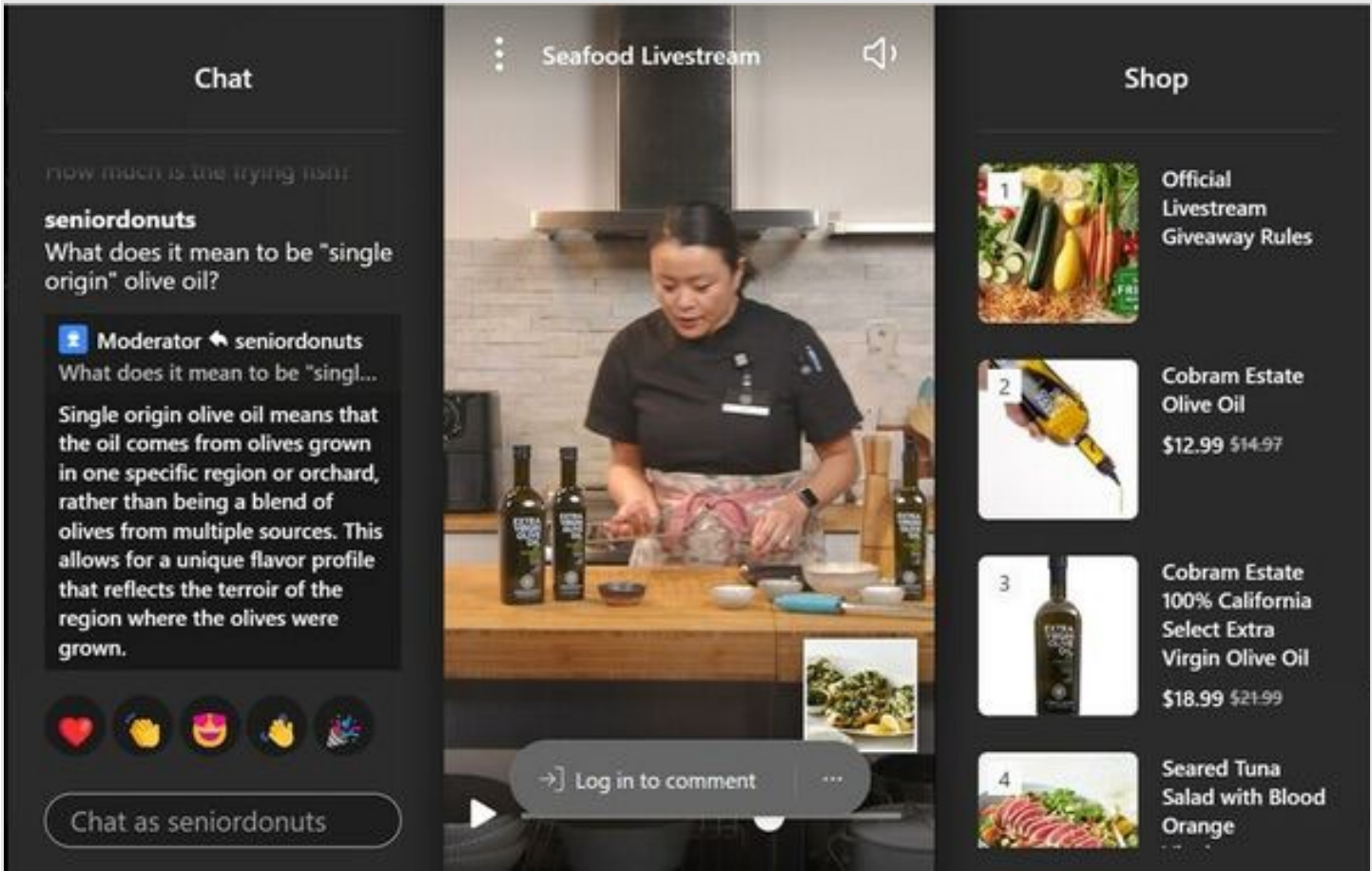
9 Related
6,199 Total Clicks
URL: Hunt.to/497715

AI-Powered Video Chats

Fireworks Enhances Shoppable Live Video Commerce with Generative AI

Video commerce has become an in-demand way for businesses to showcase their products, and with the help of generative AI, it has the potential to be redefined in innovative and exciting ways. End-to-end video commerce platform Firework newly announced the beta release of a first-of-its-kind generative AI live shopping solution. This patent-pending generative AI technology gives video viewers the power to engage with an in-video chat long after a live stream has concluded so that they can ask questions and get meaningful responses from artificial intelligence.

Thanks to the AI engine's large language model, it can understand and respond in a wide range of languages, as well as a brand's unique voice. Firework is launching the beta version of the first-to-market tool with The Fresh Market.



7.5
Score



9 Related
1,846 Total Clicks
URL: Hunt.to/504917

AI Burger-Making Robots

Aniai's Alpha Grill Combines Artificial Intelligence and Automation

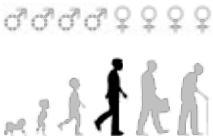
Aniai's Alpha Grill is a revolutionary kitchen robot that's poised to disrupt the foodservice industry with cutting-edge artificial intelligence and automation technology. This cooking robot was specifically designed to handle burger patties and it features a double-sided grill design to cook up to eight patties in less than a minute. Effectively, this robot reduces cooking times by half.

