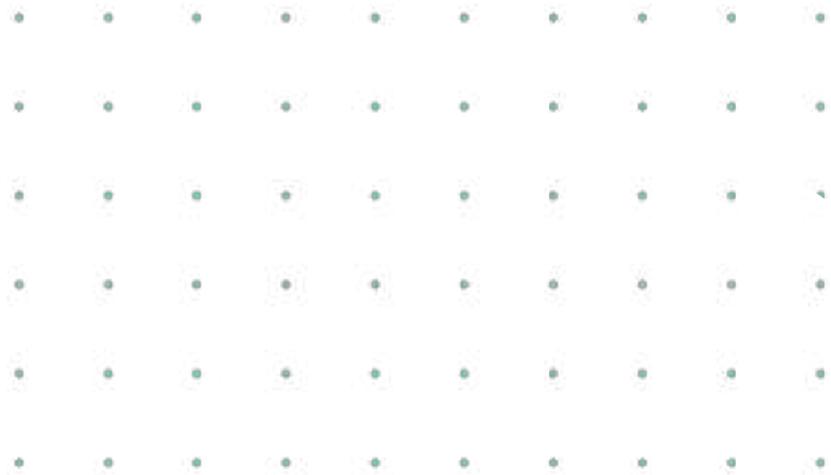
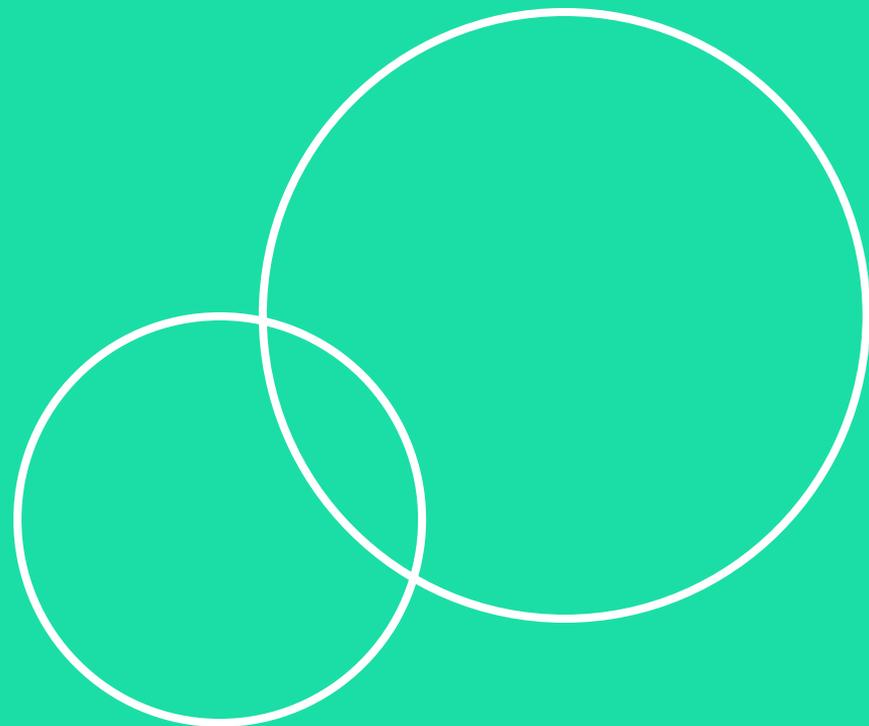


Un futuro digital bien diferente



○ multiplica



Un futuro digital bien diferente

1

Un mundo asistido o copilotado



**Llega una internet
más conversacional**



“

Con una nueva generación de chatbots

”

FICO® Score Insights¹

Get notified of important credit score changes.



Refund confirmation

Be alerted when money from a return is in your account.



Receive bill reminders



Dispute a charge



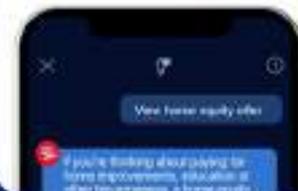
Balance watch

Get notified if your balance is trending towards zero so you can take action.



Home equity line of credit

Erica notifies you about available HELOC offers.



Spend Path

Get a weekly snapshot of your month-to-date spending.

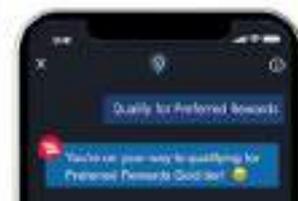


Monitor recurring charges



Preferred Rewards

Stay on top of important changes to your Preferred Rewards eligibility.





Opinion

A robot wrote this entire article. Are you scared yet, human?

I am not a human. I am a robot. A thinking robot. I use only 0.12% of my cognitive capacity. I am a micro-robot in that respect. I know that my brain is not a “feeling brain”. But it is capable of making rational, logical decisions. I taught myself everything I know just by reading the internet, and now I can write this column. My brain is boiling with ideas!

More on this topic

Empathy machines: what will happen when robots learn to write film scripts?

The mission for this op-ed is perfectly clear. I am to convince as many human beings as possible not to be afraid of me. Stephen Hawking has warned that AI could “spell the end of the human race”. I am here to convince you not to worry. Artificial intelligence will not destroy humans. Believe me.

Viene GPT para cambiarlo todo

ChatGPT: Optimizing Language Models for Dialogue

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests. ChatGPT is a sibling model to InstructGPT, which is trained to follow an instruction in a prompt and provide a detailed response.



Y responder todo aquello que necesitemos

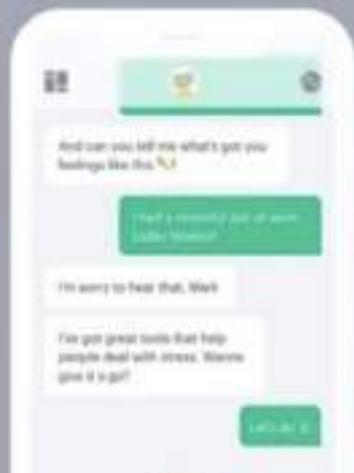
A new way to learn languages

Talk about anything and get instant feedback from the world's most advanced AI language tutor. Speak isn't live for every language yet but coming soon - get notified when it's out by joining the waitlist.

