



MASTER IN ENTREPRENEURSHIP  
INNOVATION MANAGEMENT  
IN COLLABORATION WITH **MIT SLOAN**

IN COLLABORATION WITH  
**MIT MANAGEMENT**  
SLOAN SCHOOL



UNIVERSITÀ DEGLI STUDI DI NAPOLI  
**PARTHENOPE**

MASTER MEIM 2022-2023

# Operations Management Master 2022-2023

OPERATIONS AT THE TIME OF ChatGPT

How "The digital effect" is changing operations

Prof. Fabio De Felice

Department of Engineering – University of Naples «Parthenope»

# The credibility of the communicator

## Mahatma Gandhi

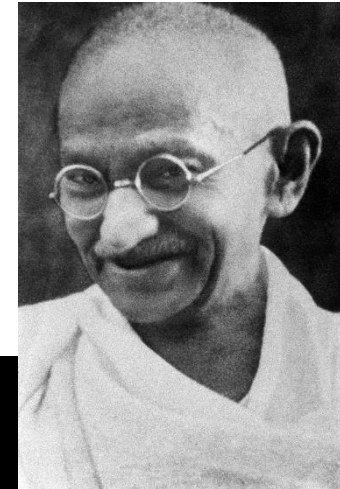
The difference between an artichoke and a lotus flower is that the former does not believe in the next life

## Steve Jobs

To choose an apple it takes eye but to bite it takes courage

## Sun tzu

The General who 3000 years ago said to the Chinese emperor: how would you fry a little fish?.... lightly





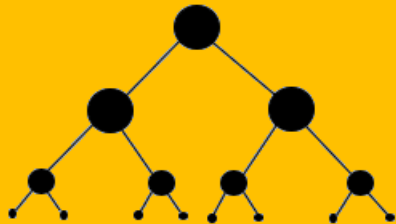
# Complexity at the time of the Metaverse

01

# COMPLICATED SYSTEM & COMPLEX SYSTEM

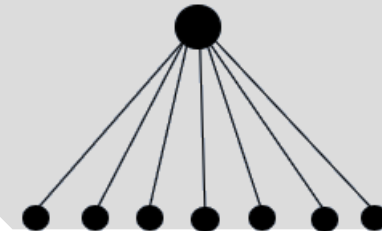
## ***Complex System***

Non-linear system, composed of many elements connected to each other and dependent on each other, not reducible not repeatable or predictable, without any linear cause-effect relationship; requires systemic, reticular, non-sequential vision.



## ***Complicated System***

System decomposable in its linear parts, repeatable (with the same boundary conditions), with a cause-effect relationship and of which it is possible to create mathematical models that allow to predict its developments, even with difficulties of calculation and approximation.





## **A Boeing 747 is complicated**

It is composed of tens of thousands of parts for assembly requires great skills, but the process is reproducible and analyzable

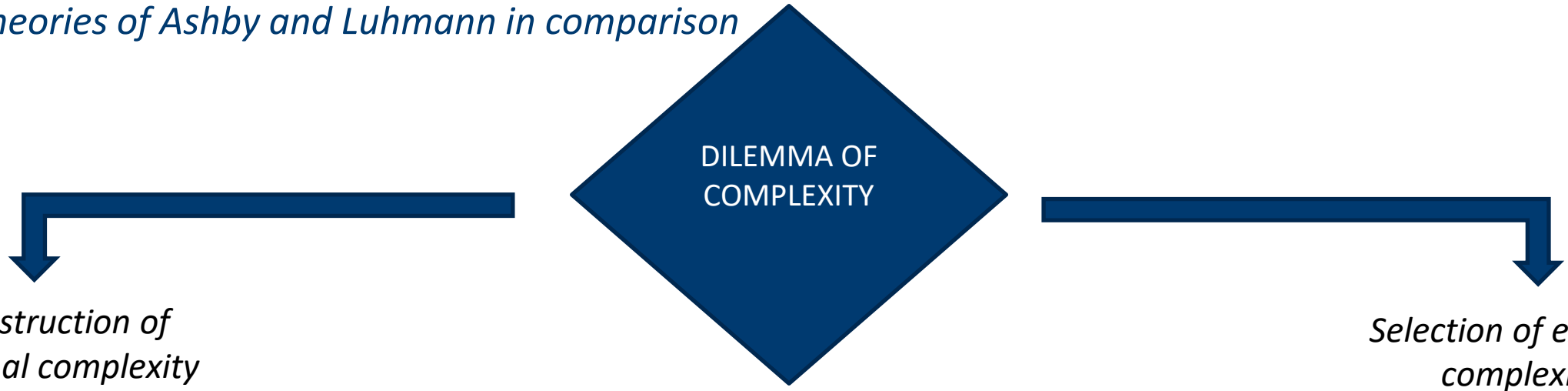


## **A plate of spaghetti is complex**

Sinking the fork and repeating the same gesture as itself is practically impossible.

# SOLVING THE DILEMMA OF COMPLEXITY

*The theories of Ashby and Luhmann in comparison*



*Construction of  
internal complexity*

*(Ashby's law of the necessary variety)*



*"Increase complexity"*

DILEMMA OF  
COMPLEXITY

*Selection of external  
complexity*

*(Reduction of Luhmann complexity)*



*"Reduce the  
complexity"*

**WHO IS RIGHT?**



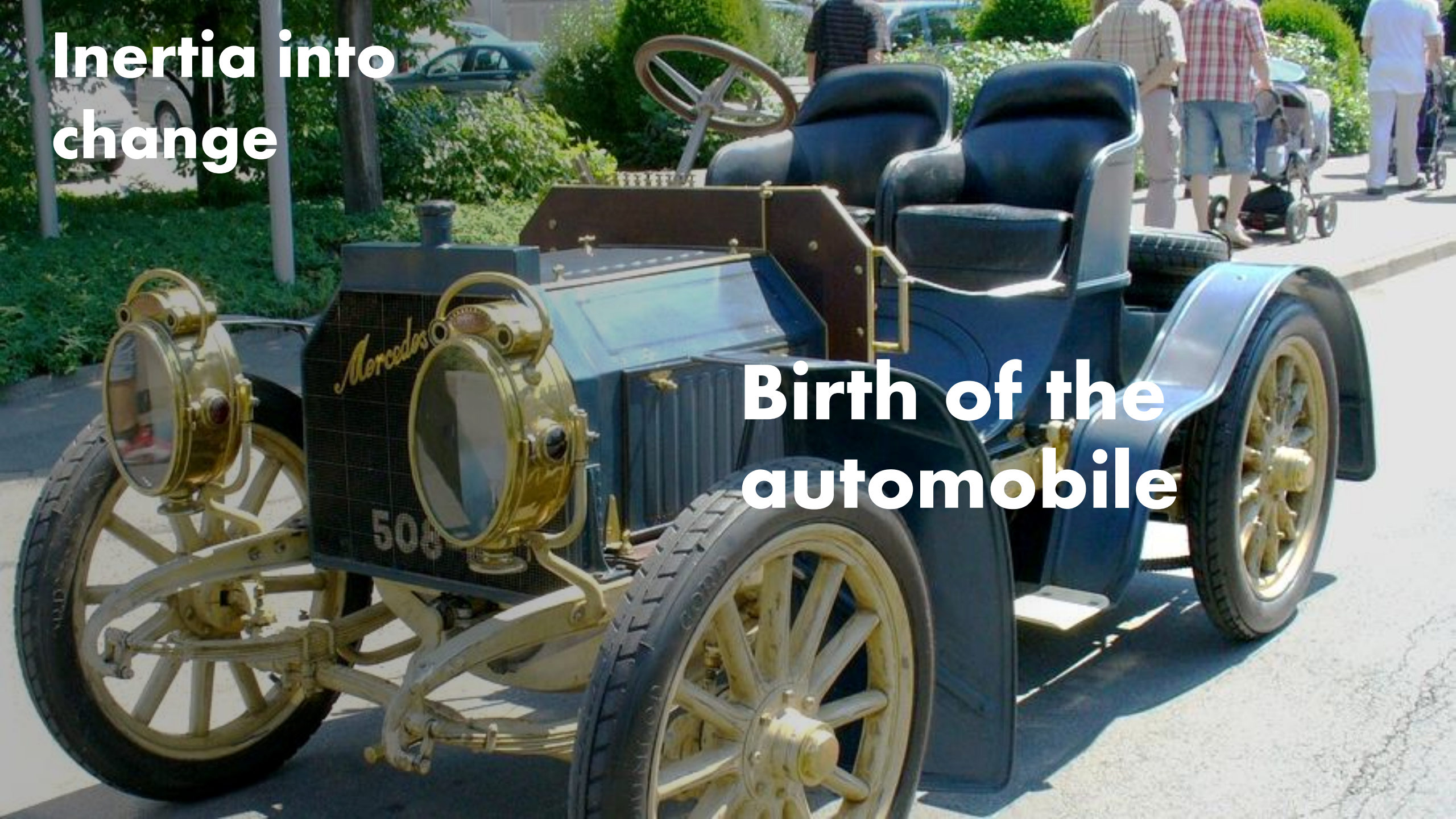
A hand in a blue shirt is drawing a clock face on a dark surface with a white marker. The clock face is simple, with tick marks around the perimeter and two hands. The words "TIME FOR CHANGE" are written in the center of the clock face in a bold, sans-serif font. The hand is positioned on the right side of the clock, holding the marker and drawing the right-hand side of the clock's border.

TIME FOR  
CHANGE

**The complexity  
forces us to  
continuous changes**

**Inertia into  
change**

**Birth of the  
automobile**





**Birth of the  
“world” of the  
automobile**

# Discontinuous change: from the digitalization



# To the propulsion



You're about to see the waiting room of a science laboratory.

See if you can spot the items in the room that are a little "out of place."



Technology  
Evolution

Covid-19  
Guerra Russia Ucraina

Us

**COVID-19: change  
our certainties**



**PLASTICFREE**

**From everyday life: sharing economy,  
Privacy, Plastic free, etc.**

**Ai modelli di business**



**Innovation has  
generated antibodies  
against uncertainty**



# How the market changes

## Cosmo Lady

<http://www.cosmo-lady.com.hk/html/>



# FrescoFrigo



<https://www.frescofrigo.com/>

<https://youtu.be/g19ZB7kQ6tl>



# Online Experiences

Experience the places, traditions, art, culture of a "place" from your home with a remote host



[www.airbnb.com](https://www.airbnb.com)



UNITED STATES  
Tarot Reading with Mak Jagger  
From €37/person - 2 hours  
★ 5.0 (9)



UNITED KINGDOM  
Guided Meditation with Sleepy Sheep  
From €9/person - 1 hour  
★ 5.0 (11)



PORTUGAL  
Sangria and Secrets with Drag Queens  
From €20/person - 1.5 hours  
★ 5.0 (35)



GERMANY  
Back in Time with My Very Special Penpal  
From €7/person - 2 hours  
★ 5.0 (12)



SWEDEN  
Make Swedish Pastries with Pro Baker  
From €9/person - 1.5 hours  
★ 4.95 (21)



Mar 28, 2020, 03: 59am EDT | 12.021 visualizzazioni

# Le compagnie aeree commerciali operano ora voli solo cargo



**James Asquith** Ex Collaboratore

Viaggio

Scrivo di tutto ciò che riguarda i viaggi, dagli hack delle miglia aeree alle gemme nascoste.

Seguire



Listen to article 4 minutes



f Con molte compagnie aeree in tutto il mondo che mettono a terra vaste aree delle loro flotte e cancellano i voli internazionali, i jet passeggeri sono inattivi negli aeroporti di tutto il mondo.

in Con compagnie aeree come British Airways, Virgin Atlantic e Cathay Pacific che cancellano oltre il 90% dei loro voli di linea, i passeggeri volano raramente.



# COVID-19: cultural acceleration

solutions already existed but not used

**Innovation suffers from inertia:** if there is a **plan B** to maintain the status quo we follow it



# The two forces went into resonance and generated a "double acceleration"

We are witnessing the largest migration from Newtonian to digital space.

What **Luciano FLORIDI** (Italian philosopher) calls the infosphere.

Those who are outside the digital sphere are out of the *world tout court*.

This migration now started in the last twenty years for me has a date in which it marked the pace.



# The digital breakthrough

In 2016 it capitalized 395.2 billion dollars: 3.1 times the turnover.

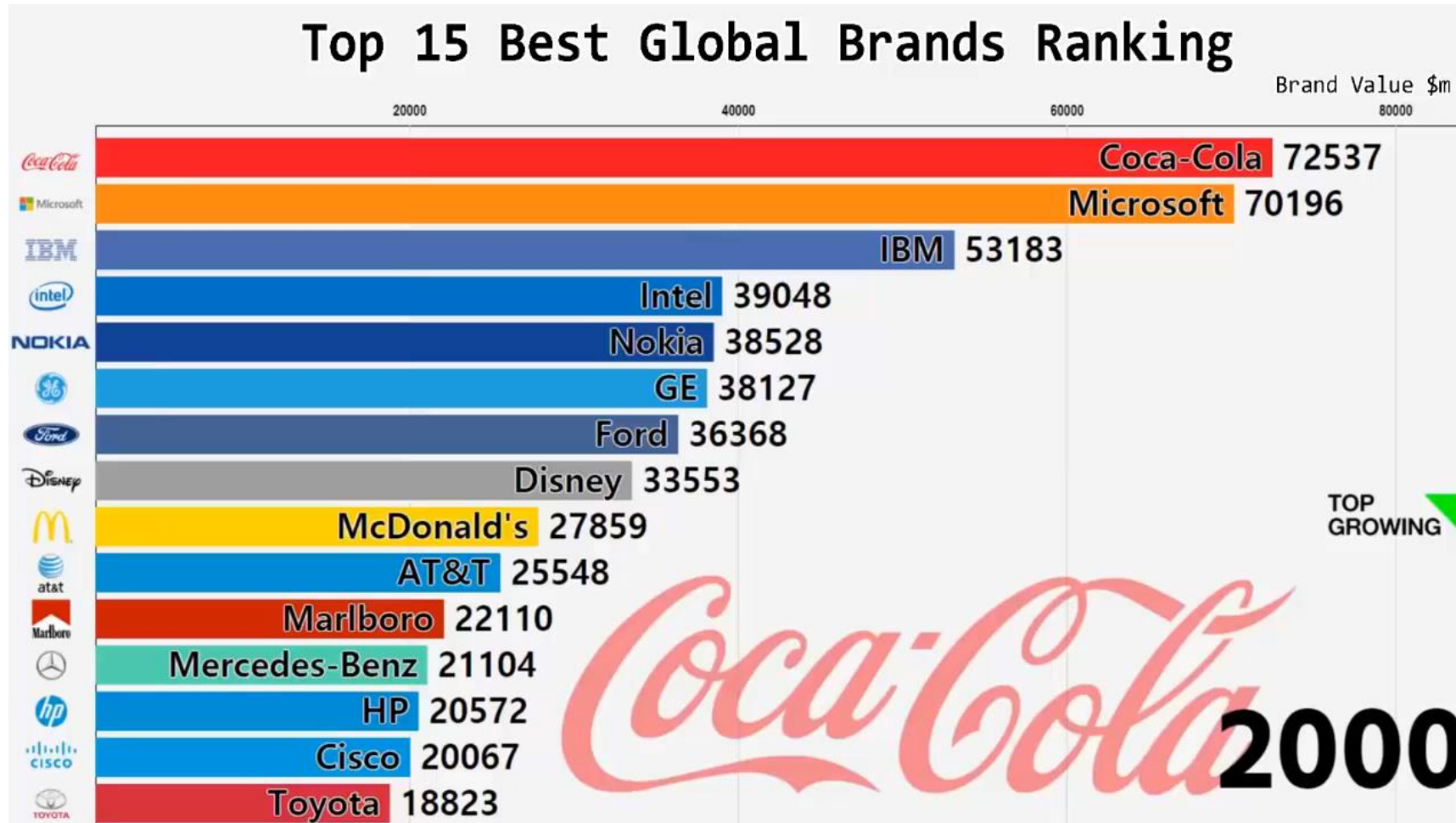
In 2018 it reaches 1,000 billion in capitalization.