The Alpha Grill can follow restaurant-provided recipes, all the while ensuring results that are high-quality and consistent. To make life in the foodservice kitchen even easier, the robot comes with auto-cleaning features.

Aniai was honored with the 2023 Kitchen Innovation Award by The National Restaurant Association and will be presented the prestigious award at the upcoming NRA Show 2023.



7.9
Score



9 Related
5,497 Total Clicks
URL: Hunt.to/503365

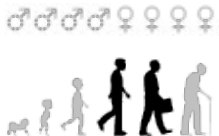
Dictador's MIKA Made an Appearance at the Salz21 Conference

In 2022, ultra-premium aged spirit brand Dictador made headlines when it hired the world's first AI robot CEO, MIKA. Although a CEO powered by artificial intelligence could be perceived as distant and removed from the human experience, MIKA's humanoid form solves this problem. Recently, MIKA attended the Salz21 conference to meet with people, as well as learn and grow by interacting with them.

Virtual brand ambassadors, CGI influencers, and AI CEOs are a reflection of the growing tendency toward using technology to create new forms of brand representation and customer engagement. These entities offer a unique and innovative way to connect with consumers, and they have the potential to provide personalized and interactive experiences that are tailored to individual preferences and needs.



8.5
Score



9 Related

62,153 Total Clicks

URL: Hunt.to/505003

Employee AI Programs

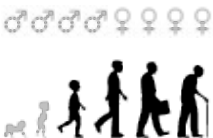
Kwalee Launched the KAI Program to Encourage Innovation and Collaboration

Kwalee, a leading UK games publisher, has announced Kwalee Artificial Intelligence (KAI), an employee programme enabling anyone in the company to pitch ideas for how artificial intelligence can be used to enhance productivity at the workplace, or bring innovation to their future games. The programme encourages every Kwalee employee to use open-source artificial intelligence tools.

KAI is a program for employees that enables anybody at the company to submit ideas for how AI might be utilized to improve workplace productivity or infuse innovation into the company’s next games. The program is designed to help Kwalee embrace AI in its games studios, while cementing the studio as a future-facing company that isn't scared to trailblaze into new spaces.



6.3
Score



9 Related
3,804 Total Clicks
URL: Hunt.to/501341

AI-Powered Search Bots

Google is Trialing AI Search Engine Services to Compete with ChatGPT

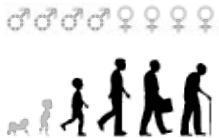
Google announced it is increasing investment into artificial intelligence-powered technologies, such as Google LaMDA, to augment its existing services. The company believes that the success of AI software, namely ChatGPT and its competitors, is a necessary step in the evolution of smart assistants, search engines, and more Google-owned services. Continuing from this, Google is working with its partners in the AI sector to debut 20 trial AI-powered services in 2023 alone.

One such service is currently known as 'Apprentice Bard,' an AI chat bot powered by Google LaMDA, or 'Language Model for Dialogue Applications,' which will function similarly to ChatGPT. This will not be the only service offered by the company, though, as it will aim to leverage AI in almost all of its products.

The SVP of Google Research, Jeff Dean, stated: “We’re excited by the transformational advances, many of which we’re applying to make Google products more helpful to billions of users — including Search, Assistant, Ads, Cloud, Gmail, Maps, YouTube, Workspace, Android, Pixel, Nest, and Translate. These latest advances are making their way into real user experiences that will dramatically change how [continued online]



9.0
Score



9 Related
3,175 Total Clicks
URL: Hunt.to/497892

AI-Powered Personal Fragrances

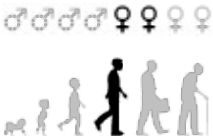
Noteworthy Uses AI & Data Science to Make Personalized Fragrances

A personal fragrance has the enchanting ability to captivate the senses and leave a lasting impression on those around us and Noteworthy is introducing personalized fragrances for a new generation with the power of AI. Noteworthy describes itself as "the first ever company to use AI, data science, and proprietary technology to reimagine the fragrance discovery process, helping people discover a Noteworthy fragrance as unique as they are."

Personalized fragrances are on the rise as people seek unique and tailored sensory experiences. Fragrance is one way that people are exploring their individuality and expressing themselves, especially as they become more aware of the power of scent to evoke emotion and create memories. This demand for personalization is changing the fragrance industry, as is artificial intelligence. In Noteworthy's case, an algorithm is used to determine personalized scent recommendations.



7.7
Score



9 Related

1,684 Total Clicks

URL: Hunt.to/502115

Text AI-Generated Music

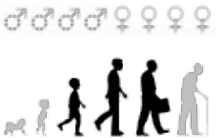
MusicLM Can Create Music of Any Genre with a Text Description

Google recently unveiled a research publication on MusicLM, which is a system that can create music of any genre with only a text description. What makes MusicLM special is its vast training database, which consists of over 280,000 hours of music to help with producing music packed with variety and depth.

The artificial intelligence system can also blend genres and instruments together as well as write tracks using abstract ideas that are often hard for computers to understand. The technology can create sound based on humming, whistling, and even a description of a painting. Users can also switch the feature into story mode where they are able to stitch together several descriptions to create a soundtrack of a DJ set.