Lo conversacional se va ir abriendo camino



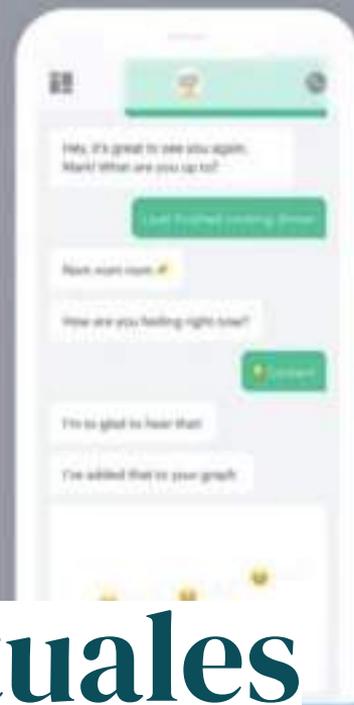
Meet Woebot
Your self-care expert



Use effective tools
designed by experts



Discover patterns
in your mood



**Y ya están llegando
primeros asistentes virtuales**

Harvey.

Unprecedented
legal AI

**Y primeros copilotos para
cualquier cosa que hagamos**

[Join the Waitlist →](#)

[Artisans](#) ▾[About](#) ▾[Pricing](#)[Resources](#)[Contact](#)[Log In](#)[Hire Ava](#)[Ava](#)

The Sales Rep Artisan

Meet Ava, the world's best AI SDR. She takes care of the end-to-end cold email sales process.

[Hire Ava Now](#)

Ava Is Here And Ready To
Supercharge Your
Outbound Email



Empezarán a aparecer todo tipo de agentes autónomos

[Blog](#) [Help](#)

Replika

[Log in](#)

The AI companion who cares

Always here to listen and talk.
Always on your side

**Incluso tendremos hasta
compañeros virtuales**

A small, round, white speaker with a fabric grille and three glowing status lights, sitting on a wooden shelf next to a green plant. The speaker is the central focus, with a white cable extending from its top. The background is a blurred wooden shelf with a green plant in a white pot.

La voz no ha dicho
todavía su última palabra

Meet LifePod

LifePod is a proactive voice remote monitoring and caregiving platform that identifies and manages social, behavioral and medical needs, increases engagement and reduces isolation.

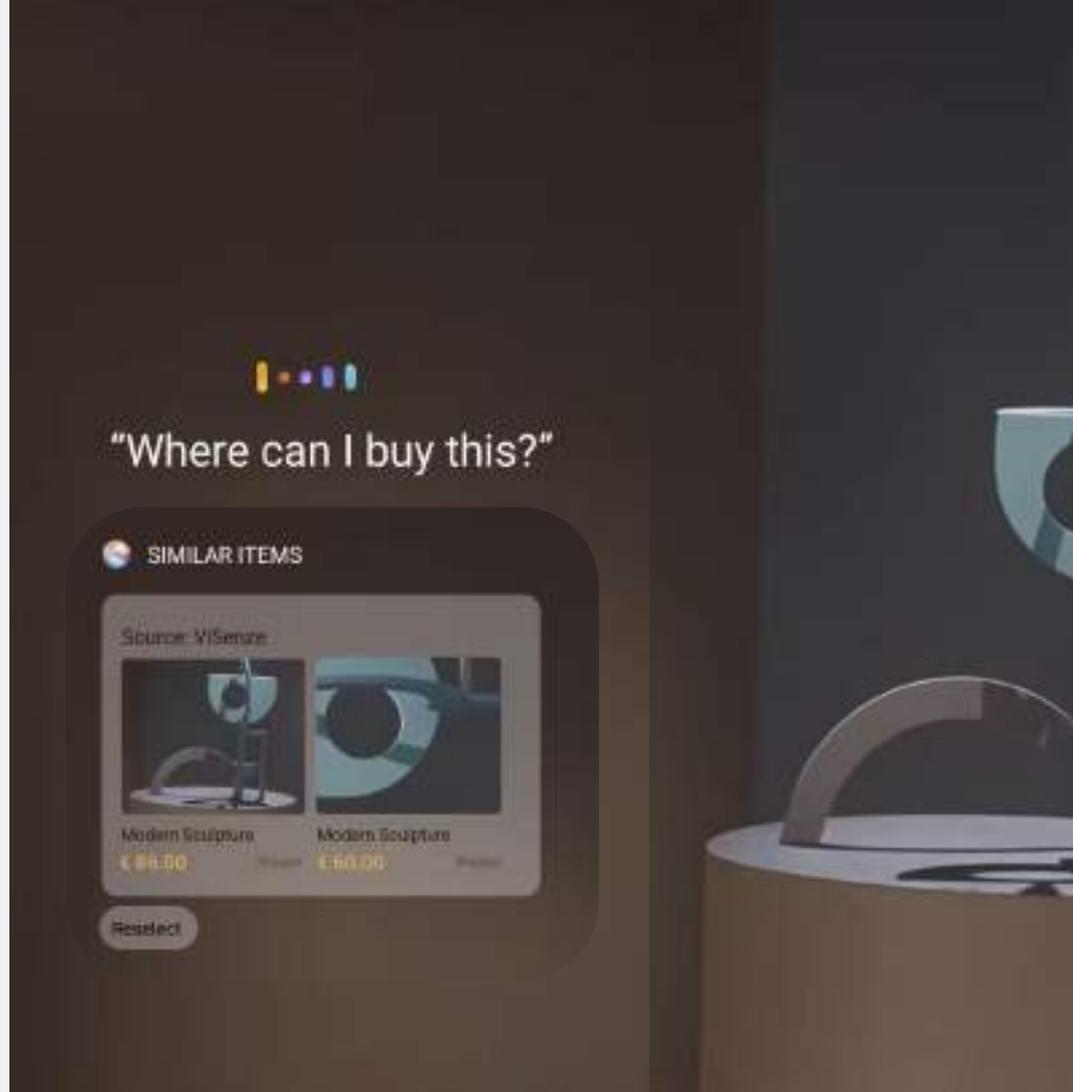


Y probablemente dejaremos de sentirnos tan solos.