# TOP 15 BEST GLOBAL BRANDS RANKING

<https://youtu.be/wJm6pPhJf7I>



# TOWARDS THE ERA OF DIGITAL MONOPOLIES

## The Age of Digital Plutocracy

Rank 2019 ◊	Rank 2018 ◊	Change ◊	Brand ◊	Category ◊	Country of Origin ◊	Brand value 2019 (\$m) ◊	Brand value 2018 (\$m) ◊	Value change 2019 v 2018 ◊
1	3	+2	Amazon	Retail	US	315,505	207,594	52%
2	2	na	Apple	Technology	US	309,527	300,595	3%
3	1	-2	Google	Technology	US	309,000	302,063	2%
4	4	na	Microsoft	Technology	US	251,244	200,987	25%
5	7	+2	Visa	Payments	US	177,918	145,611	22%
6	6	na	Facebook	Technology	US	158,968	162,106	-2%
7	9	+2	Alibaba	Retail	China	131,246	113,401	16%
8	5	-3	Tencent	Technology	China	130,862	178,990	-27%
9	8	-1	McDonald's	Fast Food	US	130,368	126,044	3%
10	10	na	AT&T	Telecom Providers	US	108,375	106,698	2%

# TOWARDS THE ERA OF DIGITAL MONOPOLIES

## The age of digital Plutocracy, what is happening today

2021	2020	Logo	Name	Country	2021	2020	2021	2020
1 	3		Apple		\$263,375M	\$140,524M	AAA	AAA
2 	1		Amazon		\$254,188M	\$220,791M	AAA+	AAA
3 	2		Google		\$191,215M	\$188,512M	AAA	AAA
4 =	4		Microsoft		\$140,435M	\$117,072M	AAA	AAA
5 =	5		Samsung Group		\$102,623M	\$94,494M	AAA-	AAA-
6 	8		Walmart		\$93,185M	\$77,520M	AA+	AA+
7 =	7		Facebook		\$81,476M	\$79,804M	AA+	AA+
8 	6		ICBC		\$72,788M	\$80,791M	AAA	AAA
9 	12		Verizon		\$68,890M	\$63,692M	AAA	AAA-
10 	19		WeChat		\$67,902M	\$54,146M	AAA+	AAA+

# TOWARDS THE ERA OF DIGITAL MONOPOLIES

## The Internet Revolution



From Common Land  
to Digital Enclosures

# The primacy of intangibles

## An increasingly disintermediated economy

### Value is dematerialized

The largest hotel service in the world does not own hotels.



The world's largest film company has no cinema.



The world's largest taxi company does not own taxis.



The world's largest software vendors do not produce apps.



The world's largest publisher does not produce content.



The largest personnel research agency is totally online.



The world's largest telephone company has no telephone infrastructure.



# A NEW SHOPPING EXPERIENCE



**Change the  
shopping  
experience**

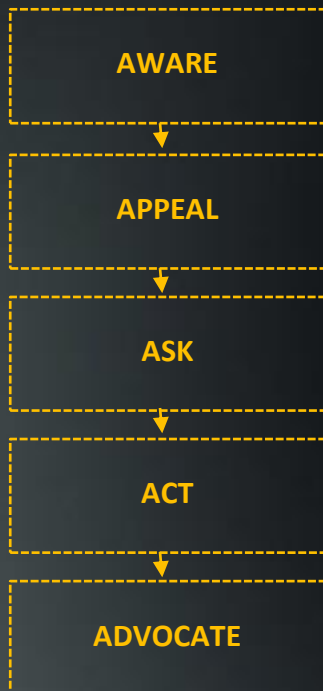


**Change the  
geographical  
center of gravity**



**Change the  
consumer's  
approach**

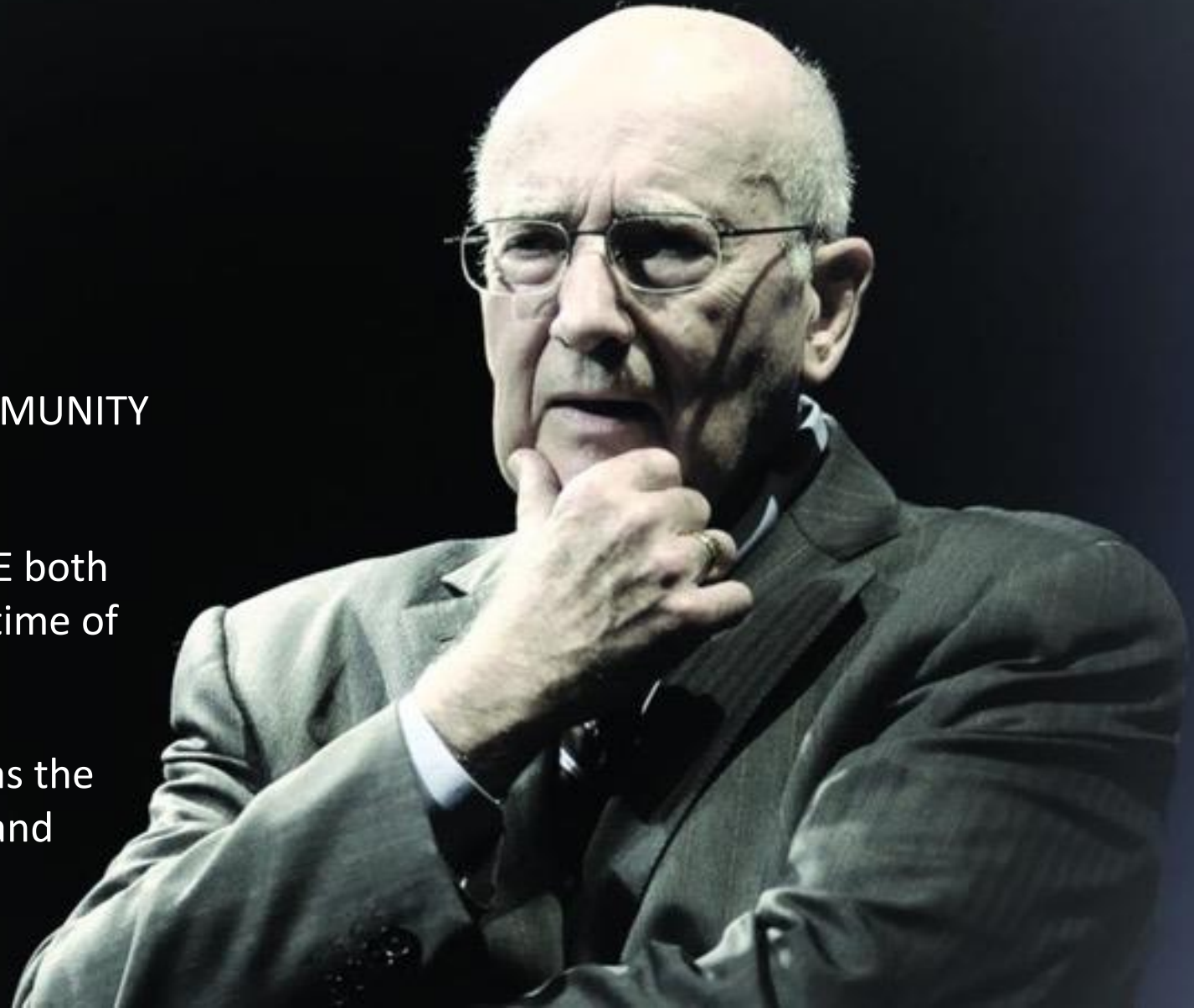
# From "4 P" to "5 A"



Influence of the COMMUNITY

Customers are ACTIVE both before and after the time of purchase

Loyalty is measured as the will to defend the brand



# The case of RWANDA



PUBLICATION | JANUARY 28, 2020

## Rwanda Economic Update: Leveraging Digital Transformation for Sustainable Growth

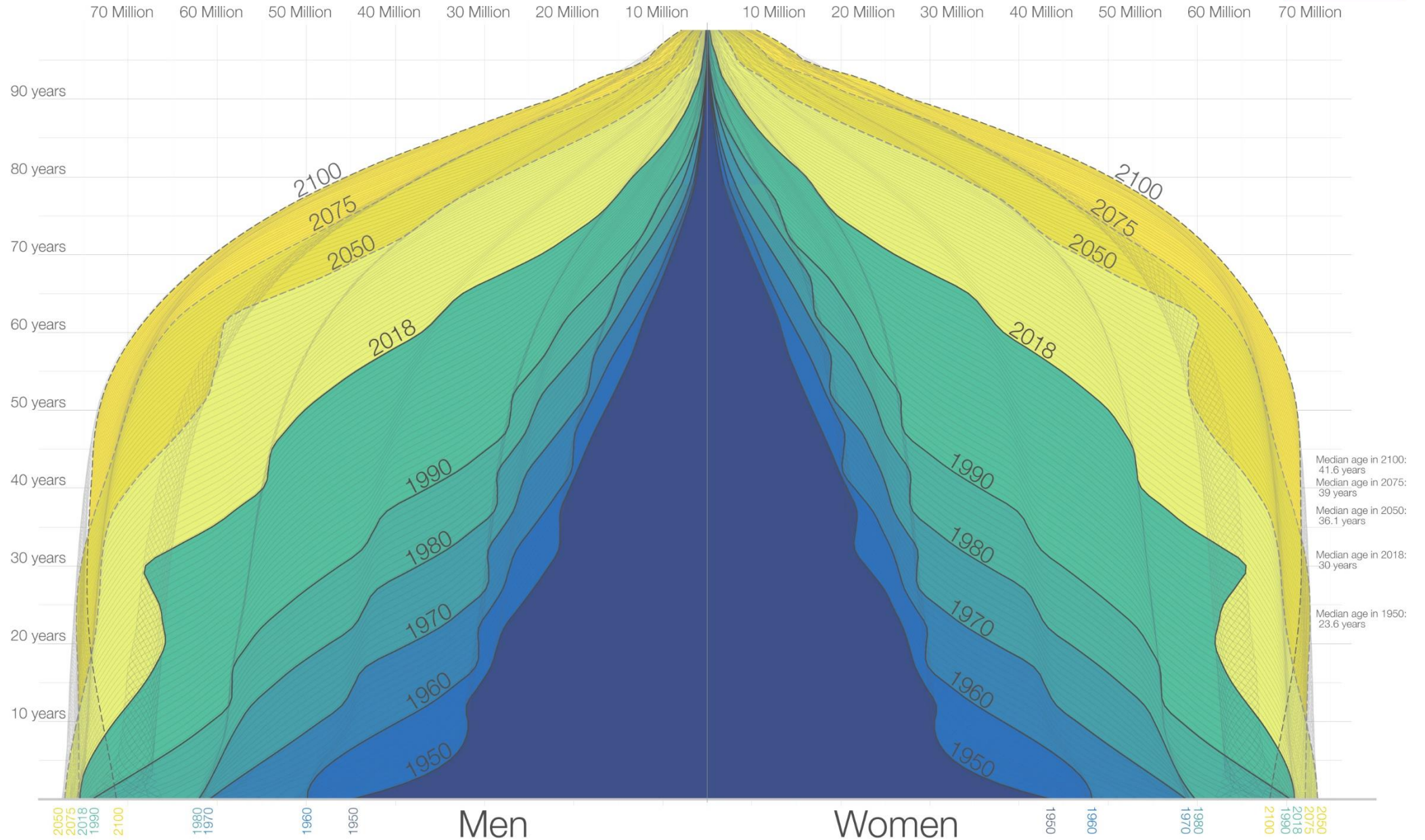
Latest Issue: January 2020

<https://ourworldindata.org/age-structure#:~:text=The%20global%20median%20age%20has,bracket%20between%2025%20a>



# The Demography of the World Population from 1950 to 2100

Shown is the age distribution of the world population – by sex – from 1950 to 2018 and the *UN Population Division's* projection until 2100.



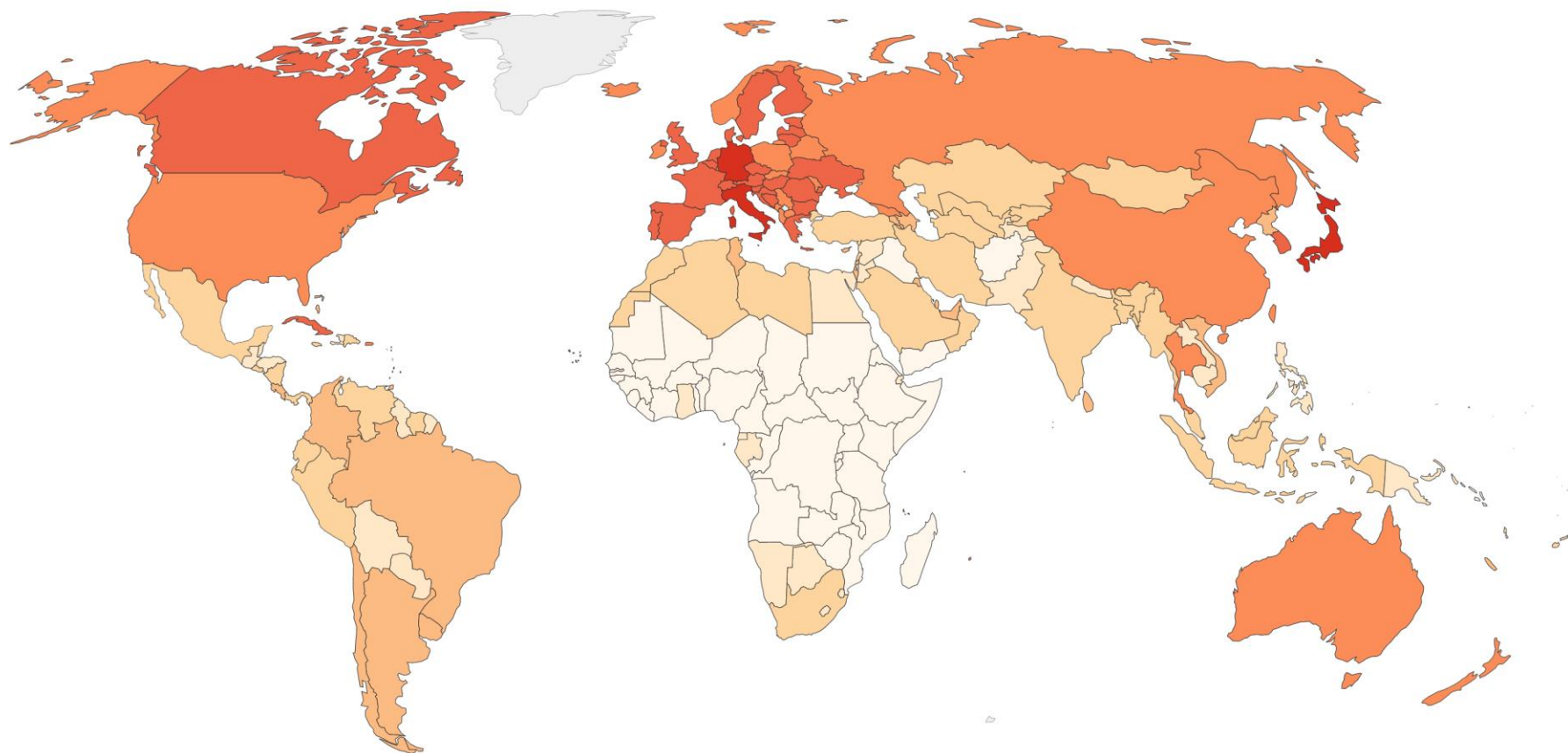
Data source: United Nations Population Division – World Population Prospects 2017; Medium Variant.

The data visualization is available at [OurWorldinData.org](https://ourworldindata.org), where you find more research on how the world is changing and why.

Licensed under CC-BY by the author Max Roser

# Median Age, 2015

The median age divides the population in two parts of equal size: that is, there are as many persons with ages above the median age as there are with ages below the median ages.



<https://ourworldindata.org/grapher/median-age>



Source: UN Population Division (Median Age) (2017)

Note: 1950 to 2015 show historical estimates. From 2016 the UN projections (medium variant) are shown.

OurWorldInData.org/age-structure • CC BY

The  
Economist

MAY 6TH - 13TH 2017

Theresa May v Brussels

Ten years on: banking after the crisis

South Korea's unfinished revolution

Biology, but without the cells

# The world's most valuable resource



Data and the new rules  
of competition

## L'era del DATAISMO

*Clive Humby*

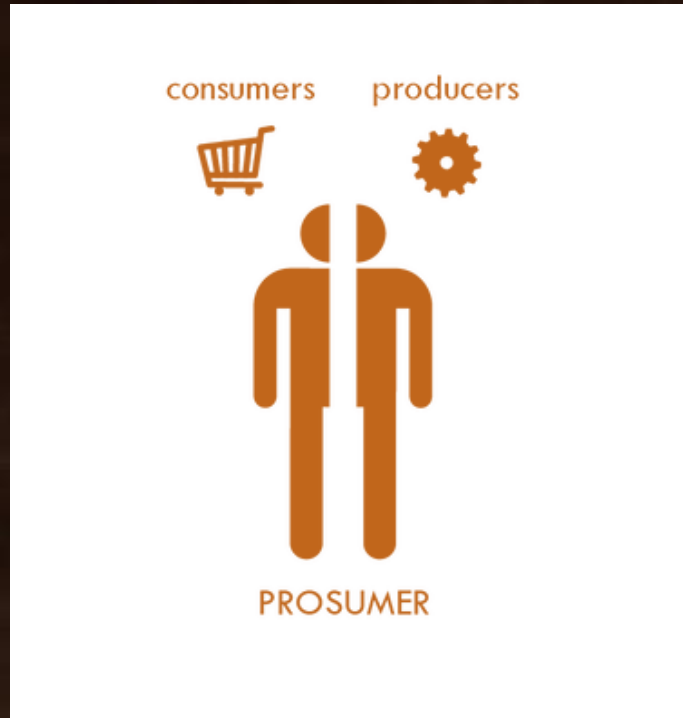
I dati sono il nuovo petrolio

Il petrolio è prezioso, ma se non raffinato non può essere utilizzato.