5.9
Score



9 Related

5,660 Total Clicks

URL: Hunt.to/497603

AI-Powered Fresh Food Vending Machines

Daily Blends Debuts Smart Vending Machines

Food tech startup, Daily Blends, is set to transform the vending industry with the launch of its AI-powered fresh food vending machines. The innovative machines, offering a variety of fresh foods sourced from local providers, leverage AI to maintain optimal freshness and predict consumer behavior.

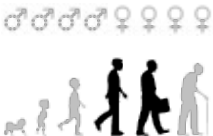
Daily Blends' state-of-the-art vending machines are a leap forward in vending technology. Harnessing the power of artificial intelligence, the machines provide consumers with fresh, healthy food options round the clock. The AI technology not only ensures optimal freshness and quality of the food but also enables the machines to predict consumer behavior and adjust their inventory accordingly.

The proprietary technology enables Daily Blends to offer a broad range of fresh food options, from salads to sandwiches and smoothies, all sourced from local food providers. The machines are equipped with an advanced cooling system to maintain optimal temperatures, ensuring that the food stays fresh throughout the day.

Alongside the launch, Daily Blends announced a successful \$2 million funding round, demonstrating [continued online]



9.5
Score



9 Related

496 Total Clicks

URL: Hunt.to/505481

The Capable 'Manifesto' Collection Hides Wearers From Cameras

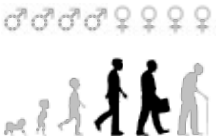
The Capable 'Manifesto' collection is a series of wildly patterned fashions constructed with style and privacy in mind to help wearers thwart artificial intelligence (AI)-powered camera systems.

The various fashions boast flamboyant prints covered in a series of imagery that, upon being observed by an AI-connected camera, will be focused on and interpreted as something else entirely. This enables the wearer to hide in plain sight and have their face or even human form go undetected by surveillance systems.

The Capable 'Manifesto' collection was designed as part of co-founder Rachele Didero's Ph.D being completed at the University of Milan. The collection was detected by Didero using the YOLO (You Only Look Once) object detection system that's neural net-based and capable of classifying a range of objects and people in real-time.



9.0
Score



9 Related

8,649 Total Clicks

URL: Hunt.to/497171

AI-Powered Content Generators

OwlyWriter is a Tool from Hootsuite for Creating Social Content Fast

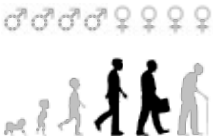
Hootsuite is known for its social media management platform that allows users to schedule, publish, and analyze their content across multiple social media networks, and now it is introducing a new AI-powered tool called OwlyWriter. With this tool, marketers get a hand in creating better social content in less time.

There's an immense amount of pressure for social media marketers and content creators to have a fresh supply of content daily, and OwlyWriter eliminates the need for people to start from scratch. “When we asked our customers the biggest challenge they face as social media managers, nearly one-third of them told us it was ‘difficulty coming up with content ideas,’” said Natalia Williams, Chief Product Officer, Hootsuite.

This artificial intelligence tool uses Generative Pre-trained Transformer technology (GPT) and prompt engineering so that users can easily repurpose top-performing posts, create new captions and get inspiration.



7.3
Score



8 Related

3,063 Total Clicks

URL: Hunt.to/504780

AI-Powered Avatar Generators

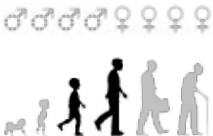
AI Magic Avatar Helps Users Create Their Digital Twin

AI Magic Avatar is the newest addition to the YouCam suite of apps and it's an avatar generator powered by artificial intelligence that helps users create their digital twin. Hyper-realistic digital avatars are created after a user uploads 10 to 20 images of themselves. After the AI engine analyzes the selfies, it creates a range of creative avatars in the styles of fairy princesses, anime angels and space explorers for users to choose from.

Social media users want to create their digital twin to have more personalized and immersive experiences online. By creating a digital representation of themselves, users curate their online persona and better express their identity and interests. Having a digital twin provides opportunities for virtual interactions, such as attending events or meeting people in the metaverse, which ultimately deepens a user's sense of connection and engagement in the online world.



4.9
Score



9 Related
6,231 Total Clicks
URL: Hunt.to/502333

Gusto TV is Producing the World's First Food Show with AI Characters

International food channel Gusto TV is currently producing the world's first food show featuring on-screen AI characters generated by software and rendered in post-production. The Wizard of Sauce stars foodie Kyle Crawford, who appears as himself and also plays three artificial intelligence characters: Professor Saussenheimer, Dr. Sauss and Sgt. Sauce-alot.

The show is all about sharing the tips, techniques and secrets of sauce, all the while remaining relevant to today's fashion, pop culture and lifestyle topics. The show, which was shot on a non-kitchen set, shows each character in "a 30-second (average) interstitial over the course of an episode."

The first-of-its-kind food show is set to air later this year, exclusively on Gusto TV. Already, Gusto TV is working on its next AI project called Some Assembly Required. Thanks to AI, the whole script is non-linear and unrehearsed.



7.1
Score

Popularity

Activity

Freshness

♂♂♂♂♀♀♀♀

6 Related

4,022 Total Clicks

URL: Hunt.to/497796

AI-Powered Snack Shops

The Aramark Quick Eats Store Has a Checkout-Free Layout

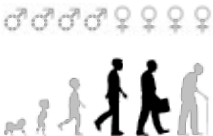
The Aramark Quick Eats store has been developed by the brand as an intelligent take on the convenience retail establishment that's meant to expedite access to high-quality food and drinks.