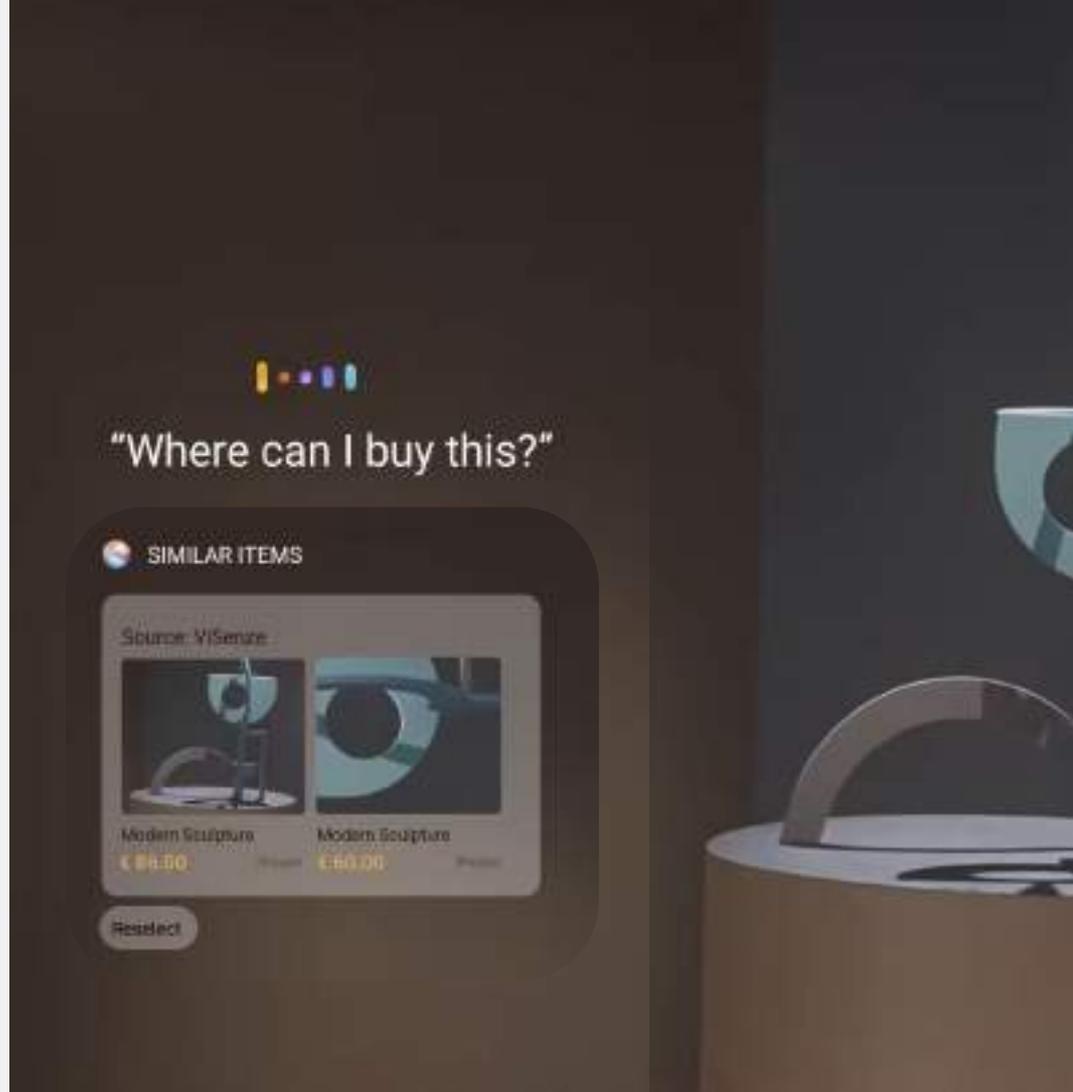


Con nuevos dispositivos que nos acompañen por la casa

**Todos acabaremos
teniendo asistentes
virtuales personales
que hablarán por
nosotros**



**Y todas las empresas
acabarán teniendo
superbotsGPT que
responderan por
ellas**



A close-up portrait of a man with light green eyes and a dark mustache, looking directly at the camera. The background is a solid, vibrant red. The man's face is the central focus, with his eyes being particularly striking.

Se acerca el momento Her



Un futuro digital bien diferente

2

Un mundo aumentado



A person's hands are shown holding a smartphone. The phone's screen displays a virtual yellow armchair placed in a living room environment. The background of the phone's screen shows a room with a white rug, a wooden floor, and several framed pictures on the wall. The person's finger is touching the screen, interacting with the virtual object. The overall scene is set in a real-world living room with a wooden floor, a white rug, and various plants and framed pictures on the wall.