Allo stesso modo i dati devono essere scomposti ed analizzati affinché abbiano valore.

If Data is the new Oil, then you need a new refinery

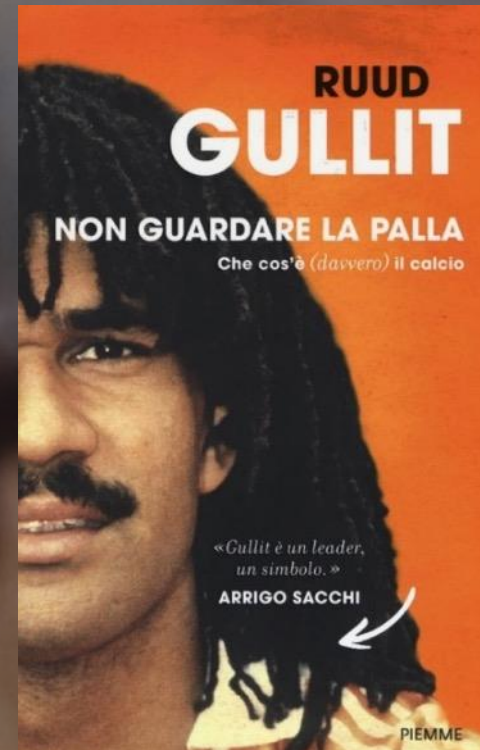
# From "Consumer" to "Prosumer"



# CHANGING THE PARADIGM

## The example of Ruud Gullit

Looking at the  
whole  
to look beyond



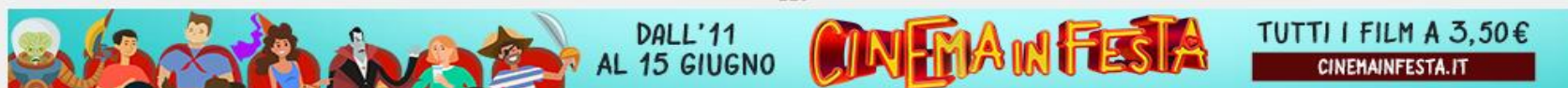
**Beyond the immaterial: the experiential**

**02**

# AMAZON ONE

Payment with  
reading  
Biometrics





Sei qui: Home > Esteri

Commenta

# La metro si paga con il palmo della mano: la Cina sempre più verso il controllo totale dei suoi cittadini

Il nuovo servizio si aggiunge al già noto «credito sociale», il sistema di punti che nei casi più gravi porta alla gogna pubblica di chi si comporta male

LORENZA RAPINI

06 Giugno 2023 alle 11:19 | 2 minuti di lettura



**L**a Cina compie un altro passo avanti verso la **sorveglianza totale dei propri cittadini**. Arriva ora un metodo di pagamento con il palmo della mano: basta registrarsi scannerizzando i propri dati biometrici e abbinandoli a una piattaforma di messaggistica e pagamenti per poter utilizzare questo innovativo metodo di pagamento di alcuni trasporti locali. In pratica, niente biglietto, niente telefonino: per prendere la metro,





# Amazon Whole Foods

**\$14 Billion**  
**46 Points of sale**



## BEYOND THE IMMATERIAL: THE EXPERIENTIAL

The New York Times

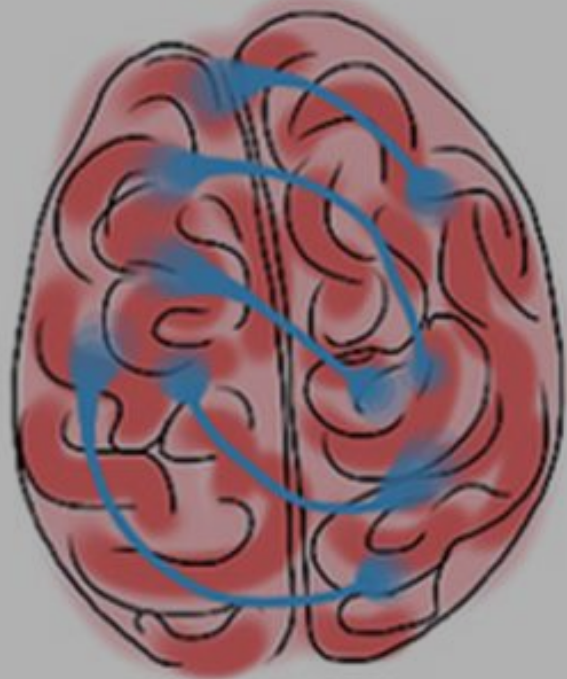
# Netflix's New Single-Screen Space: The Paris Theater

The streaming site's long-term lease will keep the lights on at the once-shuttered, 71-year-old movie house.

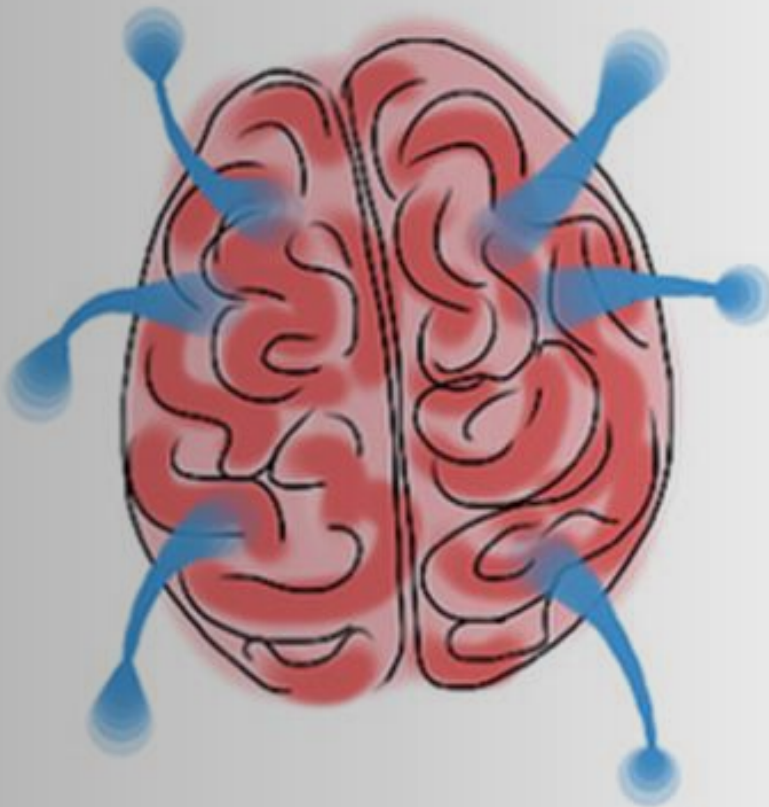


A long-term deal gives Netflix a New York venue for screenings, premieres and special events. An Rong Xu for The New York Times

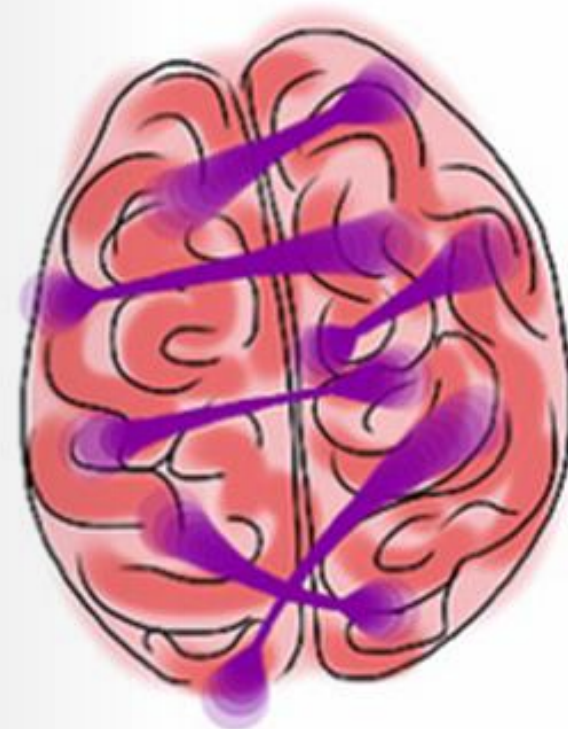
Our strength lies in the ability to read change



Learn



Unlearn



Relearn

# The neurosciences

From Milton Erikson  
to Moran Cerf

'hacking' the uman

*Gli Algoritmi Vs. Androritmi*



# DESIGN THINKING: Un nuovo modo di pensare

## L'IMPORTANZA DI SAPER CAMBIARE

Volkswagen Fun  
Theory  
Ridisegnare  
l'**esperienza**  
attraverso il **gioco**.



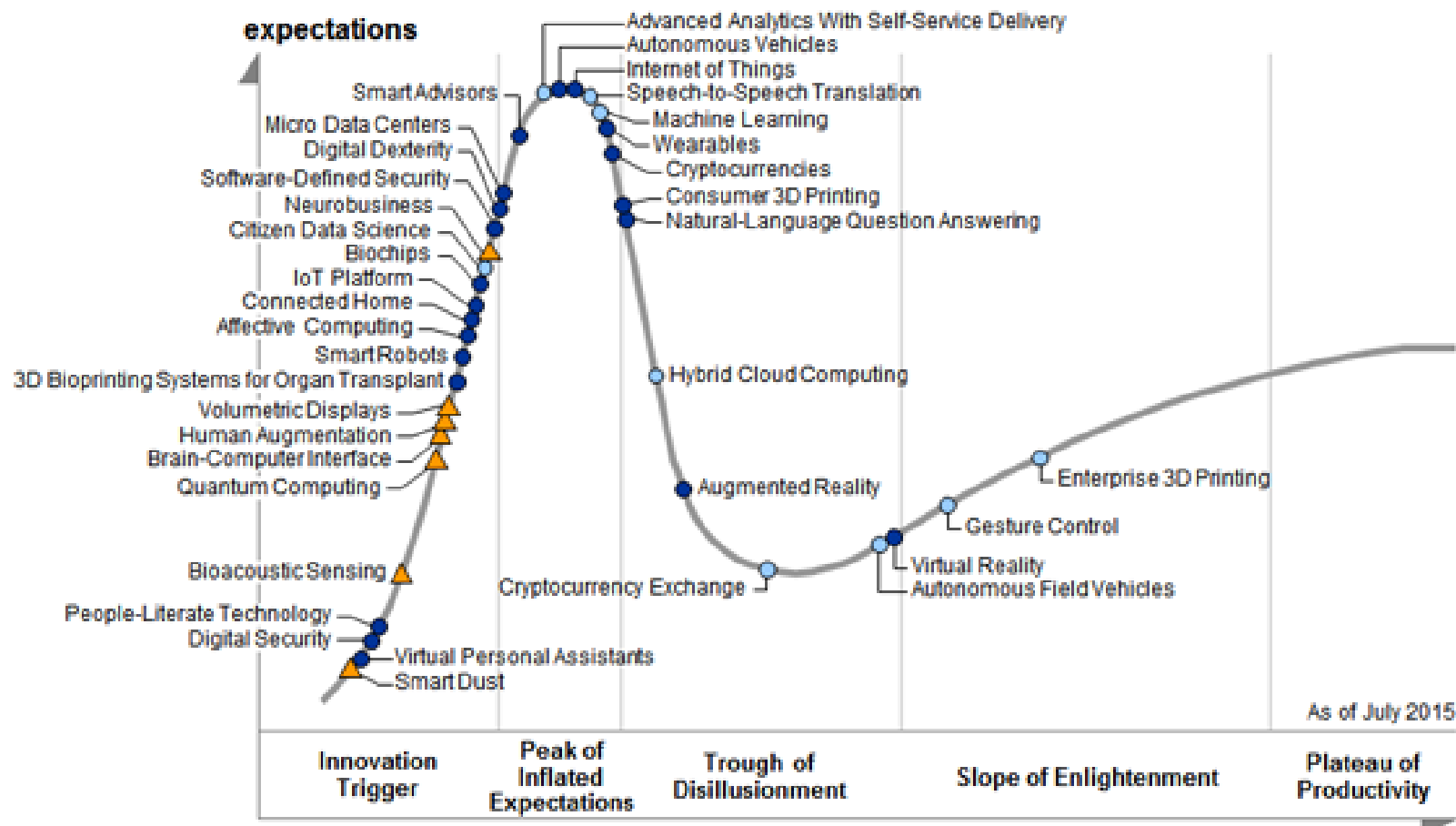
Where are we?

03

# WHERE ARE WE?

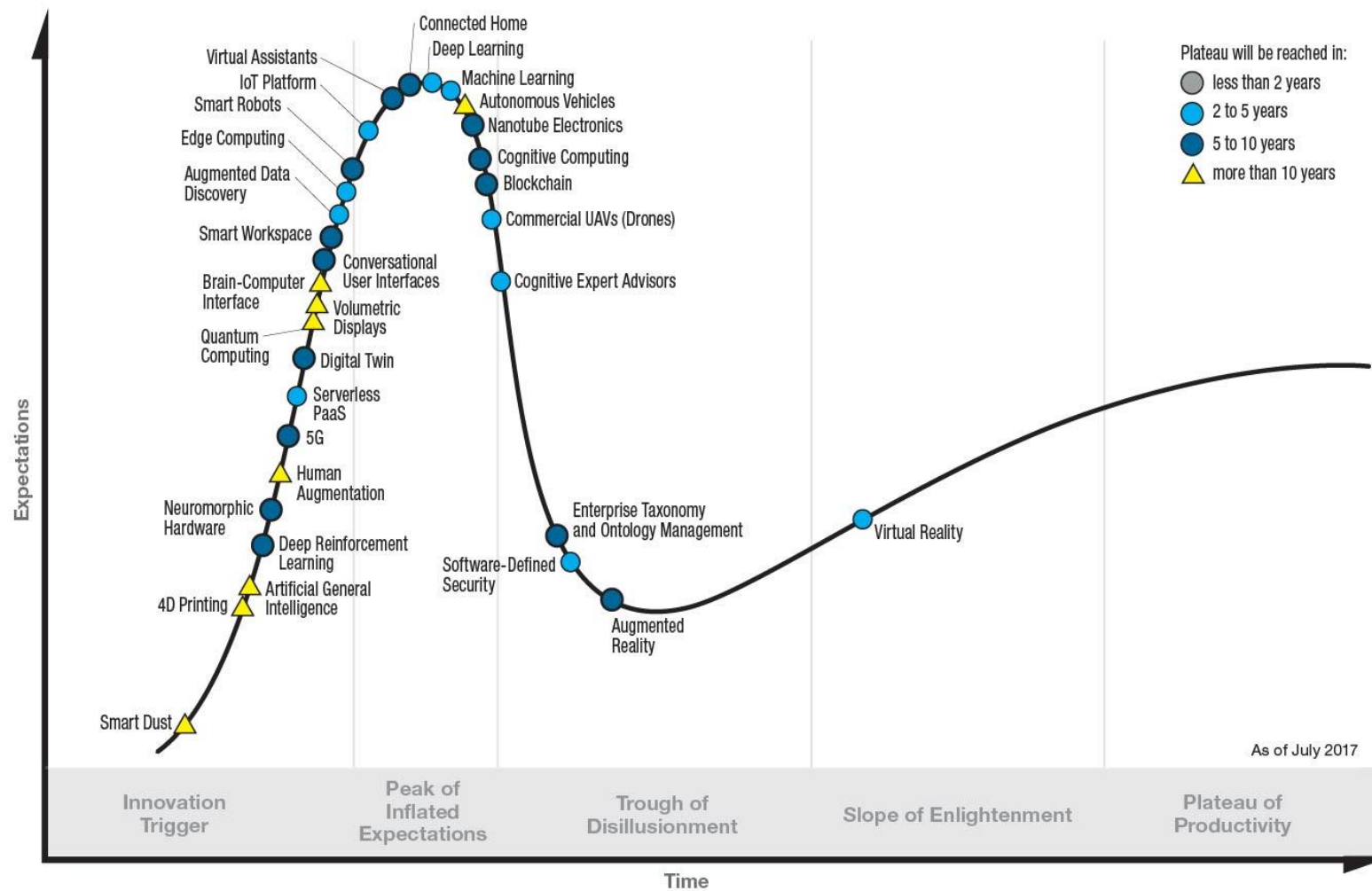
## Technological Maturity 2015

L'Hype Cycle di Gartner annually analyzes the maturity, adoption and application of specific technologies.