The shop is located at the Aegon offices in Edinburgh, Scotland where it will serve 1,300 staff members with its artificial intelligence (AI)-powered setup. Shoppers only need to download the WorkXgo app before entering and will automatically be charged for the items they decide to purchase. This is done using a series of smart shelf sensors and cameras, while still ensuring privacy is of the utmost importance.

MD at Aramark UK Helen Milligan-Smith spoke on the Aramark Quick Eats store saying, "The launch of 'Quick Eats' in Scotland marks an important milestone on our journey to become the most innovative leader in the hospitality industry. By deploying the most cutting-edge and sophisticated technology in the market, we aim to make the customer journey as seamless and efficient as possible."



8.1
Score



8 Related
3,063 Total Clicks
URL: Hunt.to/505138

AI-Generative Chocolate Campaigns

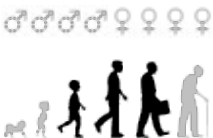
KitKat Takes a Break and Taps Marketing Advice from AI

KitKat's creative team takes a backseat and uses generative artificial intelligence to create a series of commercials. This is led by the creative agency Wunderman Thompson Australia. The creatives on the team fed the system scripts that have been written by AI to an art generator as well as a voice synthesizer to bring ideas to life.

The agency puts in briefs that read prompts such as “Write a KitKat ad the way Gen Z speaks” and “Write a KitKat ad about gamers.” The artwork that was generated was as expected, which gives the team a 'break.' João Braga, The Chief Creative Officer at Wunderman Thompson Australia explains to press “KitKat has breaks, and AI gives us more of those. So we thought we’d have a crack at it ourselves and poke a bit of fun at AI—while we can.”



9.7
Score



9 Related

2,062 Total Clicks

URL: Hunt.to/503226

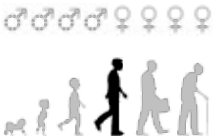
Suzuki Shuzoten Uses Artificial Intelligence to Pair Sake & Fish

Suzuki Shuzoten is a sake brewery in Japan's Fukushima Prefecture that uses artificial intelligence to create sake pairings. The sake developed by the brewery is expertly made to match different species of fish caught in the area. Years ago, Suzuki Shuzoten President Daisuke Suzuki came across a taste sensor developed by Tokyo-based taste analysis and research firm Aissy that boasts the ability to analyze sweet, salty, sour, bitter and umami tastes. Since it's said that strong, salty and umami items go well with sour and bitter-tasting pairings, the technology makes match-making easy.

The brewery has plans to start selling the AI-paired sake soon and it will help to support the revitalization of the coastal area (which was devastated by the 2011 earthquake and tsunami) by championing both traditional artisan skills and cutting-edge technology.