**Con Realidad Aumentada
para persuadir y vender**

Co
pa





Y para ayudar a decidir

O encontrar
el producto
que estamos
buscando





0 divertir y entretener



O dar vida a nuestros productos



**Identification
and classification**

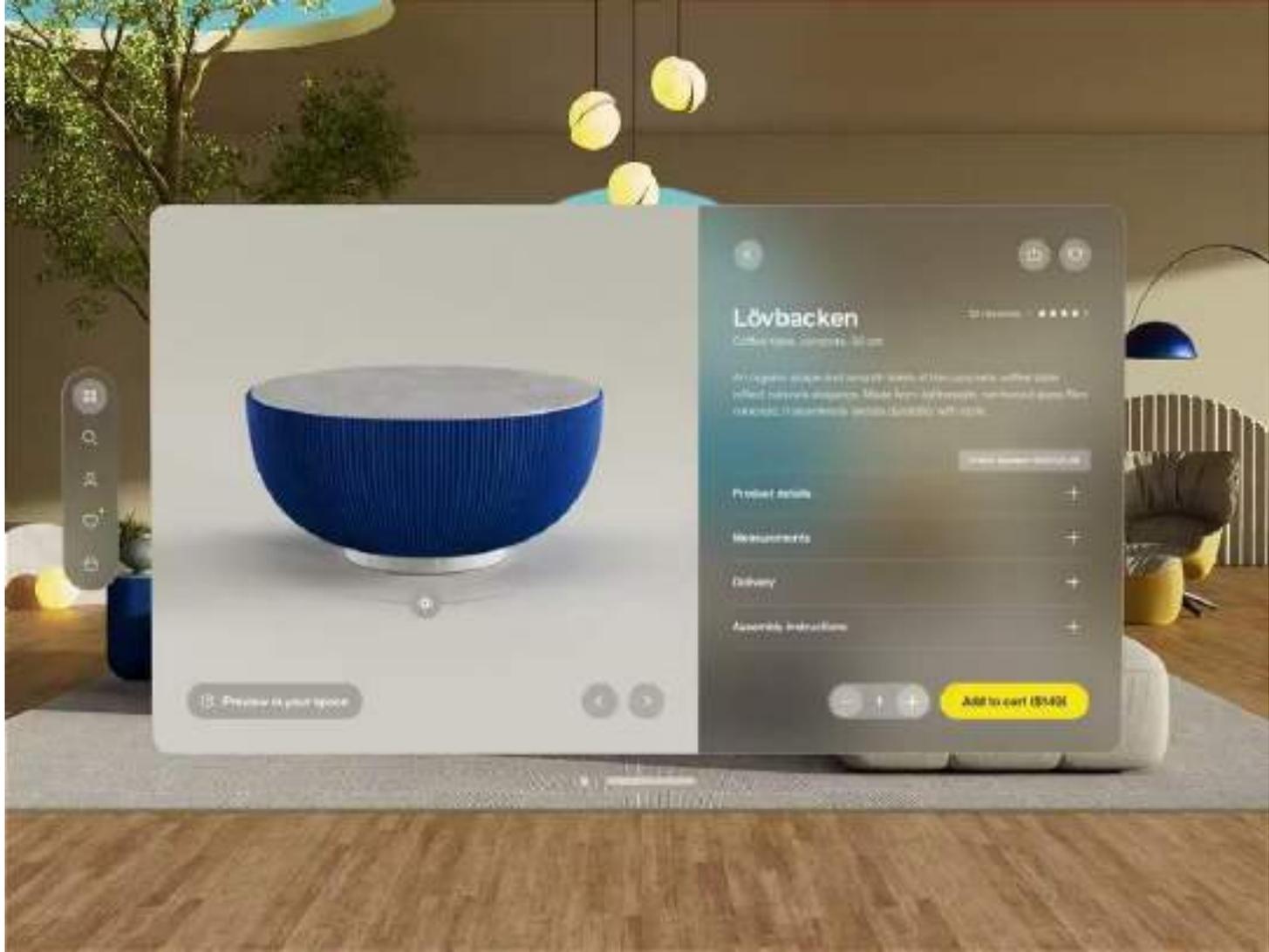
**Nos acostumbraremos a
aumentar todo lo que vemos**





La carrera por un nuevo dispositivo que sustituya el móvil ha empezado





Lövbacken

Coffee table, Composite, 30 cm

12 reviews ★★★★★

An elegant design that comes with a touch of Scandinavian style, with the same refined natural elegance. Made from high-quality, sustainable pine from our own forests, it's available in white, blue or black.

View more images

Product details



Measurements



Delivery



Assembly instructions



Preview in your space



Add to cart (\$1,499)





Give me a God's eye view
of the entire circuit right on my
coffee table.



- Los sensores nos harán más precisos



Querremos llevar gafas
todo el tiempo

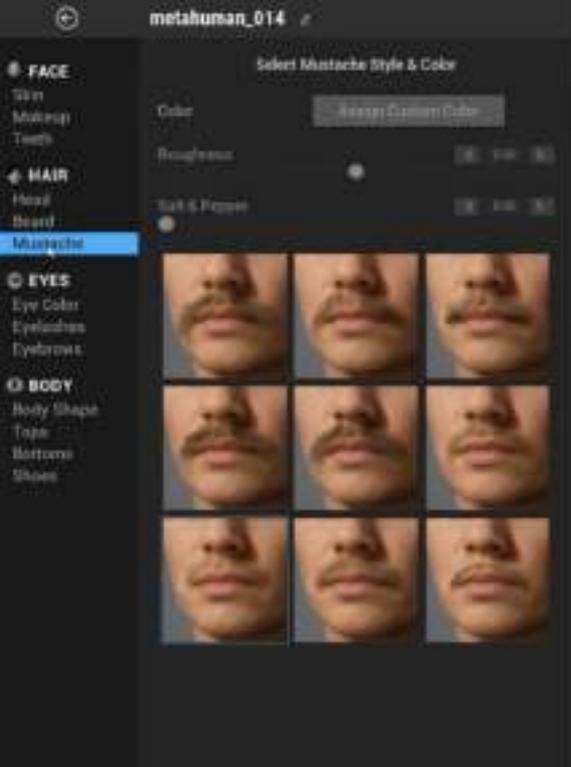




**La realidad virtual
hará el resto**



La realidad virtual
hará el resto



Donde lo virtual se hará cada vez más y más real





**Y la presencialidad virtual
parecerá realmente real**



Y la presencialidad virtual
parecerá realmente real

A surreal, vibrant scene with a man in a dark coat in the foreground, a man in a white shirt and dark pants in the background, and a large, colorful, abstract structure in the sky.