# WHERE ARE WE?

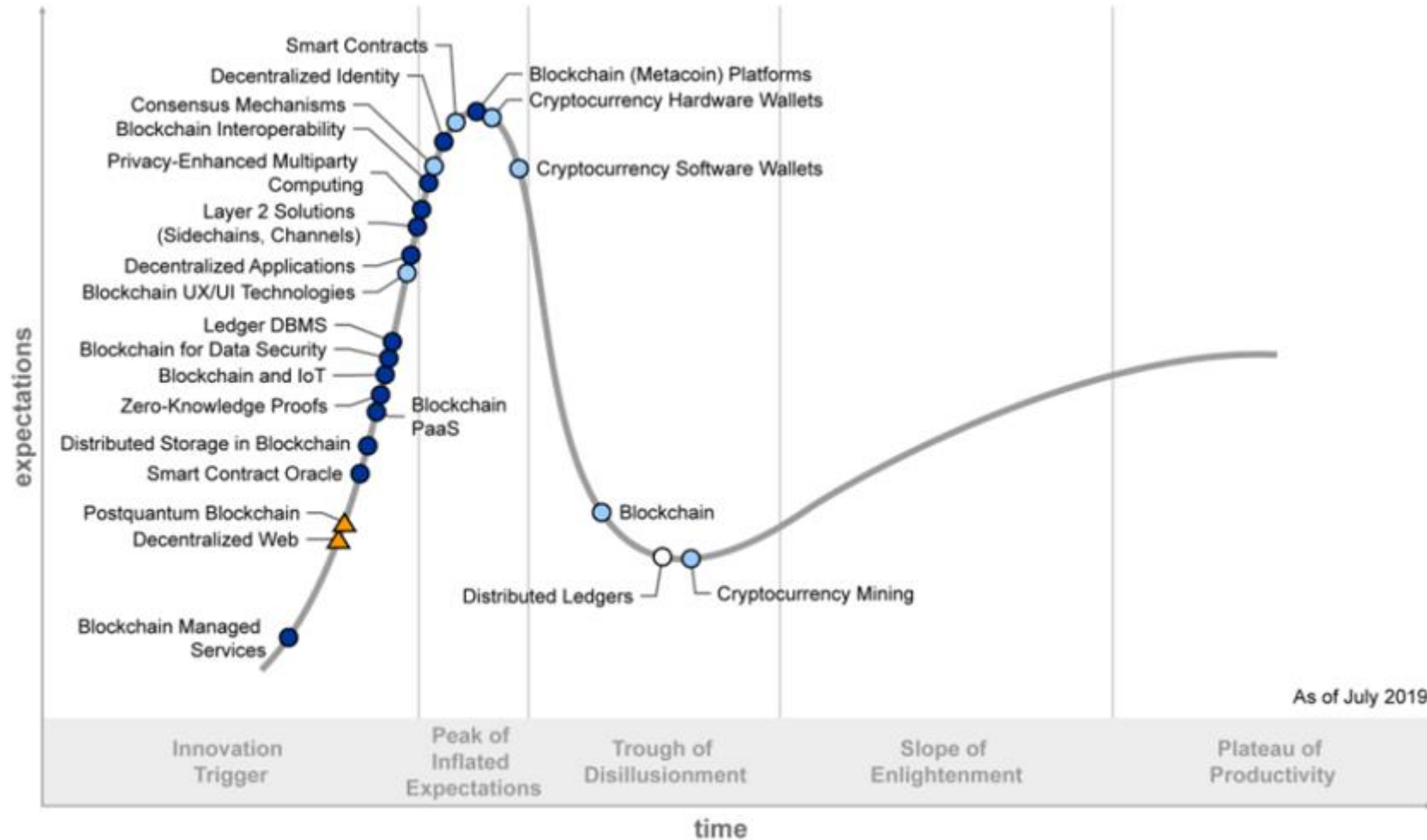
## Technological maturity 2017





# WHERE ARE WE?

## Technological maturity 2019

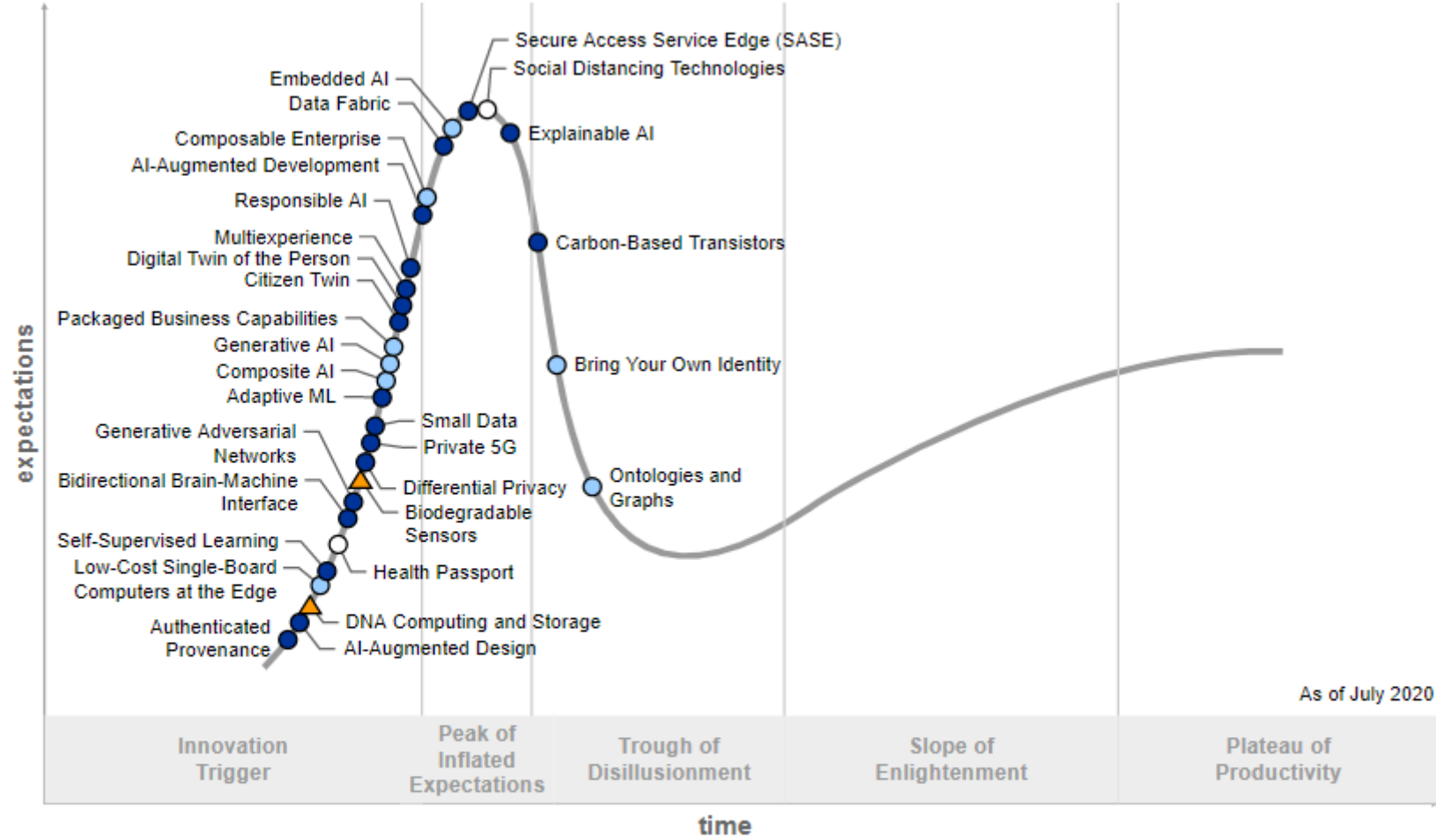


Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

# WHERE ARE WE?

## Technological maturity 2020

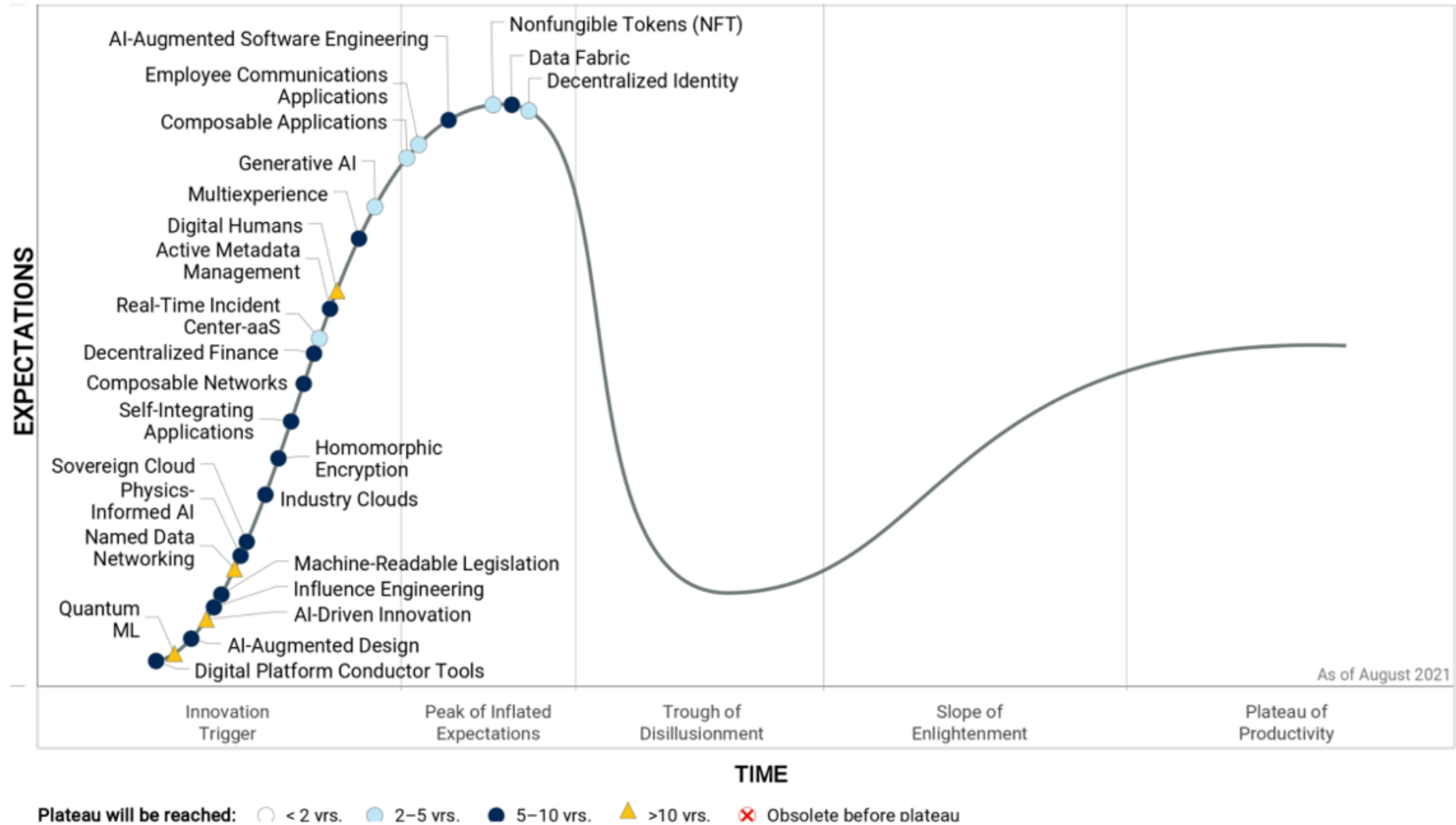


Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

# WHERE ARE WE?

## Technological maturity 2021



Source: Gartner (August 2021)



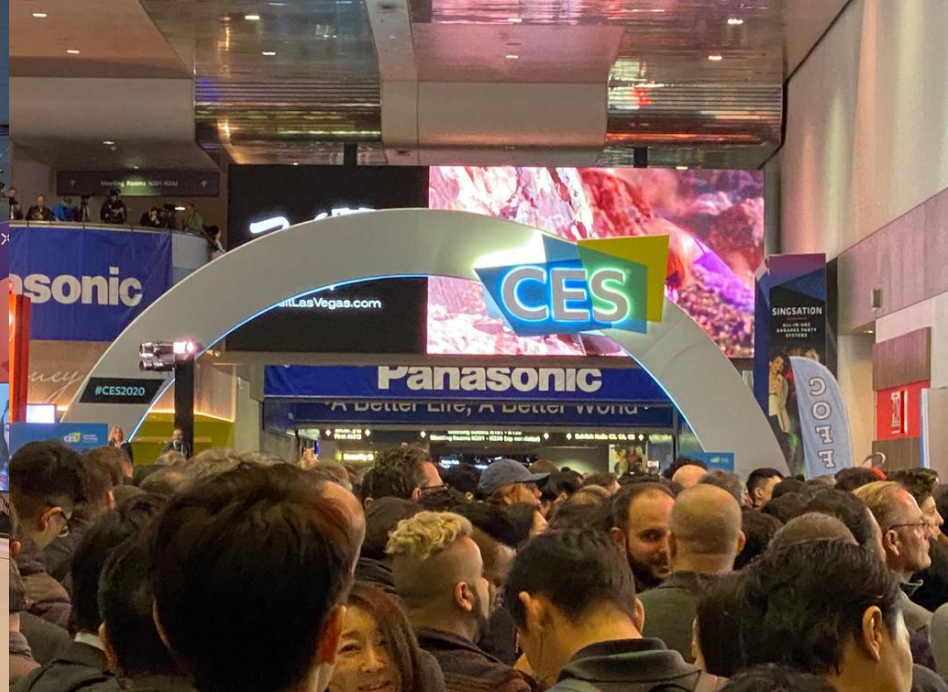
**CES 2023**

THE FUTURE IN NOW



IL LANTERNINO DI DIOGENE DIFFICILE RICERCA  
DELL'INNOVAZIONE AL CES

# DOVE SIAMO? L'esperienza del CES



DOVE SIAMO?

L'esperienza del CES





## IL CES AL TEMPO DEL METAVERSO

- Tentativi di avvicinarsi a questo mondo in ogni stand ed ogni produttore con declinazioni diverse:
- Tecnologia
- Software
- Particolare interessante: tentativi di realizzare soluzioni che attivino diverse sensorialità per esempio olfatto



# Sustainable innovation

A man in a grey blazer and dark pants stands on a stage, gesturing with his hands. Behind him is a large screen displaying the text "Sustainable innovation" in white. The background of the screen shows a sunset over a field with silhouettes of a person and an elephant. The scene is lit with stage lights, including several blue spotlights at the top.

# Everyday sustainability







**The future is  
our world**

**THE FUTURE IS  
OUR TIME**

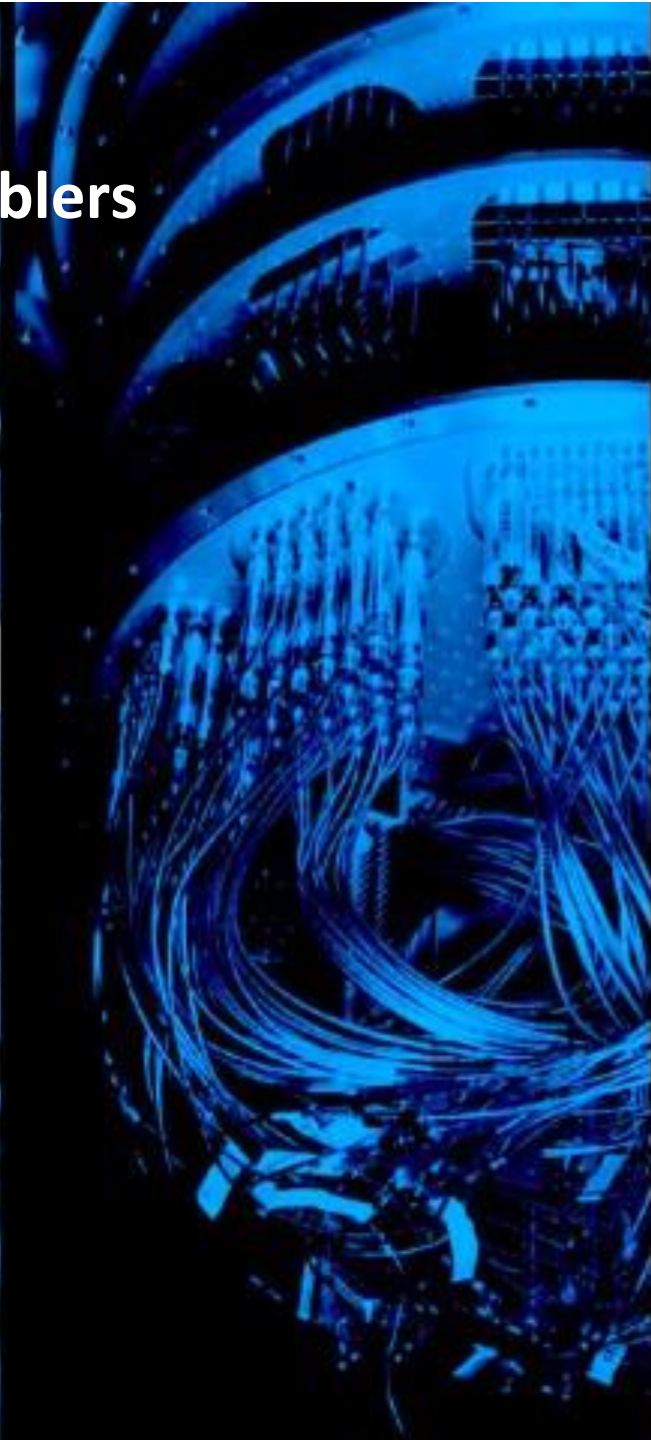
An aerial photograph of a city street intersection. A multi-lane road runs vertically through the center. To the left, a roundabout is visible with a large green truck. To the right, a curved road with a central landscaped area is shown. Buildings of various colors and styles surround the streets. The text is overlaid on the image.