4.5
Score



9 Related

5,970 Total Clicks

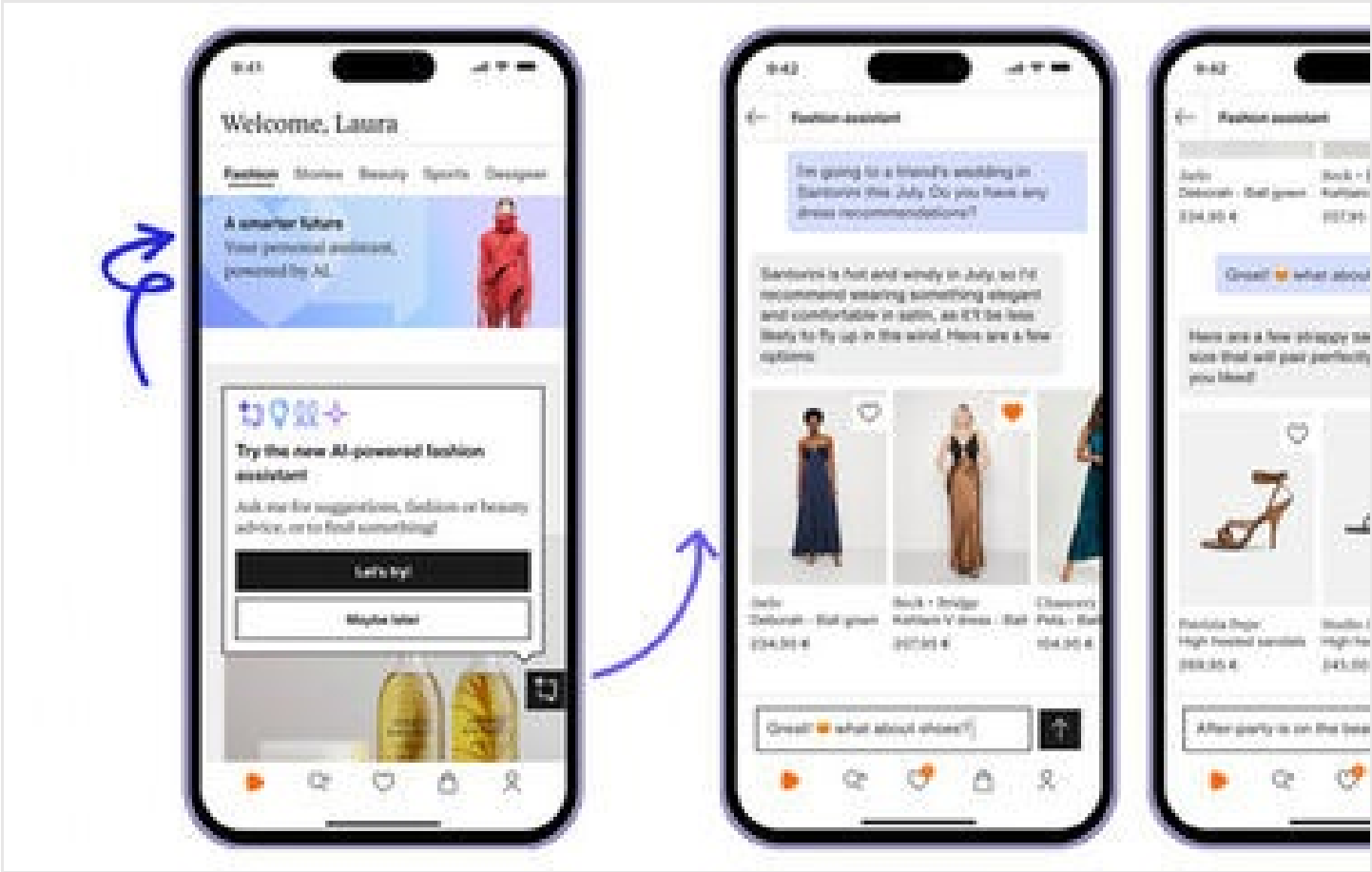
URL: Hunt.to/497518

AI-Powered Fashion Assistants

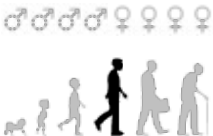
Zalando is Launching a Virtual Assistant Powered by ChatGPT

OpenAI gives customers the power to ask questions using their own words and get meaningful responses in return and now Zalando is employing ChatGPT to help customers get suggestions in a more natural, intuitive way. The European online platform for fashion and lifestyle is integrating a virtual fashion assistant powered by ChatGPT in its website and apps. With this technology, customers can ask questions like: "What should I wear for a wedding in Santorini in July?" Knowing that the event will be a formal one during the summer, ChatGPT will make fashion recommendations accordingly.

Artificial intelligence has the potential to reshape all facets of the fashion world by optimizing everything from design and production to supply chain processes.



7.9
Score



8 Related
2,524 Total Clicks
URL: Hunt.to/503697


AI-Powered Shopping Plugins

Klarna is Building an Integrated Plugin for ChatGPT


Behind the scenes, artificial intelligence has been revolutionizing the way people search for and shop for products, and now Klarna is introducing a plugin for ChatGPT that will bring a conversational aspect to the technology. This collaboration with OpenAI will elevate the shopping experience by making it highly personalized and relevant with specific product recommendations.

With this plugin, users will be able to get shopping advice and inspiration, as well as links to purchase the curated products via Klarna's search and compare tool. Whether a shopper is looking to find unique gift ideas or recommendations based on their budget, this plugin for ChatGPT has the potential to reduce hours spent online shopping.

Sebastian Siemiatkowski, Co-founder and CEO of Klarna, says "I'm super excited about our plugin with ChatGPT because it passes my 'north star' criteria that I call my 'mom test', i.e. would my mom understand and benefit from this. And it does because it's easy to use and genuinely solves a ton of problems - it drives tremendous value for everyone."



What are popular headphones I can buy? My budget is \$150




Used Klarna Shopping

I found some headphones within your budget of \$150. Here are a few options for you:


1. Foldable, lightweight headphones with long lasting battery and bluetooth technology.


2. Unique dusty pink headphones with up to 40 hours battery life. - \$70

3. Wireless ear pods in charcoal black with matching oval protector case. - \$120





Foldable, lightweight headphones with long lasting...

 klarna.com




Unique dusty pink headphones with up to 40 hours battery...

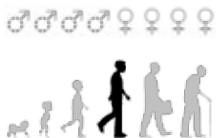
 klarna.com



Wireless ear pods in charcoal black with matching oval...

 klarna.com

8.7
Score



7 Related
2,682 Total Clicks
URL: Hunt.to/501724

Code-Verifying AI Tools

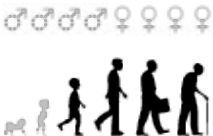
Codium AI Announced its Code-Testing 'TestGPT' Tool Based on ChatGPT

'TestGPT' is an upcoming generative AI tool for ensuring code integrity. The tool is created by Codium AI and is based on OpenAI's ChatGPT. It is designed to assist developers in testing their code by offering autogenerated software test suite suggestions for developers to speed coding and bug scans, starting with Python and JavaScript. TestGPT works by analyzing the newly written code, docstring, and comments as the developer is working, then suggests which tests should be performed to ensure the functions and integrity of that code.

The system exploits generative AI models and is focused on verifying the correctness of code versus the desired specification. It is meant to enable high code integrity so developers can develop faster. Codium AI, the company behind TestGPT, is a software code quality startup that is exiting stealth mode with the beta test launch of its generative artificial intelligence-powered tool.