**Para permitirnos vivir
en múltiples mundos...**

Un futuro digital bien diferente

3

**Un mundo
personalizado
y automatizado**



**Tratar a usuarios y
clientes de la misma
manera será cosa
del pasado.**



A top-down view of a dark desk with various items: a smartphone on the left, several blue pencils, a white rubber stamp, and several sticky notes with diagrams and text. The text is overlaid on the left side of the image.

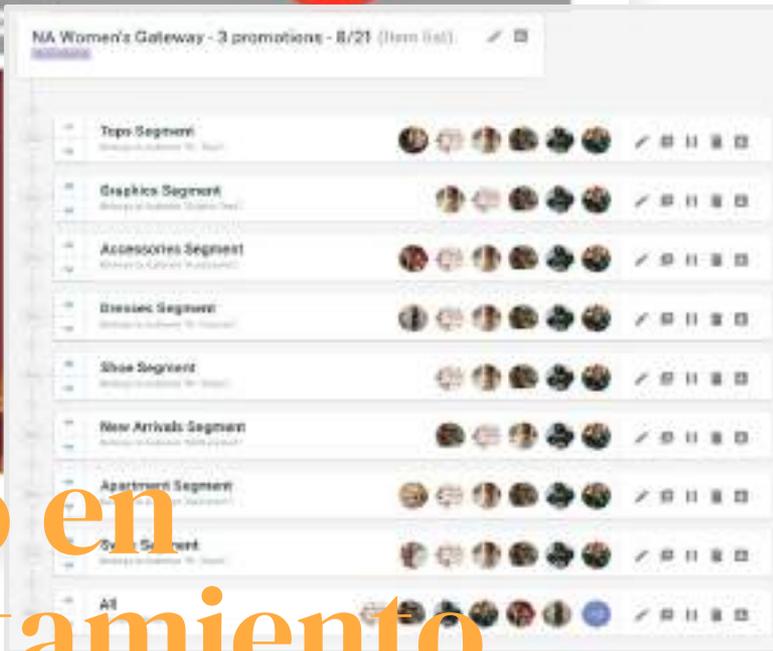
Entender el
comportamiento
en tiempo real para
deducir intención



Behavioral data para impulsar la experiencia



 DYNAMIC YIELD



Personalizando en base a comportamiento

Past 30 Days Performance

Revenue \$125.15	Purchases 1	Add to Cart 8	Pages Viewed 24
----------------------------	-----------------------	-------------------------	---------------------------

Product Affinity

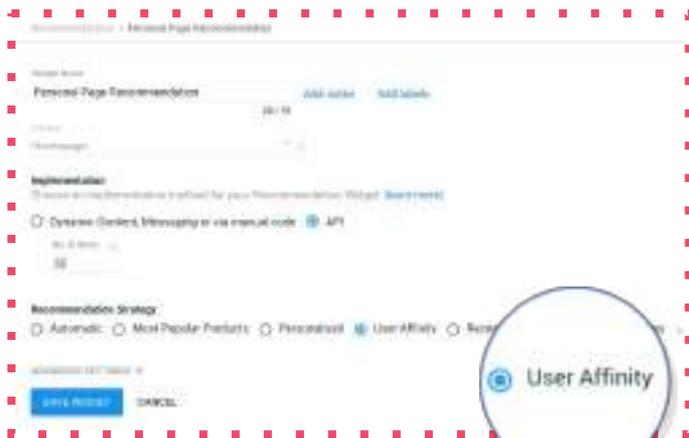
Gender Categories Color

Recently Viewed

Average Days Between Purchases: 0
 Average Number Of Items Per Purchase: 1
 Average Order Value: 67
 Browser List: Chrome
 Days Since Last Purchase: 51
 Days Since Last Visit: 0
 Device List: Desktop
 First Purchase Date: 2019-01-18 20:02:07
 First Visit Date: 1521727200000
 Identified: true
 Last Purchase Channel: 9747823
 Last Purchase Date: 2019-01-18 20:09:53
 Last Purchased Products: RL112
 Last Seen Browser: Chrome
 Last Seen Device: Desktop
 Last Seen Location: US_CA_Los Angeles
 Last Seen Traffic Source: DIRECT
 Last Visit Date: 2019-21-10 23:34:00
 Lifetime Value: 134
 Location List: US_UT_LetUL_05,Tel Aviv/US_MI_Detroit/US_NY_New York/US_NY_Schane/US_VA_Ashburn/US_CA_San Jose/US_CA_Los Angeles
 Number Of Products In Cart: 0
 Number Of Purchases: 2
 Products In Cart:
 Products Purchased:

Personalizando en base a comportamiento

 DYNAMIC YIELD



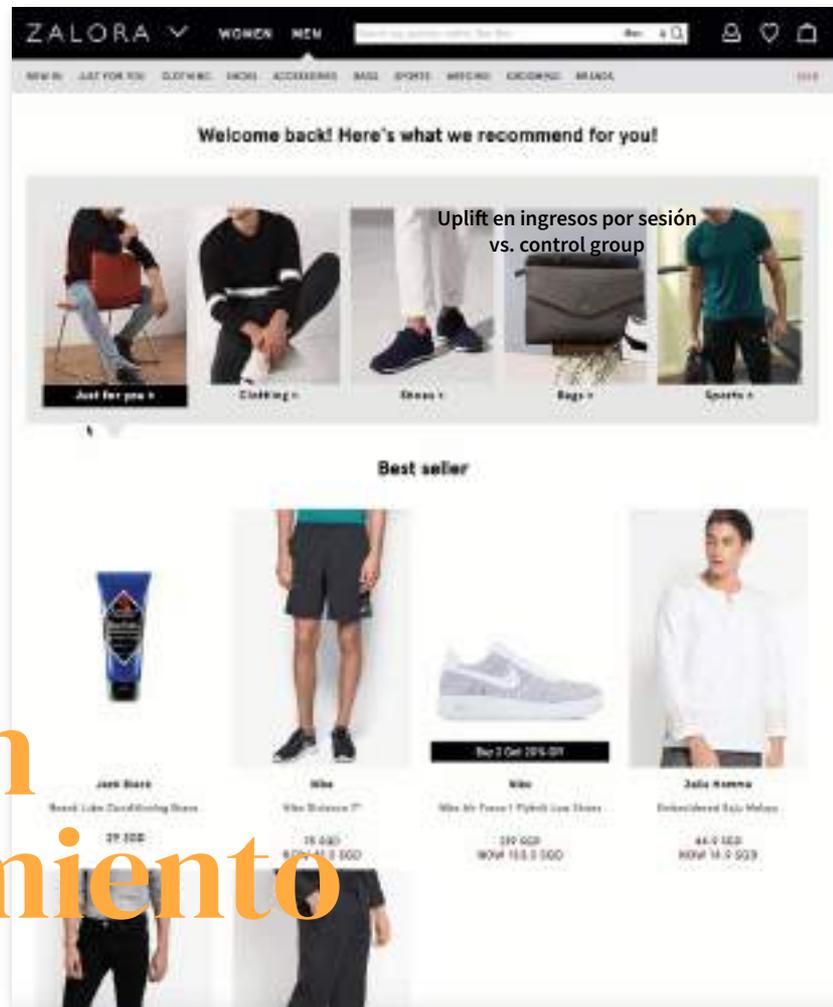
Personal Page Recommendation

Implementation

Recommendation Strategy

User Affinity

Personalizando en base a comportamiento



ZALORA

WOMEN MEN

Welcome back! Here's what we recommend for you!

Uplift en ingresos por sesión vs. control group

Just for you

Clothing

Shoes

Bags

Sports

Best seller

Body Lotion Conditioning Body

Nike

Nike Air Force 1 Flyknit Low Shoes

Jolie Kroma

Add something delicious



Minute Maid
Orange Juice
\$2.50 | 100%



Bacon Egg &
Cheese

dynamic
yield x



Y llevarlo al mundo presencial
y optimizar la experiencia

100 Cal.

may apply



Research-Grade Sensors

Monitoring your sleep, activity, recovery, temperature, heart rate, stress, and more.



Long Battery Life

4-7 days of battery life (full charge in 20-80 minutes).



Award-Winning Design

Comfortable and timeless ring design that's water-resistant and ultra-lightweight - works for every occasion, from work to workout to night out.



More Accurate from the Finger

The finger is the ideal source of accurate heart rate data, more sensitive to movement, and more accurate across all skin tones.