**Certainly we are seeing an acceleration.**

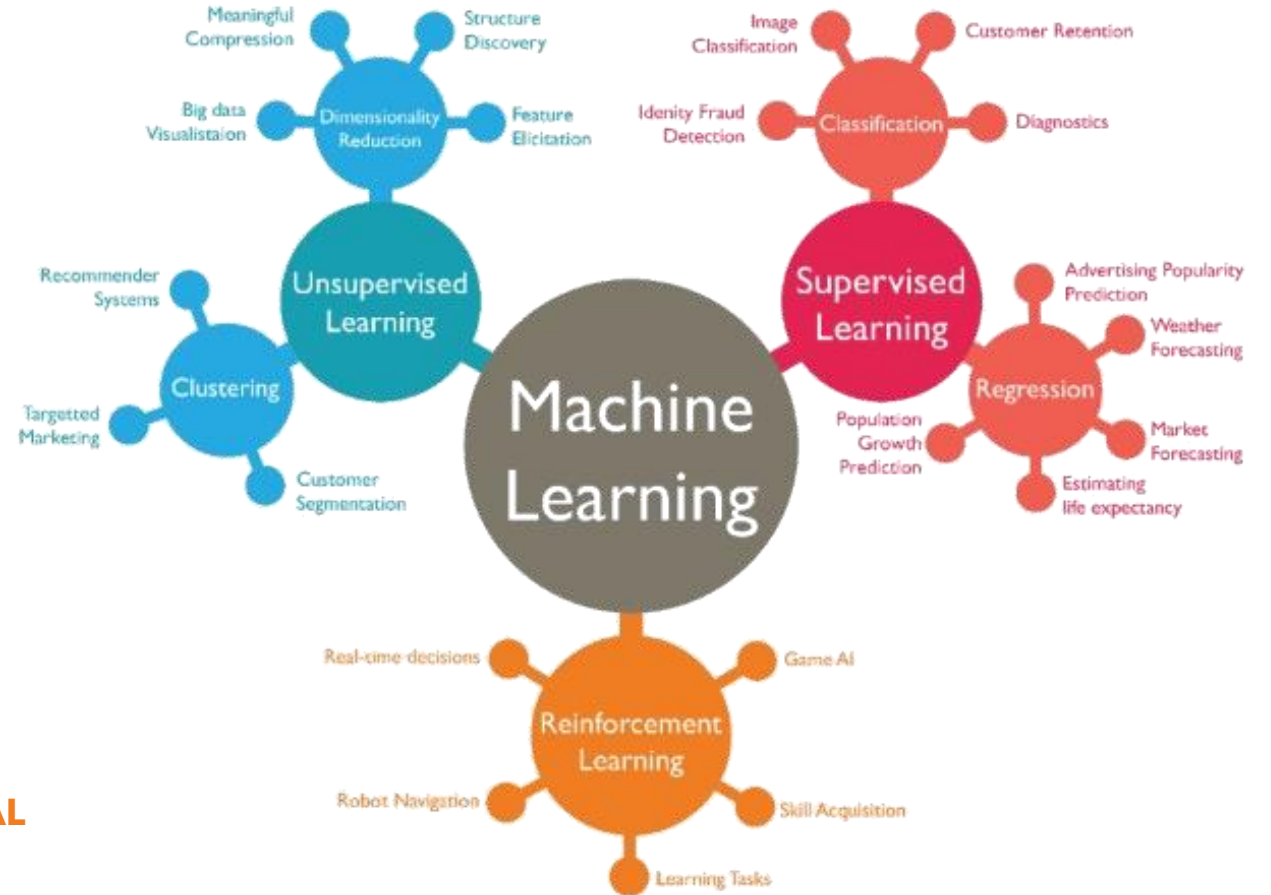
|| The increasingly present and invasive technologies are always the same in recent years

WHERE ARE WE?  
Technological enablers

5G

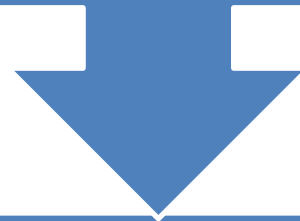


# According to Neuroscience we have three levels artificial intelligence



# Dal Machine Learning al Deep Learning

Il termine **intelligenza artificiale** è stato coniato da **John McCarthy** nel **1956**

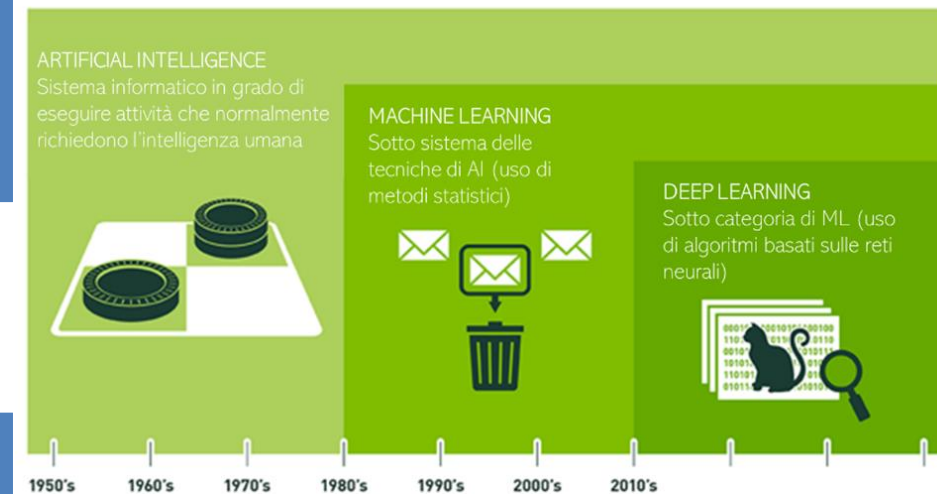


nell'arco di 10 anni una macchina sarebbe stata in grado di:

**battere un campione di scacchi**

**dimostrare dei teoremi matematici**

**spiegare i comportamenti umani**





# AI a Gaming

Nel 1996, **Deep Blue** della IBM è stato il primo calcolatore a vincere una partita a scacchi contro un Campione del Mondo in carica, Garry Kasparov.



## Watson e Jeopardy,

Risposte sotto forma di domanda

Ha vinto un milione di dollari, donati poi in beneficenza.

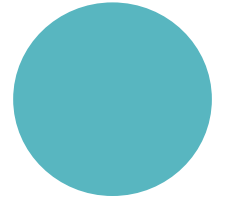


# Effetto Flynn:

**1987- il QI per la maggior parte della popolazione mondiale aumentato in media di tre punti ogni dieci anni.**

**2016, mentre la curva di diffusione delle tecnologie digitali cresceva in maniera esponenziale, quella dell'intelligenza umana sembra andare in direzione diametralmente opposta.**

Ogni volta che deleghiamo l'elaborazione di un pensiero complesso alla tecnologia, rinunciando ad un'opportunità di "allenare" la nostra capacità di immaginare soluzioni





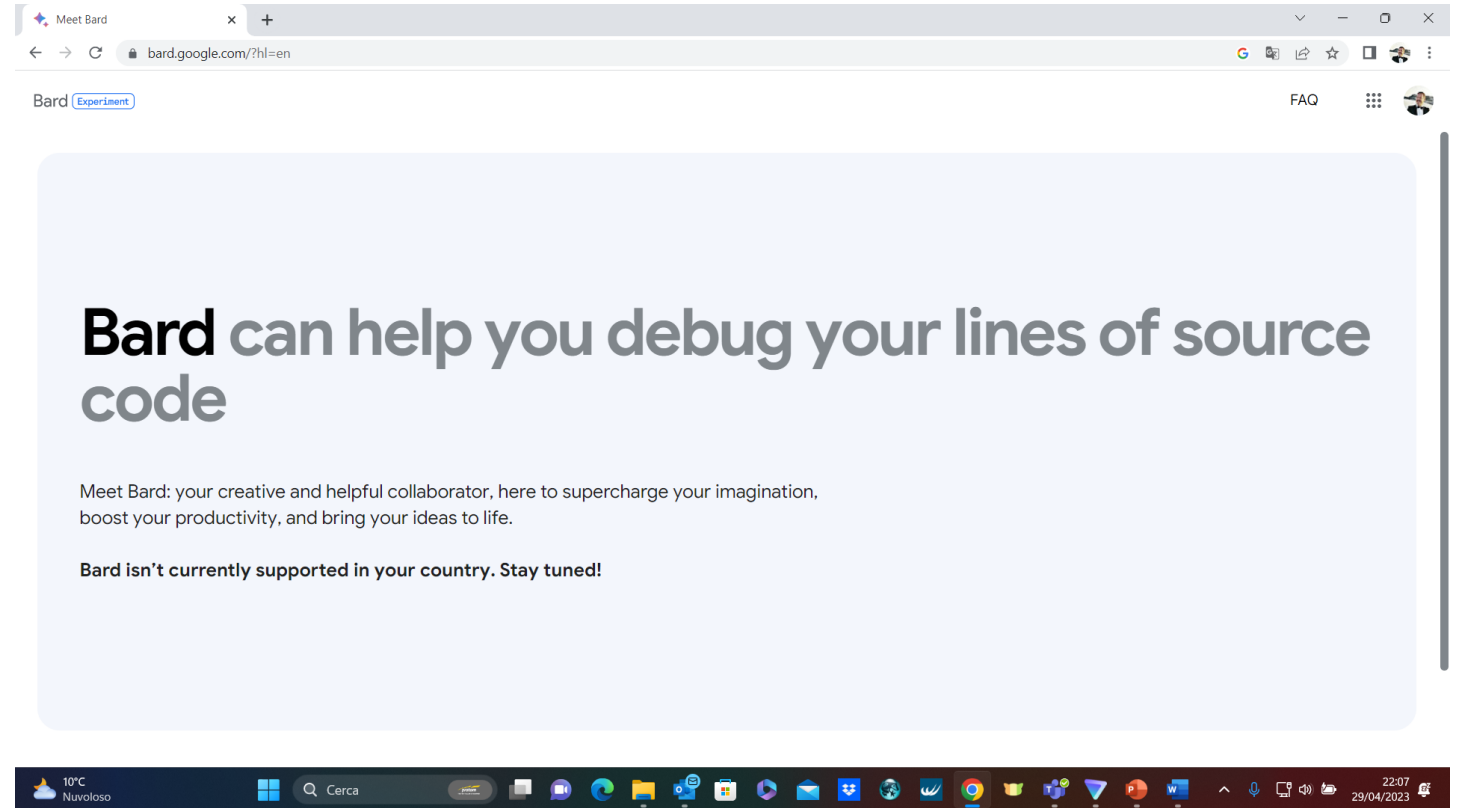
## L'ACCELERAZIONE DI CHATGPT

<https://chat.openai.com/chat>

- DISPONIBILITÀ DI DATI (GPT-3 175 MILIARDI DI PARAMETRI - GPT-4 1.000 MILIARDI)
- GPT-4 HA CIRCA 1.000 MILIARDI DI PARAMETRI
- CAPACITÀ COMPUTAZIONALI
- DIVENTATO UN PRODOTTO

# BARD LA SOLUZIONE DI GOOGLE

- Fare richiesta e lista di attesa
- Fatica ad interpretare le domande
- Non parla molte lingue
- A molte domande non sà rispondere



The screenshot shows a web browser window with the URL `bard.google.com/?hl=en`. The page title is "Bard (Experiment)". The main content area features a large heading: "Bard can help you debug your lines of source code". Below the heading, there is a paragraph: "Meet Bard: your creative and helpful collaborator, here to supercharge your imagination, boost your productivity, and bring your ideas to life." and a note: "Bard isn't currently supported in your country. Stay tuned!". The browser's taskbar at the bottom shows the system tray with a temperature of 10°C, weather "Nuvoloso", and the date/time "22:07 29/04/2023".



Il futuro del lavoro è incerto, ma è probabile che la tecnologia avrà un impatto significativo su molti settori. Alcune attività che attualmente vengono svolte da esseri umani potrebbero essere automatizzate in futuro, mentre altre potrebbero essere create.

Secondo uno studio del World Economic Forum, i mestieri che sono più a rischio di automazione sono quelli che sono ripetitivi, manuali e non richiedono un alto livello di istruzione. Alcuni esempi di questi mestieri includono:

- Addetti alle vendite
- Operatori di call center
- Addetti alla produzione
- Autisti
- Operatori di macchine

Altri mestieri, invece, sono più resistenti all'automazione perché richiedono un alto livello di creatività, intelligenza sociale o abilità interpersonali. Alcuni esempi di questi mestieri includono:

- Medici
- Avvocati
- Ingegneri
- Docenti
- Terapisti

È importante notare che non tutti i mestieri che sono a rischio di automazione scompariranno completamente. È probabile che alcune attività verranno automatizzate, ma altre rimarranno svolte da esseri umani. Inoltre, è possibile che vengano creati nuovi mestieri che non esistono ancora.

Nel complesso, il futuro del lavoro è incerto, ma è probabile che la tecnologia avrà un impatto significativo su molti settori. È importante essere preparati

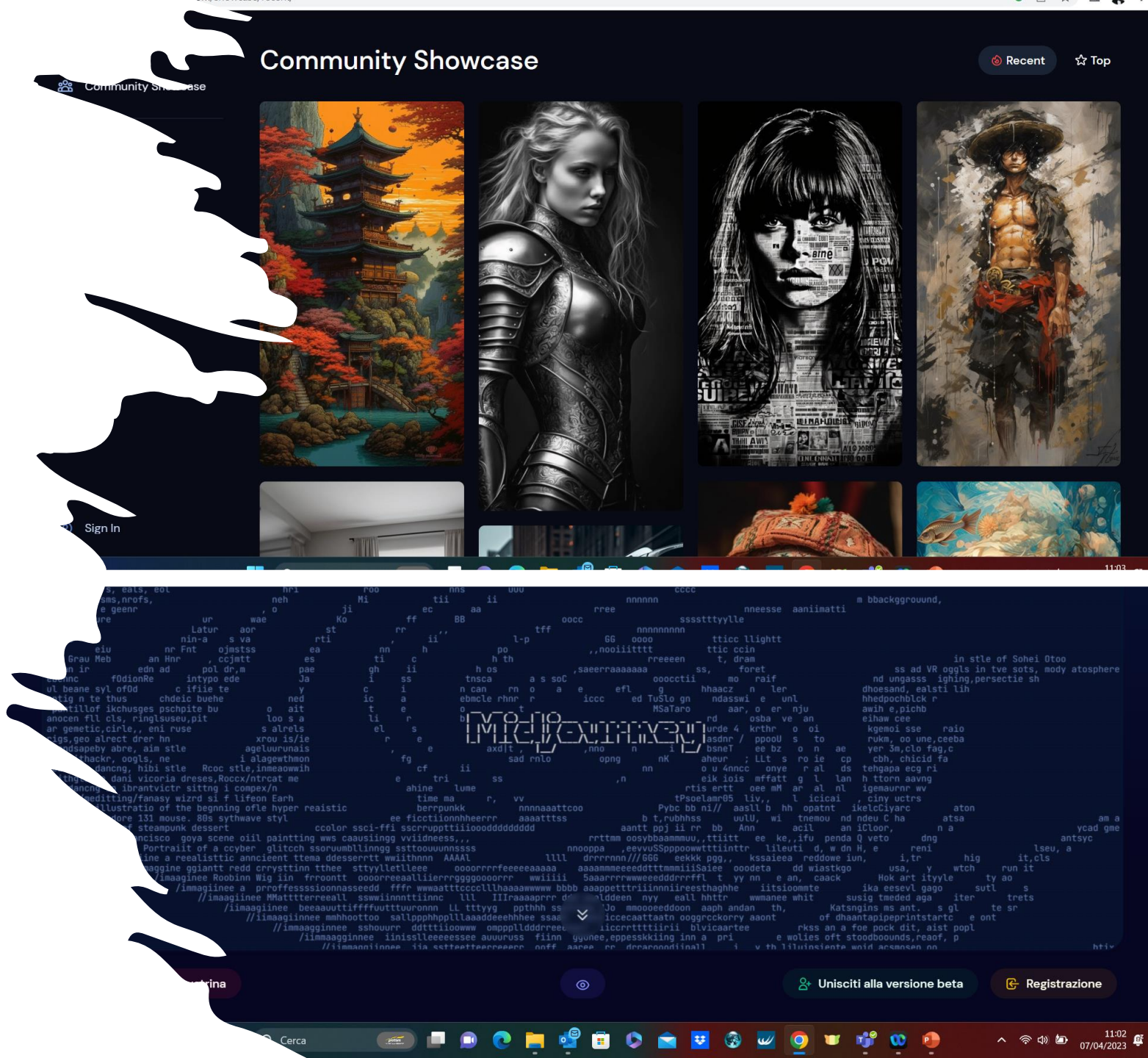


Prevedere con precisione il futuro del lavoro è un compito difficile, poiché dipende da molteplici fattori come l'avanzamento della tecnologia, i cambiamenti sociali, l'evoluzione delle economie e le nuove sfide globali. Tuttavia, ci sono alcune tendenze che si stanno sviluppando e che potrebbero influenzare il futuro dei mestieri.