9.4
Score



1 Related
3,742 Total Clicks
URL: Hunt.to/501448

AI Fashion Weeks

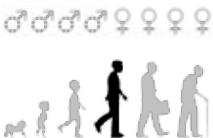
AIFW Explores Digitally-Powered Collections & the Future of Fashion

First, there was Fashion Week, then there was Metaverse Fashion Week and now, there's AI Fashion Week hosted by Maison Meta. This April 2023 event will be held in New York's Spring Studios, which ordinarily sets the stage for the global fashion city's regular fashion week events. This event explores the collision of machine-made creations and no physical runways will take place for this edition of this event. However, viewers can view an exhibition of artificial intelligence collections, attend panel talks on the future of digital fashion.

Part of the intrigue of AIFW is the competition, which has about 350 submissions and two stages, where the general public will get to vote for their favorite fashion designer. Among the judges, there's the VP of Adidas's Three Stripes Studio, Erike Wykes-Sneyd; the head of men's casting at Celine, Natalie Hazzout; legendary makeup artist Pat McGrath, and Vogue Japan's head of editorial content, Tiffany Godoy.



9.5
Score



5 Related

6,707 Total Clicks

URL: Hunt.to/503711

Premium AI Chatbots

OpenAI Announced ChatGPT Plus for Frequent Professional Users

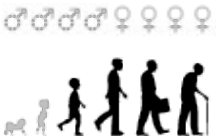
'OpenAI,' the generative artificial intelligence company, recently announced the launch of 'ChatGPT Plus,' a premium-tier subscription for its 'ChatGPT' artificial intelligence service. The Plus version, which costs only \$20 USD per month, ensures that subscribers always have priority access to the chatbot, even during high-traffic times and times when Open AI experiences server load issues.

This service also ensures priority access to new features, updates, and improvements to the chatbot, such as shortened response times, refined answers on certain topics (such as its recent mathematics updates) and the ability to preserve all previous conversations with the chatbot.

It is important to note that the free-access version of ChatGPT is not going away anytime soon, but it is essentially shifting into a low-priority mode where access is only permitted when open spaces are available. Additionally, the free service may experience slower response times and delayed service during high-traffic periods.



7.8
Score



6 Related
3,345 Total Clicks
URL: Hunt.to/497866

AI Website Builders

Hocoos Helps Users Build Stores & Sites Online in Less Than Five Minutes

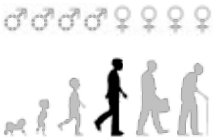
By answering eight questions, those in need of an online store or a website will benefit from a business-ready website created for them rapidly with Hocoos' AI Website Builder. This powerful tool taps into advanced algorithms to create personalized websites in minutes without needing any kind of coding knowledge from the user.

After answering the quick series of questions, users will have a site with automatically generated written and visual content, which can easily be edited as needed. Additionally, Hocoos supports dynamic, mobile-friendly widgets so that everything from blogs and booking systems can be created.

This website builder powered by artificial intelligence has the potential to save customers time, money and the stress of trying to piece together a website of their own.



8.0
Score



9 Related

2,764 Total Clicks

URL: Hunt.to/503704

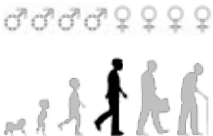
SAINT JUDE by Swamp Motel Combines Theater & Technology

SAINT JUDE by Swamp Motel is an immersive, site-specific performance that uses artificial intelligence that promises to take participants into "a unique hour-long journey into someone else's mind." The thrilling AI-powered experience introduces Saint Jude as the world's first organization that allows you to communicate with people trapped in lifelong, irreversible comas. With the aid of AI, participants get to talk to "Sleepers," or coma patients, and the software translates their brain patterns into speech.

The audio experience is the newest site-specific show from the immersive entertainment company and it promises to speak to fans of both theater and technology. For this audio experience, Swamp Motel warns that "not everything buried in the dark should be brought to light."



4.4
Score



6 Related

10,592 Total Clicks

URL: Hunt.to/497504

The 'LessenText' Web-Based Tool Works for Articles, Chats and More

The 'LessenText' web-based tool is an artificial intelligence (AI)-powered solution for helping a user to more efficiently consume texts without having to simply rely on source material along. The platform works quite simply by providing users with the ability to provide a web page, long article or even long conversation and receive a summarization in return. The results are a human-like summary that synthesizes the most important aspects of the source material and could help to greatly reduce the amount of time the user needs to spend reading.

The 'LessenText' web-based tool works great for avid readers and students, but is also well-suited for the needs of marketing, research and newsletter professionals. The platform comes as part of a larger movement towards AI-powered productivity solutions.



7.1

Score

Popularity

Activity

Freshness






9 Related

2,880 Total Clicks

URL: Hunt.to/502126

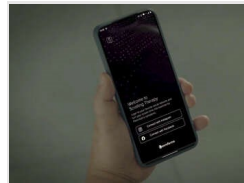
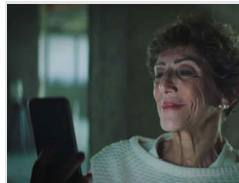
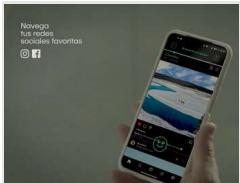
AI Physical Therapy Apps

Scrolling Therapy Helps Parkinson's Patients Work Their Facial Muscles

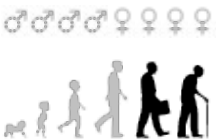
Scrolling Therapy is the name of a new AI-powered app that was created for people with Parkinson's disease, and it serves as a more accessible alternative to physical therapy. This app makes it possible for users to use social media by working their facial muscles. Smiling, expressing surprise or sticking one's tongue out are a few of the actions that are used for playing videos, swiping and scrolling up and down on the app.