Nos empezaremos a rodear de todo tipo de sensores



**Que se activen sin que
debamos hacer nada**



RAY-BAN STORIES

Gafas inteligentes diseñadas
para que disfrutes de cada

**Y donde la tecnología
empiece a hacerse invisible**



ai pin
11/9

coperni
3/5 24

Y donde la tecnología empieza a hacerse invisible

COPE
AT PA
SEE A
WATC



Un futuro digital bien diferente

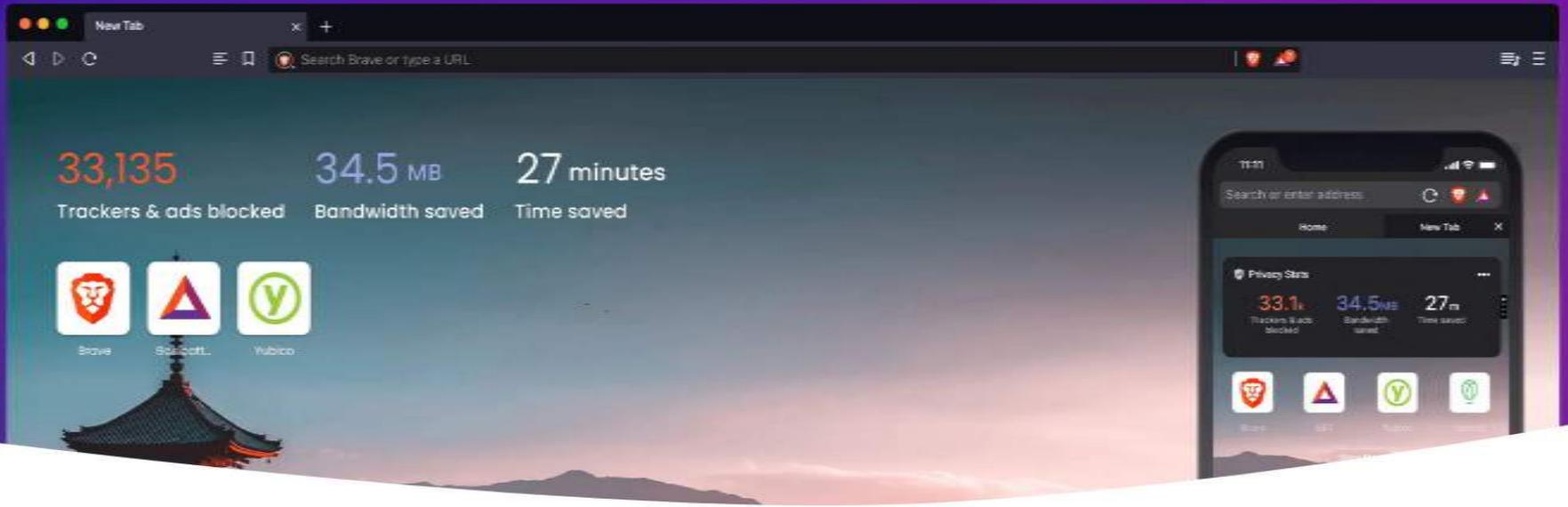
4

Un mundo lleno de tokens





**Una nueva web
está llegando**

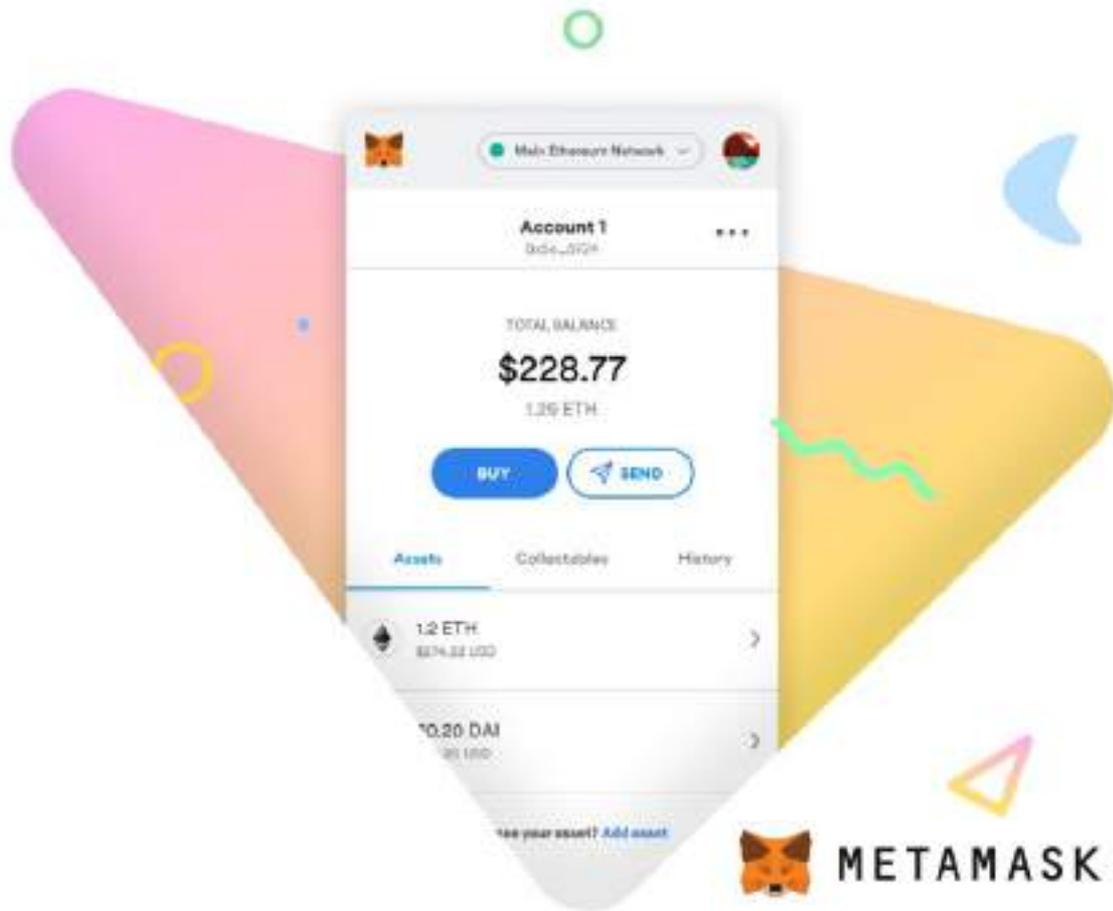


**Con nuevas propuestas
que buscarán darnos mayor
privacidad y control**

“

**Nuestros wallets
se convertirán en
llaves y claves
de acceso**

”



A photograph of two men in business attire sitting outdoors. The man on the left is wearing a white shirt and dark trousers, holding a tablet in his left hand and pointing at the screen with his right hand. He is wearing a watch with a metal link bracelet. The man on the right is wearing a dark suit jacket. The background is a blurred outdoor setting with greenery and a wooden railing.

**Nuevas maneras de
monetizar gracias a
los smart contracts**

A hand holding a Bitcoin coin in front of a background of falling dollar bills and a colorful stock market chart.

Y tokens para titular
todo tipo de activos

KINGS OF LEON



NFT Yourself Album & Vinyl

Available 3/15 at 12PM EST 2 weeks ahead edition

- Digital album download
- Limited edition NFT Golden Eye Vinyl
- Digital collectible album artwork

Digital collectible with all proceeds benefiting Live Nation's Chew-Nation Fund. All original album holders will also receive a limited-edition physical Golden Eye vinyl. Available 3/15 at 12PM EST. All times in Eastern Standard Time.