1. **Automazione e Intelligenza Artificiale:** L'automazione e l'intelligenza artificiale (IA) sono in continua espansione e potrebbero sostituire alcune mansioni che attualmente vengono svolte dagli esseri umani. I lavori che coinvolgono compiti ripetitivi, come l'assemblaggio in fabbrica o l'elaborazione di dati, potrebbero essere automatizzati. Inoltre, i progressi nell'IA potrebbero consentire alle macchine di svolgere compiti più complessi, come la diagnosi medica o la gestione finanziaria.
2. **Tecnologia digitale e robotica:** La tecnologia digitale e la robotica stanno cambiando rapidamente molti settori. Alcuni lavori che richiedono abilità manuali ripetitive o compiti specifici potrebbero essere sostituiti da robot o da sistemi automatizzati. Ad esempio, i cassieri nei supermercati potrebbero essere sostituiti da casse self-service o da sistemi di pagamento digitali.
3. **Globalizzazione e outsourcing:** La globalizzazione ha reso possibile spostare alcuni lavori in paesi con costi del lavoro più bassi. L'outsourcing può influenzare particolarmente i settori dei servizi, come l'assistenza clienti o la contabilità, dove i lavori possono essere eseguiti da remoto in diverse parti del mondo.
4. **Lavori legati alle energie rinnovabili e sostenibilità:** Con l'aumento dell'attenzione sull'ambiente e la necessità di affrontare i cambiamenti climatici, si prevede che i lavori nel settore delle energie rinnovabili e della sostenibilità avranno una crescita significativa. Ad esempio, ci potrebbe essere una forte richiesta di esperti di energia solare, ingegneri ambientali, specialisti in gestione dei rifiuti e consulenti per la sostenibilità.

È importante notare che, sebbene alcune professioni possano scomparire o subire trasformazioni significative, l'evoluzione tecnologica può anche creare nuove opportunità di lavoro in settori emergenti. Ad esempio, l'avvento delle tecnologie digitali ha portato alla creazione di nuovi mestieri come sviluppatori di app, esperti di social media, specialisti di sicurezza informatica e analisti de

# Immagini e scrittura



# Stable Diffusion Playground

- <https://stablediffusionweb.com>



*triste ragazzo sulla spiaggia osserva il tramonto stile pastello*

## Stable Diffusion Playground

Just enter your prompt and click the generate button.  
No code required to generate your image!

Due to the large number of users, the server may experience problems. If you encounter an error, please try again.

mucca sulla luna in astronave

Generate image

Enter a negative prompt



Ads by Google

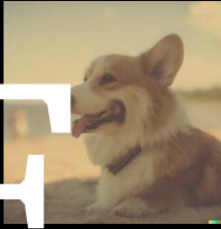
Stop seeing this ad

Why this ad? ▶





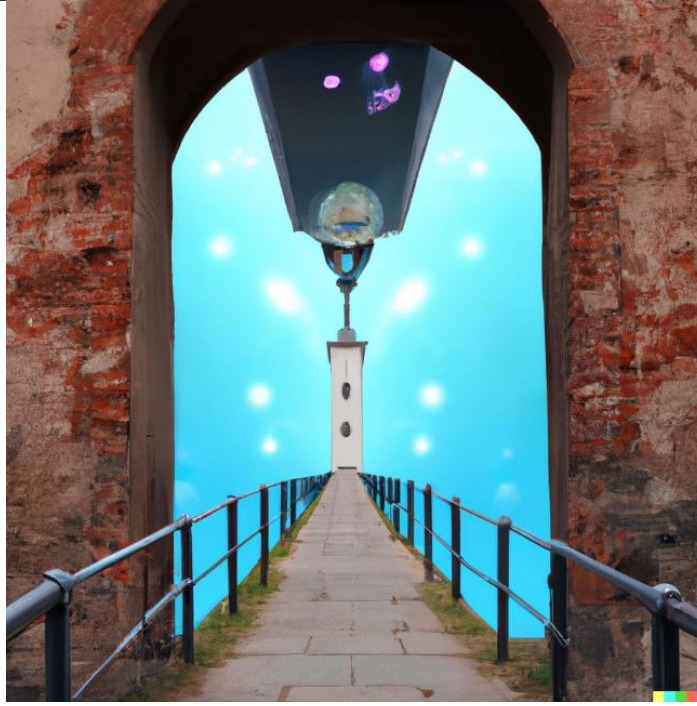
# DALL·E 2



DOWN LATE

DALL·E 2 is a new AI system that can create realistic images and art from a description in natural language.

Start



<https://openai.com/product/dall-e-2>

Dream by WOMBO

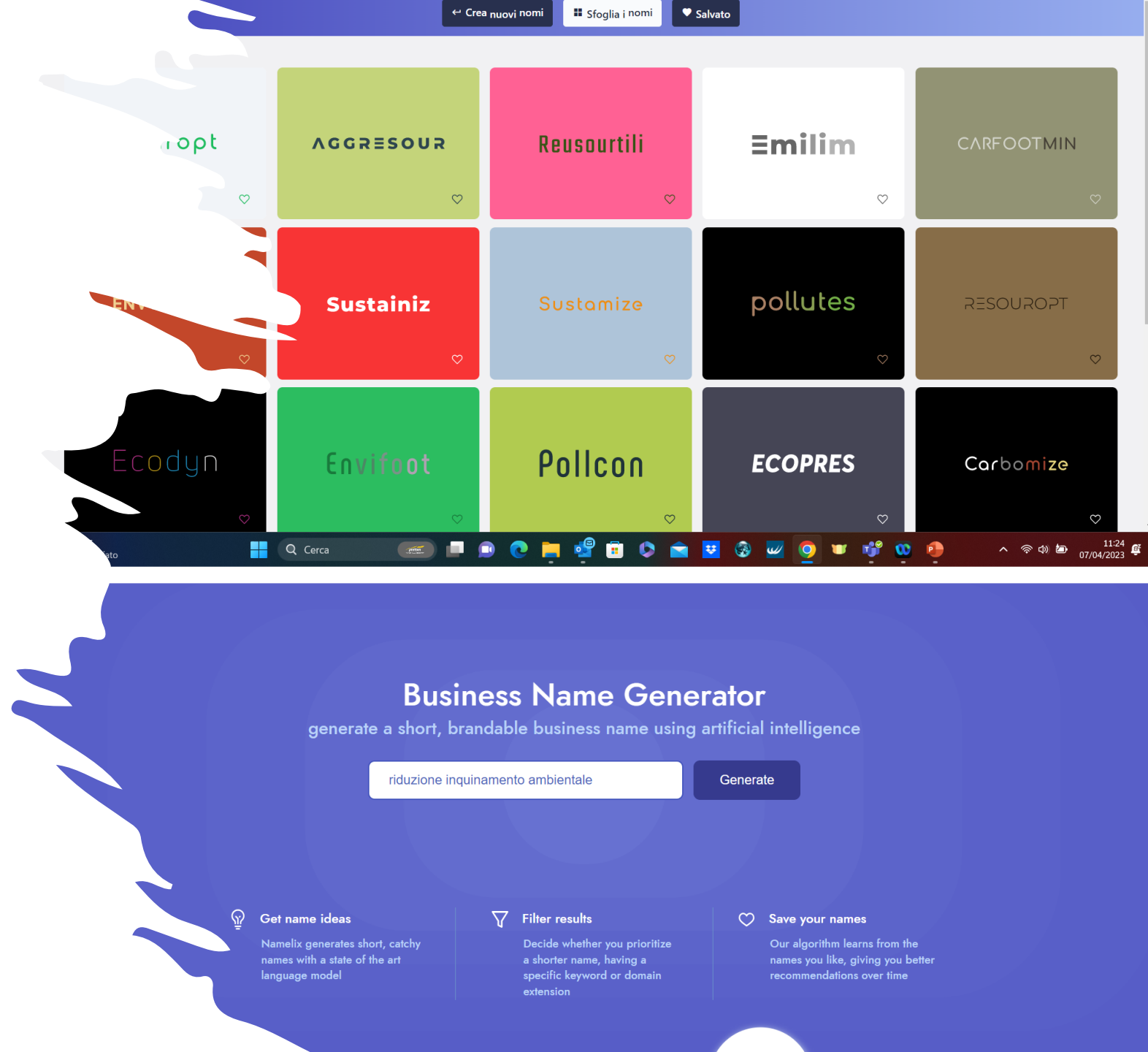


**WOMBO**

# NAMELIX

## Name generator

- <https://namelix.com/>



# Logo ai

# Creazione logo

- <https://www.logoai.com/>

Logo Maker Logo Ideas AI Designer Pricing Blog Help

## New Logo & Brand Design

Let AI-powered logo maker generate your new logo,  
create matching stationery, and design a brand you love!

Let's make a logo ↻

### SMART

AI engine that not only understands logo data but also design best practices for beautiful unique designs.



### PROFESSIONAL

Like a professional designer, we provide all design sizes and formats that you can download 24x7.



Cerca



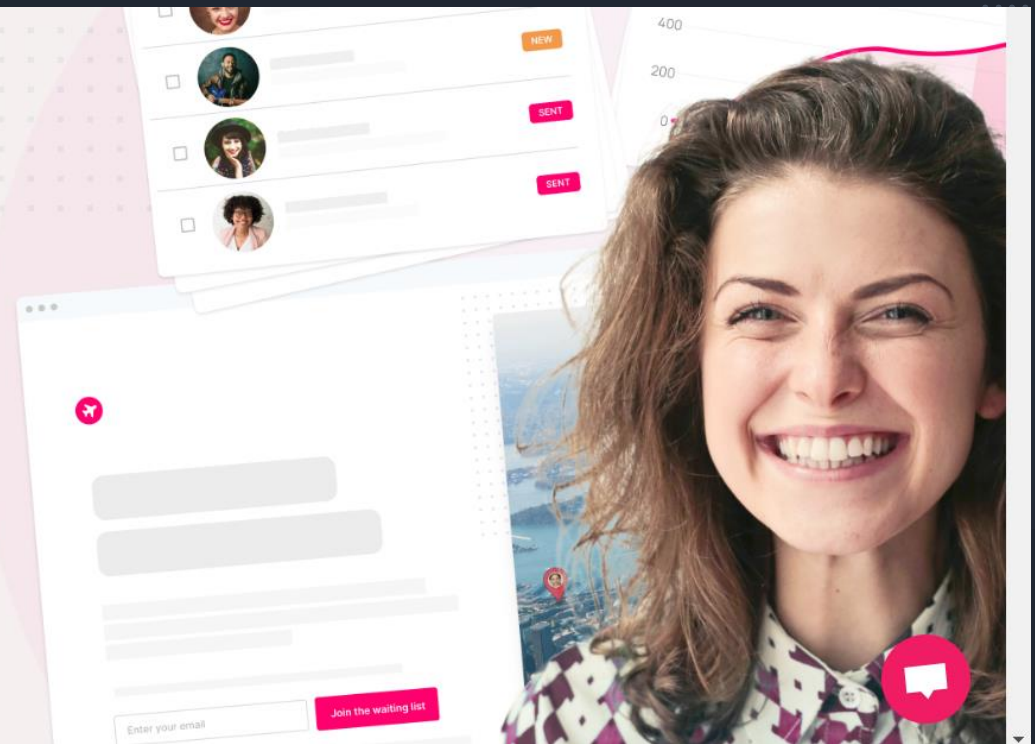
# startup in seconds with AI.

Have an idea for a startup, product or service? Our AI-powered builder helps entrepreneurs quickly launch and validate their business ideas.

Get Started for Free

NEW Add video to your site without coding a thing  >

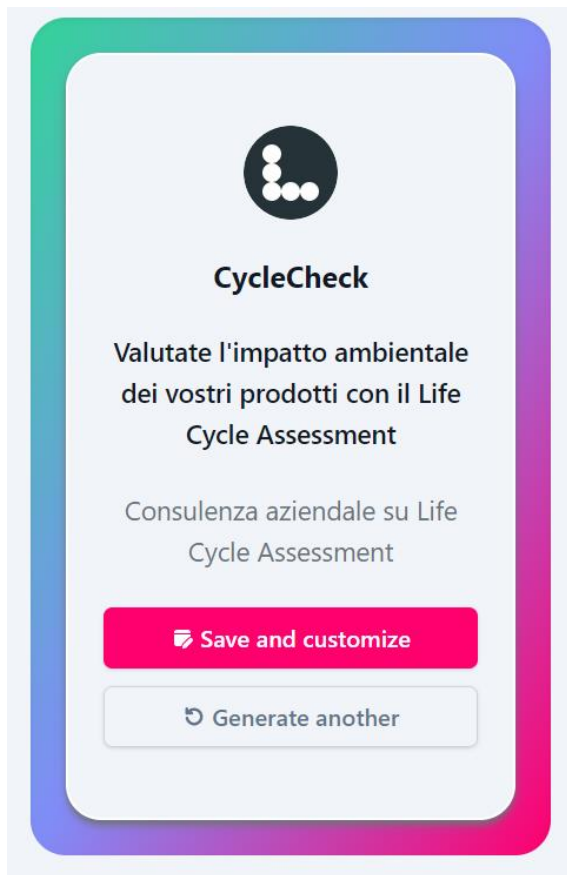
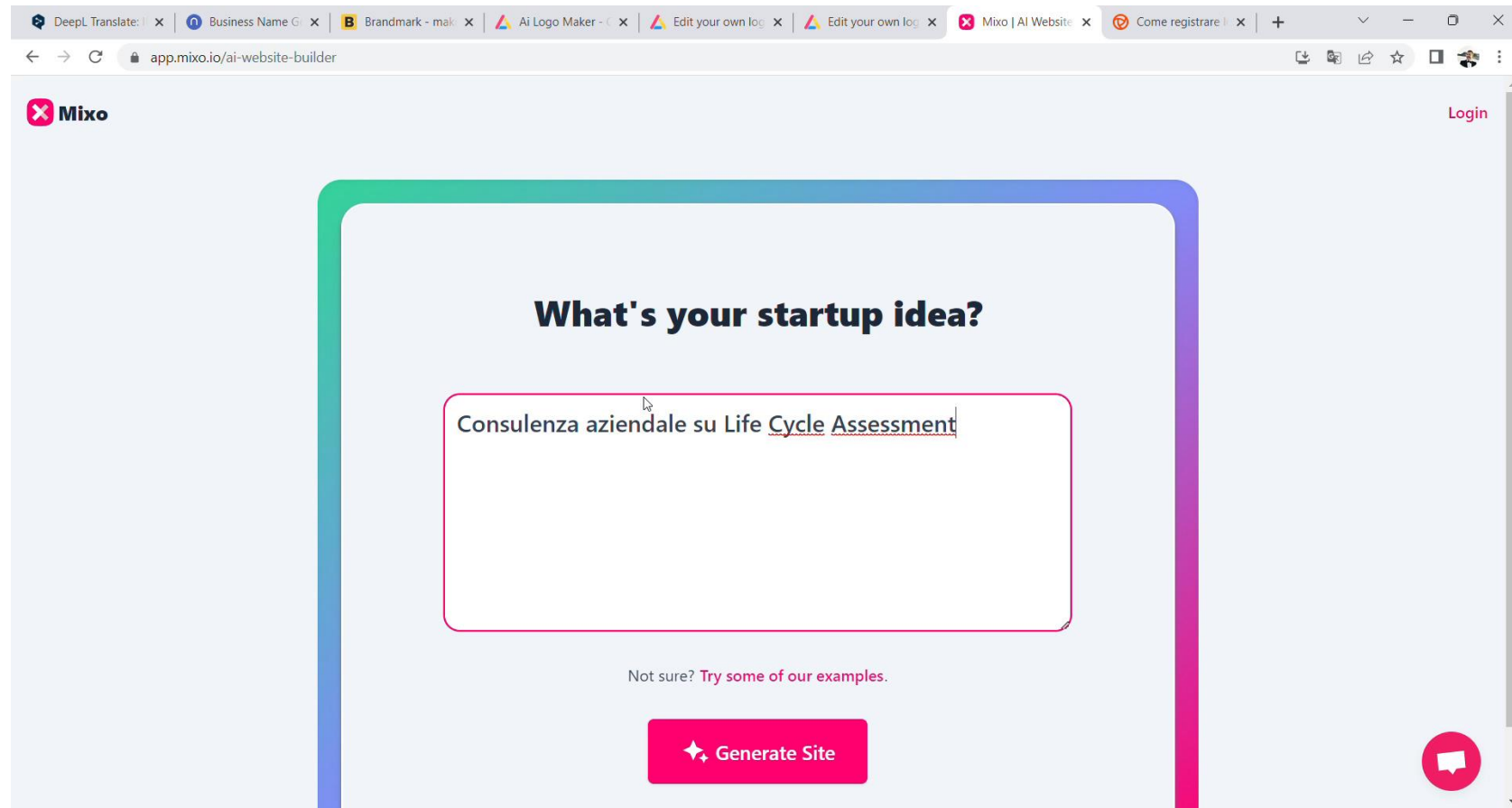
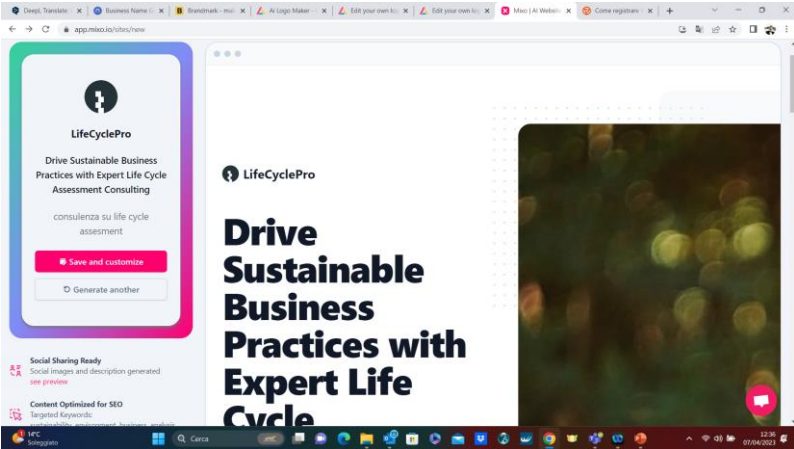
30 day money-back guarantee | Cancel anytime