This app created by agency Dentsu Creative and the Brazil Parkinson Association makes the most of artificial intelligence facial recognition technology to help people better navigate hypomimia, a symptom of Parkinson's that reduces motor control.

This free app is globally accessibly and available in several languages like English, Spanish and Portuguese.



8.7
Score



9 Related
11,576 Total Clicks
URL: Hunt.to/505100

Sample Trend Report on AI

1 Consumer Insights & Questions

2 Specific Examples

3 Next Steps



///// JOIN US AT FUTURE FESTIVAL /////

AI WORKSHOPS + AI CONTENT + AI TREND SAFARIS = YOUR NEXT LEVEL



**2-FOR-1 DEAL ON NOW
[FUTUREFESTIVAL.COM](https://futurefestival.com)**

GET CUSTOM RESEARCH TO BETTER STAY AHEAD OF THE CURVE



"Trend Hunter
Advisory is key,
because it opens your eyes.
Take 20 minutes, go in another
room and look at what's
happening in the world, look at
what Trend Hunter is feeding
you, because that's going to be
the most important
20 minutes of
your week."

Global Head of Innovation
ABInbev / Budweiser

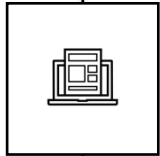


YOU WILL FEEL INSPIRED AGAIN WITH OUR ADVISORS



Monthly Topics Call

- Do you have any upcoming projects or presentations?
- What is the purpose / goal / desired breadth vs depth?
- Is this a new curiosity? Time-crunched rush? CEO meeting?



Fast, Custom Research in as Little as 24 Hours

i. High-Level Insights

Key opportunities, tied to megatrends w/ hyperlinked examples

ii. Market & Case Studies

Must-see examples, competitor dynamics and more

iii. Workshop Questions

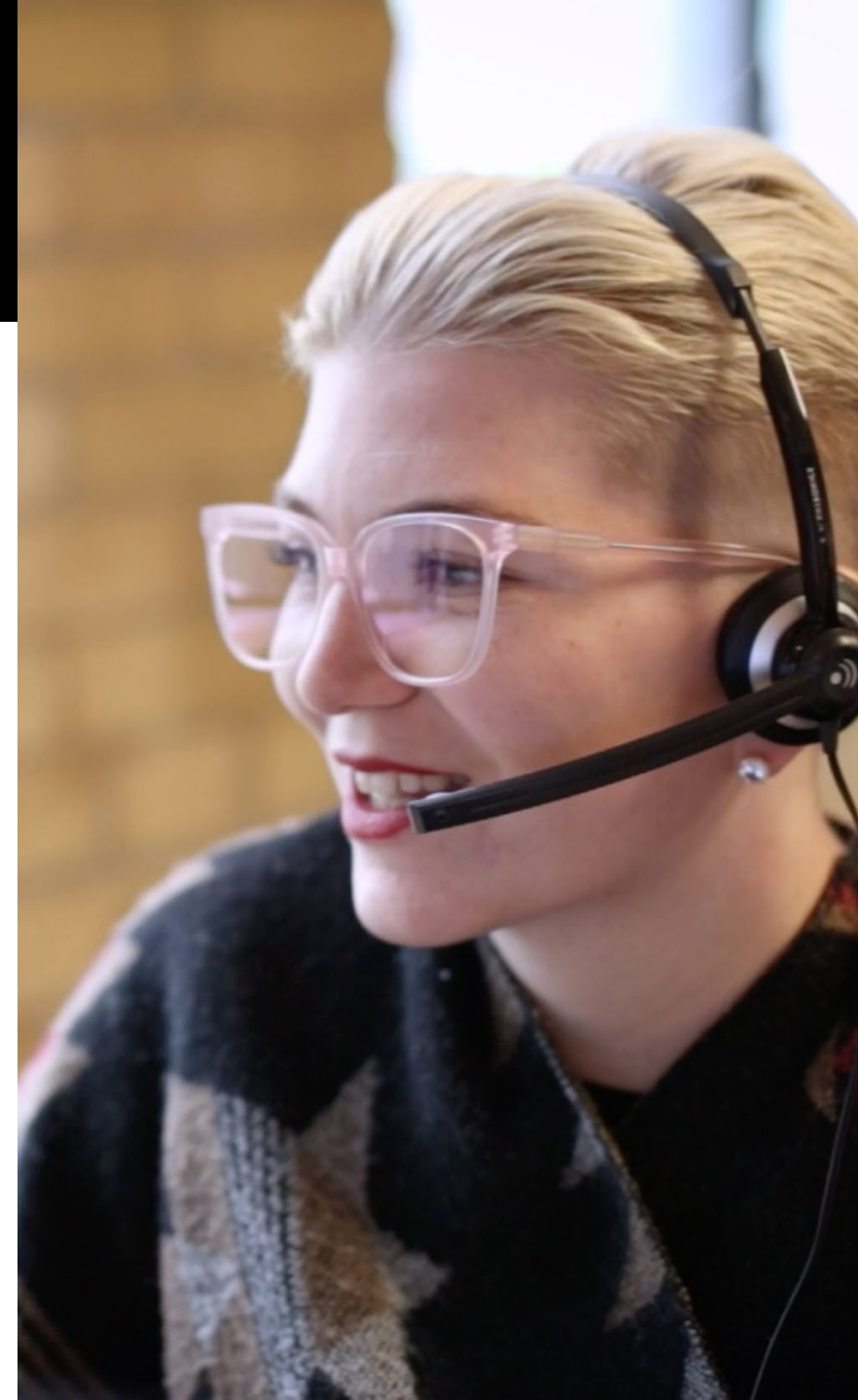
Thought-provoking questions to tie it all back to your brand



Report Walkthroughs & Facilitated Brainstorms



"I don't need to spend hours searching in Google anymore. Trend Hunter has a lot of insight that I wasn't able to find anywhere else!"