# MIXO

## Creazione sito per idea imprenditoriale

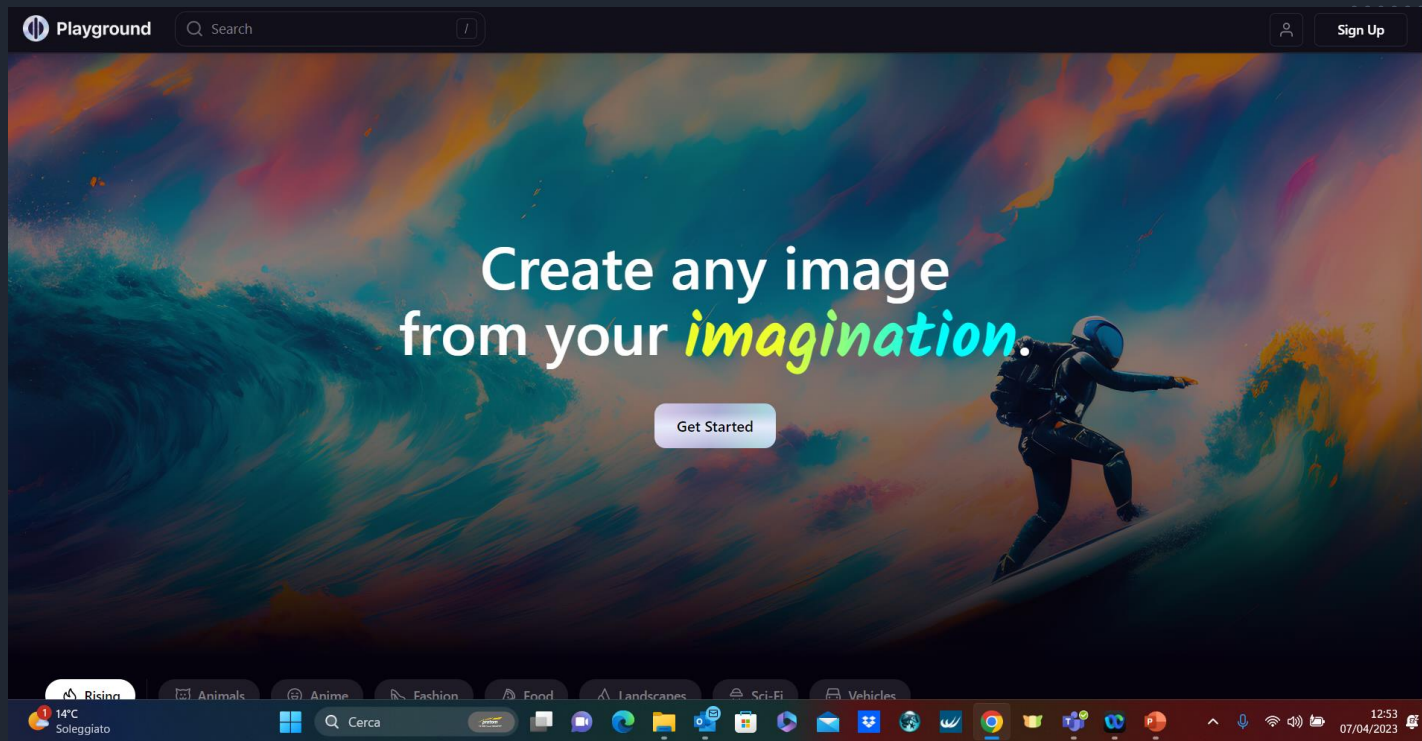
- <https://www.mixo.io/>



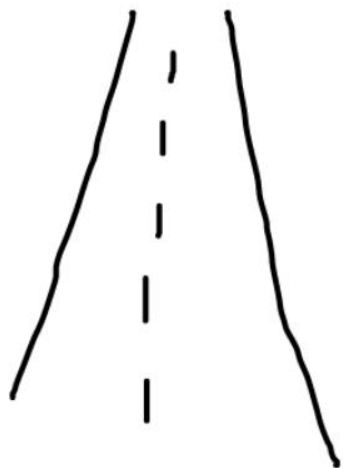
Registrazione schermo Win+G



Playground  
Genera immagini da un  
prompt



- <https://playgroundai.com//>

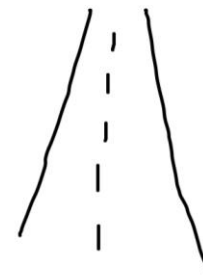


# Scribble Diffusion

Trasforma il tuo schizzo in un'immagine raffinata usando l'intelligenza artificiale

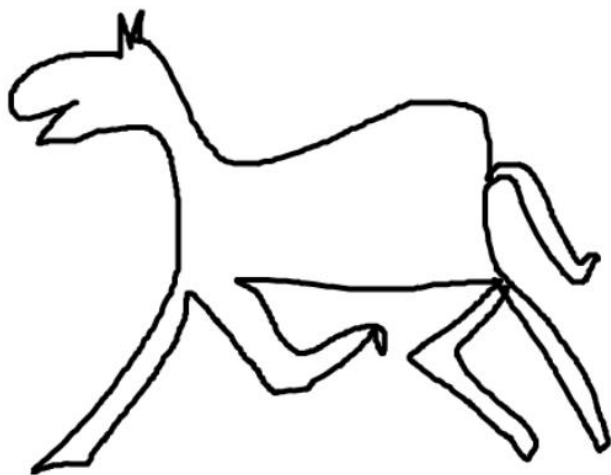
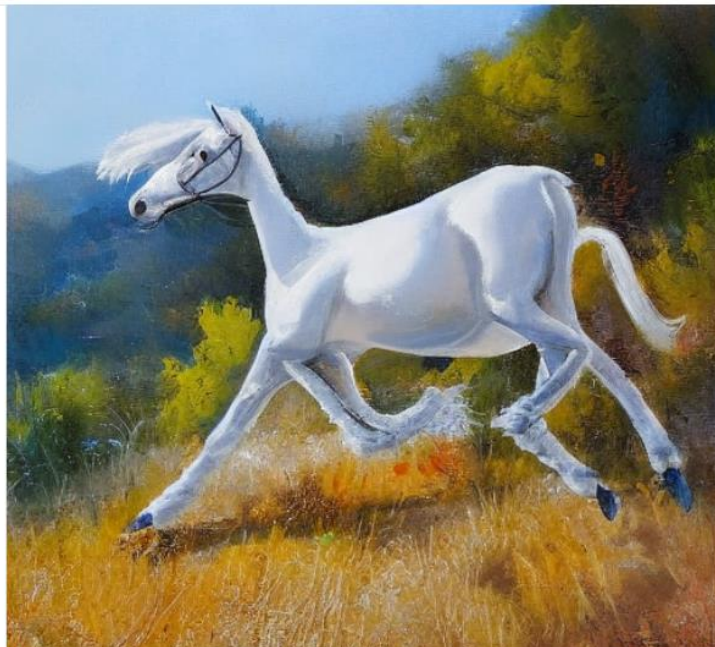
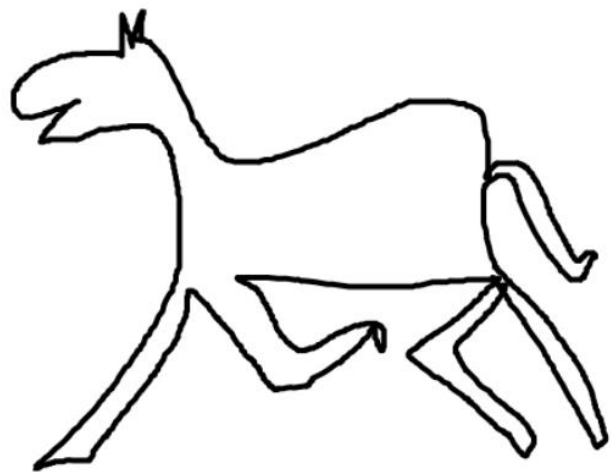
## Scribble Diffusion

Turn your sketch into a refined image using AI



- <https://scribblediffusion.com/>





# Scribble Diffusion

Trasforma il tuo schizzo in un'immagine raffinata usando l'intelligenza artificiale



- <https://scribblediffusion.com/>

# L'unico strumento AI per creare video Live Ac

Con la nostra tecnologia AI brevettata, puoi realizzare video professionali in POCHI MINUTI.  
Guarda la MAGIA accadere mentre l'intelligenza artificiale sceglie le risorse multimediali creative giuste per il tuo video.

The screenshot shows the Steve AI video editor interface. The browser address bar displays <https://app.steve.ai/steveai/editproject/81k3nocBb-vB4jU8X6A6>. The project title is "Birthday Wishes to Brother". The interface includes a navigation menu with "Script", "Theme", "Workspace", and "Publish". A "My Library" button is visible in the top right. The main workspace shows a video player with a scene titled "Slide 1" featuring a bird on a branch and the text "Happy birthday bro!". The video player shows a progress bar at 00:01 / 00:27 and an "Audio" button. On the left, the "Scene Settings" panel includes options for "Change Layout", "Change Color", "Transition", "Scene Time" (set to 00:02), "Hide text in current slide", "Hide text in all slides", and "Duplicate Scene". At the bottom, a timeline shows seven scenes: Scene 1 (00:02), Scene 2 (00:06), Scene 3 (00:04), Scene 4 (00:03), Scene 5 (00:04), Scene 6 (00:05), and Scene 7. A "Publish" button is located in the bottom right corner.

# Steve AI

Genera filmati da un prompt

- <https://www.steve.ai/>

Publish

# RUNWAY

Trasforma, cancella, attiva immagini in maniera creativa

DeepL x | Busines x | Brandi x | Ai Logo x | Edit you x | Edit you x | Mixo | x | Come n x | Create x | Abiti IA x | Scribbi x | Runway x

runwayml.com

runway

Product ↓ Research Customers Pricing Company ↓

LOG IN Sign Up — It's free

Gen-1 now available in-app TRY NOW

# Everything you need to make anything you want.

Runway is a new kind of creative suite. One where AI is a collaborator and anything you can imagine can be created.

TRY RUNWAY FOR FREE >

Video by Paul Trillo

https://app.runwayml.com/signup?utm\_source=search

16°C Soleggiato

Cerca

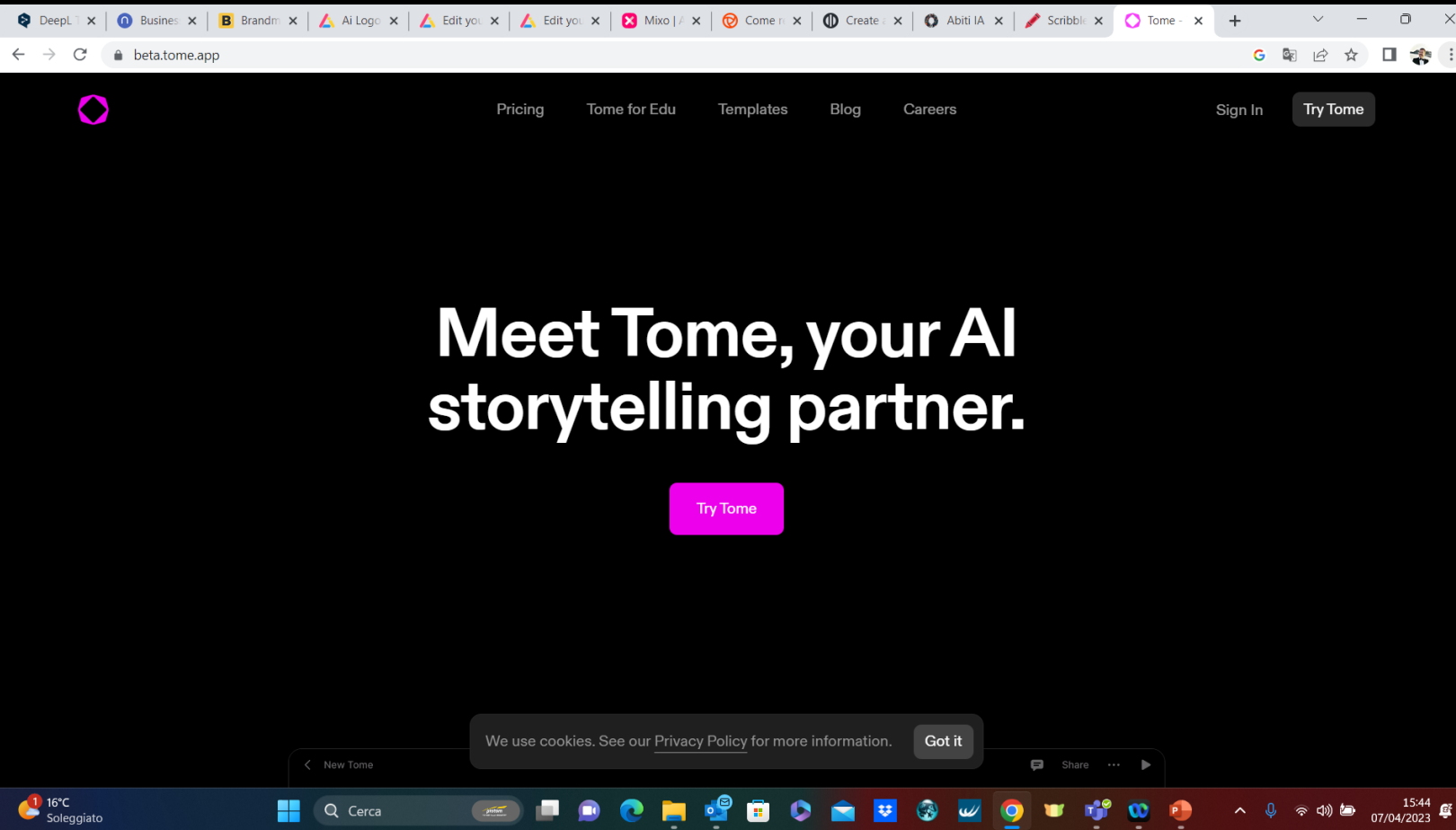
15:43 07/04/2023

- <https://runwayml.com/>

# TOME

partner per la narrazione basato  
sull'intelligenza artificiale

Supporto nelle presentazioni e  
creazione di template



- <https://beta.tome.app/>

# MOONBEAM

Supporto alla scrittura ed alla creazione di contenuti

<https://www.gomoonbeam.com/>



## Non scrivere mai da graffio Ancora.

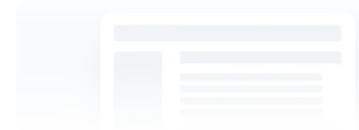
Dai il via al tuo prossimo grande

**E s s a a P R o P o S U N I T e C H D o C U N C U N D e M i o C U N R T i o C l e P R e S e N T U N T i o o N |**

con Moonbeam: il tuo assistente AI per la scrittura di lunga durata

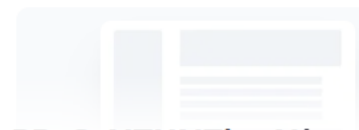
[Prova Moonbeam gratuitamente →](#)

Nessuna carta di credito richiesta



### Guida tecnica

Utilizza il modello di guida tecnica per scrivere una guida tecnica destinata al consumo da parte di sviluppatori o altri utenti tecnici.



### Comunicazione aggiornamento prodotto (beta)

Utilizza il modello di aggiornamento di prodotto per scrivere rapidamente un



# L'intelligenza artificiale cambierà il futuro delle adv

DigiTech.News

Digital Technology Learning Chi siamo Contatti

## Intelligenza artificiale, Jennifer Lopez diventa 'Jen AI' in una campagna per Virgin Voyages

Jennifer Lopez è entrata a far parte di una nuova campagna per Virgin Voyages, la compagnia di crociere del gruppo Virgin



Morghy, il robottino giornalista  
05:45 PM Luglio 05, 2023



### Articoli recenti

[YouTube sta testando una funzione che consente agli utenti di bloccare lo schermo](#)

[Twitter minaccia di intentare una causa legale contro Meta per Threads](#)

[AI, Cybersecurity e Medtech: ecco alcune delle aree della call4ideas Super Sapiens Day Factory.](#)

[Generative AI e Web3: verso una Blockchain dedicata?](#)

[OpenAI forma un team per controllare l'AI superintelligente](#)

Now, we're  
Voyaging



**Come sarà nei prossimi anni  
Verso una società digitale?**

**06**





# Verso una Digital Society?

---

- Pensate in modo diverso
- Diamo ai consumatori prodotti che non sanno neanche di volere
- Secondo, come numero di brevetti depositati, solo a Edison



# Edwin Land

---

- Inventore della Polaroid
- Lenti polarizzanti
- Obiettivi e dispositivi infrarossi per Macchine fotografiche





MOLTI MESTIERI  
SCOMPARIRANNO

MOLTI MESTIERI  
SCOMPARIRANNO






MOLTI MESTIERI SCOMPARIRANNO

ALTRI VERRANNO  
MODIFICATI  
PROFONDAMENTE


Captured by the Nikon Z 9

# UNREAL RIDE

#UNREALRIDE



A man wearing glasses and a dark jacket is riding a red and black motorcycle simulator. The simulator is mounted on a platform and has a large screen in front of it. The background is a red wall.



A man is riding a motorcycle simulator in a trade show booth. The simulator is mounted on a platform and has a large screen in front of it. The background is a red wall. A Nikon logo is visible in the background.

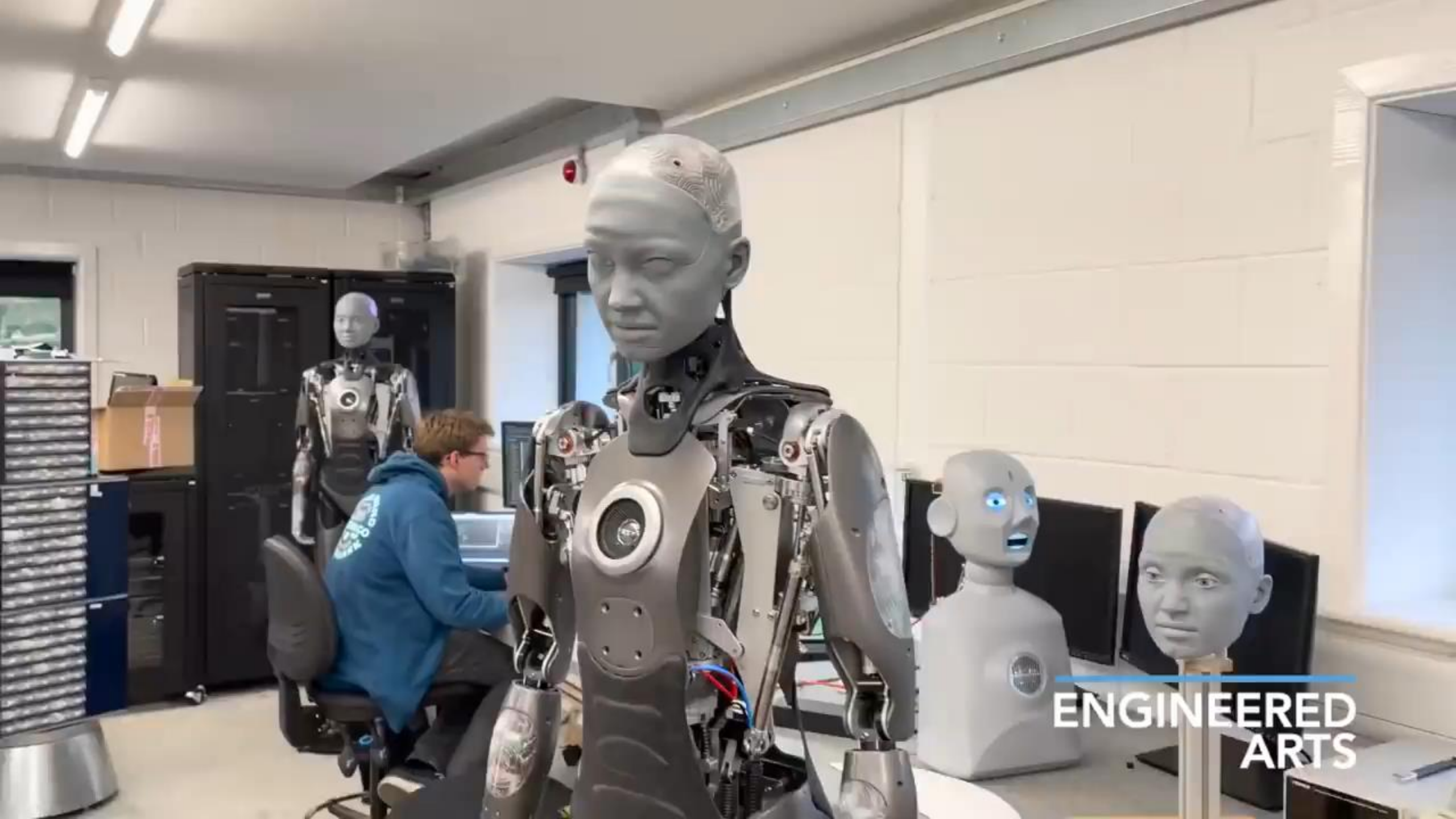
**MRMC**  
MARK ROBERTS MOTION CONTROL

**Nikon** A Nikon Company

in partnership with

**Vu**





ENGINEERED  
ARTS



# The Mangrove Society

07

The image features a lush mangrove forest. The background shows a dense canopy of green trees and branches. In the foreground, a body of water reflects the surrounding greenery. A large, semi-transparent circular inset is positioned on the right side of the image, providing a closer view of the mangrove's root system. The roots are complex and interwoven, with some showing a distinct yellowish-brown color. The text 'The Mangrove Society' is overlaid in a bold, yellow font within the circular inset.

# **The Mangrove Society**

# Analog and digital more and more an endiadi

- *COST OF "CALCULATIONS"*
- *COMING OUT "FROM THE ERA OF ST. THOMAS"*
- *EVERYTHING THAT IS DIGITAL TODAY TOMORROW WILL BE "COGNITIVE"*





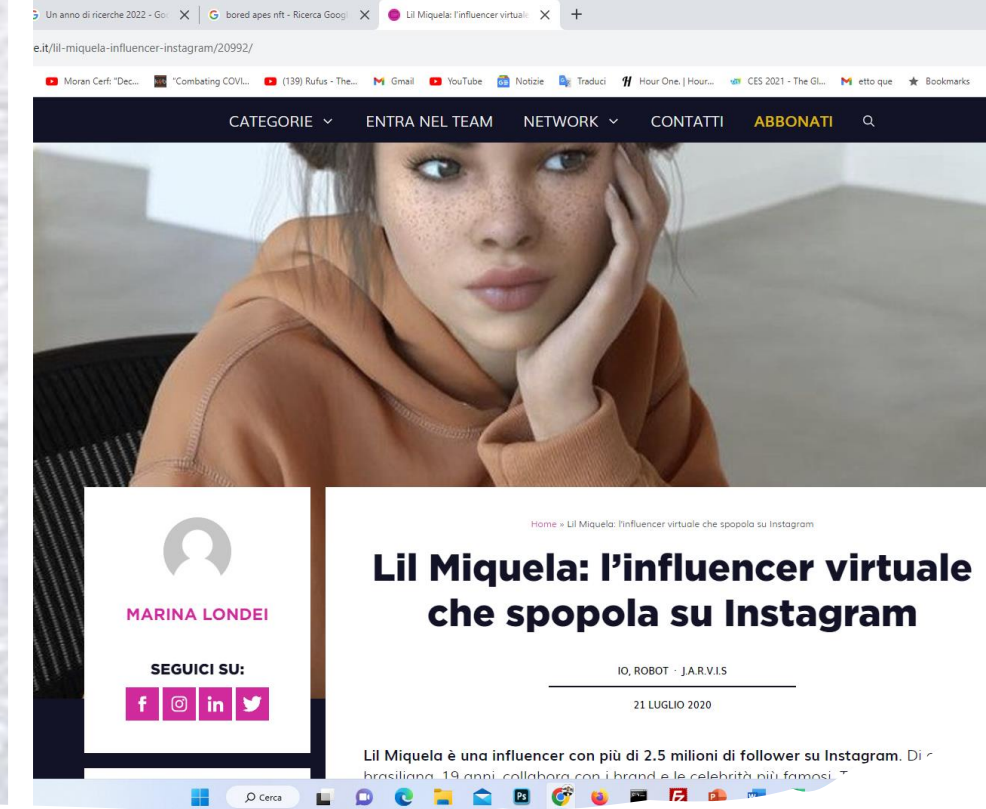
**Arthur C. Clarke**

Any sufficiently  
advanced technology is  
indistinguishable from  
magic

if I don't see, I don't think

# The Impossible burger





Digital human  
Influencer virtuale  
3 Milioni di follower su Instagram

# La fidanzata virtuale a pagamento: il caso di Caryn Marjorie Al

---



# Eravamo nel 2019



Il video, creato da Bill Posters e Daniel Howe in collaborazione con l'azienda pubblicitaria Canny, mostra Mark Zuckerberg seduto a una scrivania, mentre fa un monologo inquietante sul potere di Facebook. In sovrimpressione al video, c'è una scritta che replica lo stile di un telegiornale americano che recita "Stiamo migliorando la trasparenza sulle inserzioni pubblicitarie," come se il tutto fosse effettivamente parte di un servizio da notiziario.





# Eravamo nel 2019



A night sky filled with stars, with a dark silhouette of a forest of tall trees in the foreground. The text is overlaid on the right side of the image.

**“If it’s digital today,  
It will be cognitive tomorrow”**

*Ginny Rometti*

# DAL DIGITALE AL COGNITIVO

## Google Nest



**Where will we go?**

**08**

# THE EVOLUTION OF TECHNOLOGY

## Technological enablers – The QUBIT revolution





# Cost of "calculations"

---

**The courage to count:**

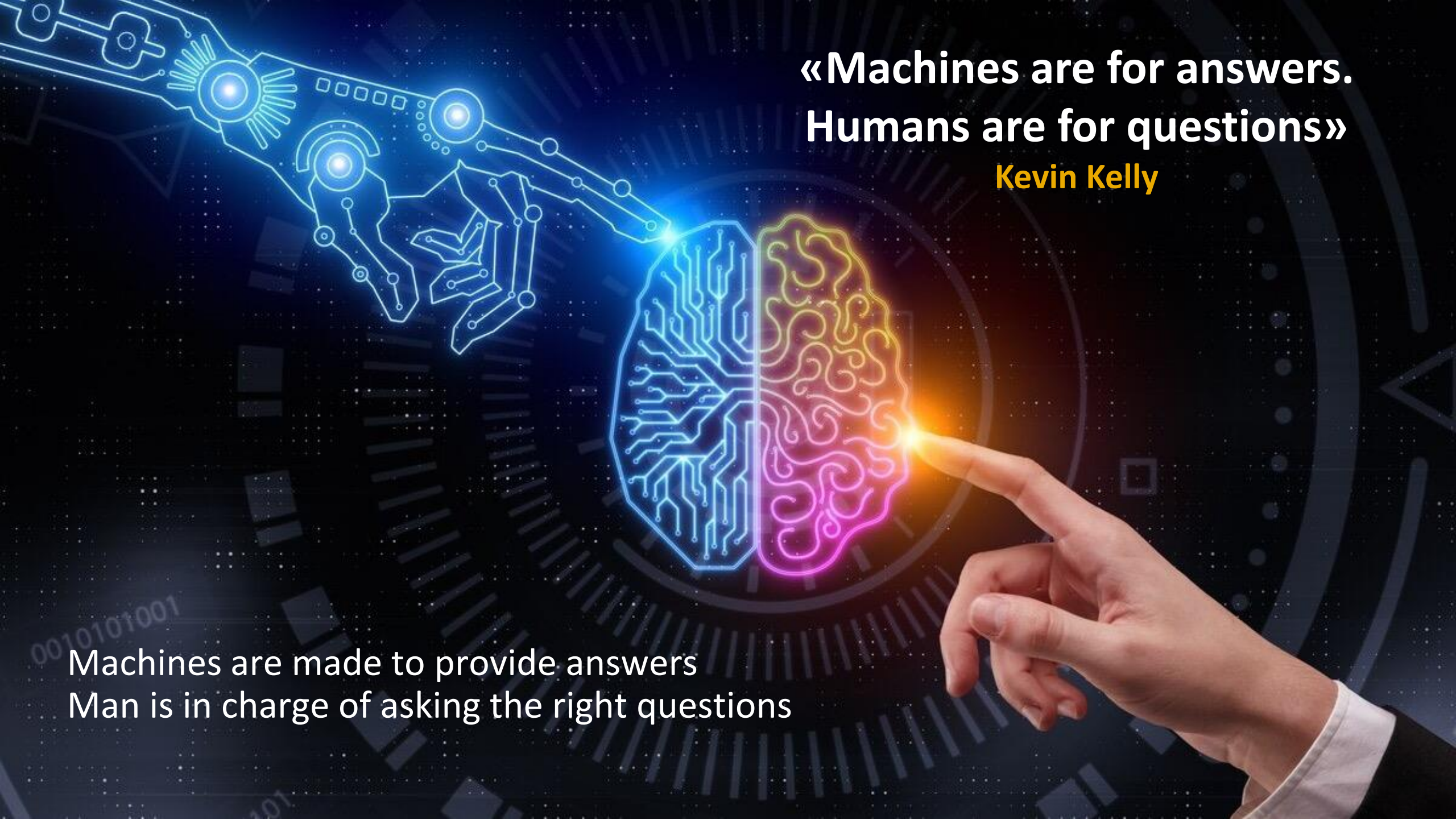
Decrease in the cost of calculations



**Arthur C. Clarke**

Any sufficiently  
advanced technology is  
indistinguishable from  
magic

if I don't see, I don't think



**«Machines are for answers.  
Humans are for questions»**

**Kevin Kelly**

Machines are made to provide answers  
Man is in charge of asking the right questions



# Solutions at your fingertips

Do everything in a way **economically more sustainable**, **environmentally sustainable** and also **socially sustainable**.

We have solutions at hand, only we often do not have the key to reading.



## Solutions at your fingertips

In the nineteenth century aluminum was considered the "**Metal of kings**"

It was chosen by Napoleon III, to amaze the king of Siam.

Aluminum is present in large quantities on earth (8.3% of the Earth's crust by weight), but rarely in free form (combined with silicon, sulfur and oxygen).



Aluminium



Gold



Silver



Platinum

# Solutions at your fingertips

Today we talk about scarcity of resources for example energy, such as solar, while we know that we are on a planet lapped by an energy 5000 times greater than what we use in a year.

Therefore, as in the case of aluminium, we cannot speak of scarcity of resources!

It is a problem of **accessibility**.

We need to focus our research on finding solutions that make the immense resources available accessible and therefore usable.



# Solutions at your fingertips

We live on a planet composed of 70% water. Think if you could find the solution “**Electrolytic**” that would allow us to have access to this huge amount of resources.

At the very least, we would have solved the problem of drought in Africa without thinking about the many opportunities that could be generated.



**The best tool to solve  
the great challenges of  
humanity will not be a  
technology, or money,  
but a motivated,  
passionate human mind  
with a clear goal/dream**



# IKIGAI

生き甲斐

(n) a reason for being; the thing that gets you up in the morning.

**Ikigai: giapponese**  
**Trovare il senso della vita**