LET'S EXPLORE EVERY CURIOSITY & THREAT

Instead of generic and outdated guru research, you'll receive insightful, custom-curated reports from your advisor

Retail

- Retail Tech
- In-Store Display
- Shopping Evolution
- Purchasing Innovation
- Customer Experience

Brand & Loyalty

- Brand Rituals
- Loyalty & Rewards
- Brand Authenticity
- Social Responsibility
- Brand Trust

Social Media

- Digital Strategy
- Social Influencers
- Consumer Engagement
- Social Media Marketing
- Branded Apps

Lifestyle

- Sharing Culture
- Sustainability
- Modern Families
- Gender Evolution
- On-the-Go Lifestyle

Gen Z

- Gen Z Lifestyle
- Momentary Marketing
- Teen Retail
- Digital Natives
- Content Creation

Millennials

- Millennial Parents
- Gen Y Lifestyle
- Maker Culture
- Digital Learning
- Media Consumption

Tech

- Wearable Tech
- AR/VR
- Physical Digital
- Hyperconnectivity
- Robots & AI

Marketing

- Immersive Marketing
- Mobile Marketing
- Millennial Targeting
- Influencer Marketing
- Interactive Engagement

Health & Wellness

- Healthcare Innovation
- Health Gamification
- Tech-Enabled Health
- Wellness Monitoring
- Boomer Health

Dining

- Healthy Snacking
- Dietary Trends
- Flavor Reversal
- Multicultural Influence
- Emerging Ingredients

Packaging

- Sustainable Materials
- Simplicity/Minimalism
- Beverage Packaging
- Dual-Purpose Packaging
- Portable Packaging

Style

- Ethical Cosmetics
- Fashion Tech
- Skincare Innovation
- Personalization



"The custom reports really speak out to us. There is a lot of information out there, but filtering is really difficult. What makes the difference is having somebody who begins to understand what we are doing, who can really help with that curation." - Creative Director

And now we offer much more, with our premium offering is our 4-part **INNOVATION ACCELERATOR**

INNOVATION ACCELERATOR & MASTERCLASS

1. STRATEGY

Leadership Workshop
Get Buy-In & Objectives

2. IDEATION

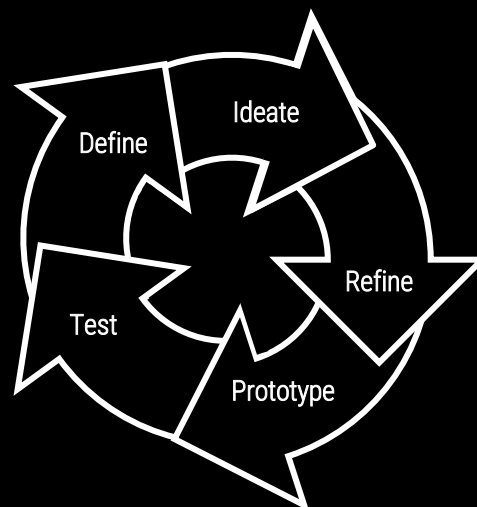
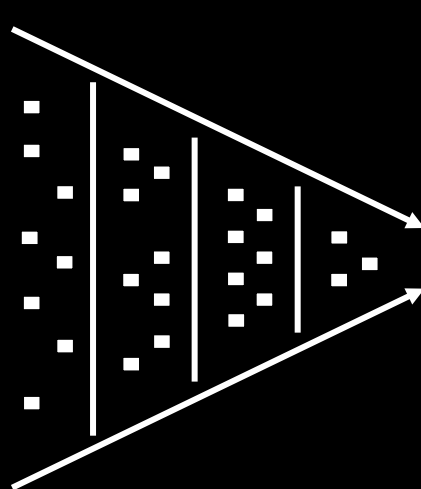
Workshop or Advisory
Learn Trends & Get Ideas

3. ACTION

5-Part Masterclass
Solve Problems & Refine

4. ONGOING SUPPORT

Advisory = Research & Workshops
Make it Happen & Keep it Going





**“THEY MADE ME A
BETTER LEADER,**
stretched my imagination and
created opportunities for our
organization that would not have
happened. Jeremy’s book became our
manual for accelerating change and
transforming our company from a
newspaper into a business services
company... and we went from Chapter 11
bankruptcy to one of the most profitable
media companies in America. If you are an
executive looking to extract better thinking
from your team or make change happen
when change is hard, Jeremy and his team
are your solution

**Tony Hunter
CEO**

**Chicago
Tribune**

Let's work together.

Please reach out to talk about solutions.

Advisory@trendhunter.com