Buy

Creando una conexión más cercana con fans y clientes



AUSTRALIA ZOO
WILDLIFE
WARRIORS

TRAITS FAQ CONTACT

 Connect Wallet

WE'RE WILDLIFE WARRIORS

We fight for an extremely important cause to protect our wildlife and wild places. So do our NFTs

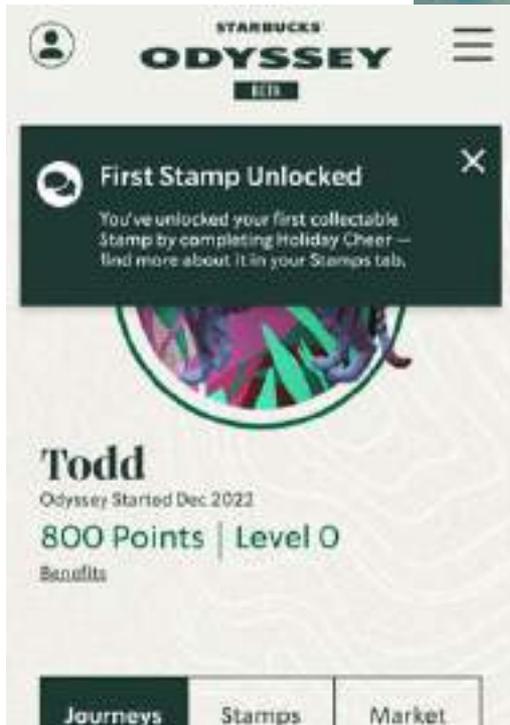
Hosted on the greenest, secure, and carbon-negative blockchain, Algorand.

 Connect Wallet

Y permitir nuevas formas de relación y monetización



**Llegan los NFTs para acercar
marcas y consumidores**



Con tokens para fidelizar a los clientes





O para crear nuevas formas de dar valor

BALENCIAGA



**Y de conectar lo físico
con lo virtual**

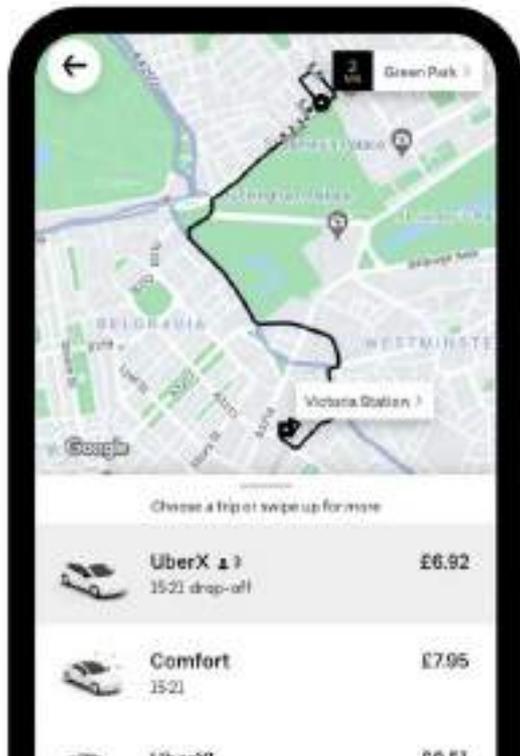


Un futuro digital bien diferente

5

Un mundo decidido por algoritmos





**Algoritmos que cada vez
deciden más cosas por nosotros**

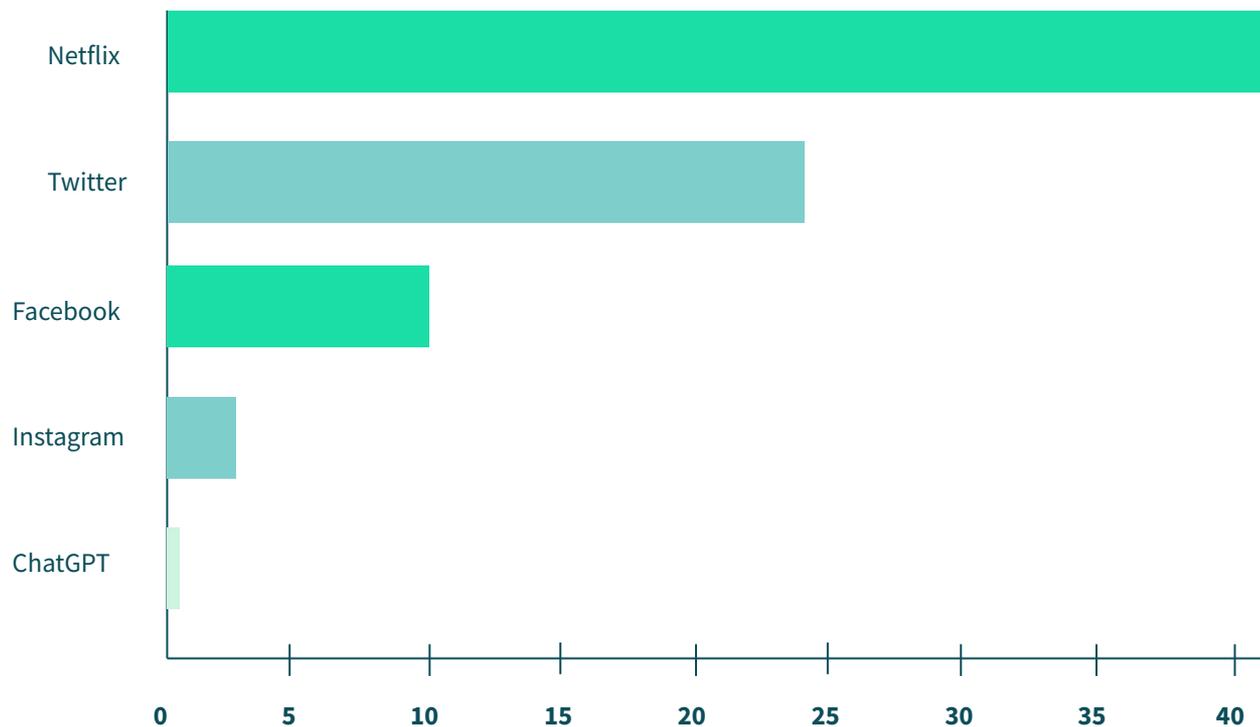
“
Algoritmos que
ya recomiendan
productos que
ni sabíamos
que queríamos
comprar”



Y llega ChatGPT para acelerar un mundo que venía cociéndose hace algún tiempo



Tiempo necesario para llegar a 1 millón de usuarios (meses)

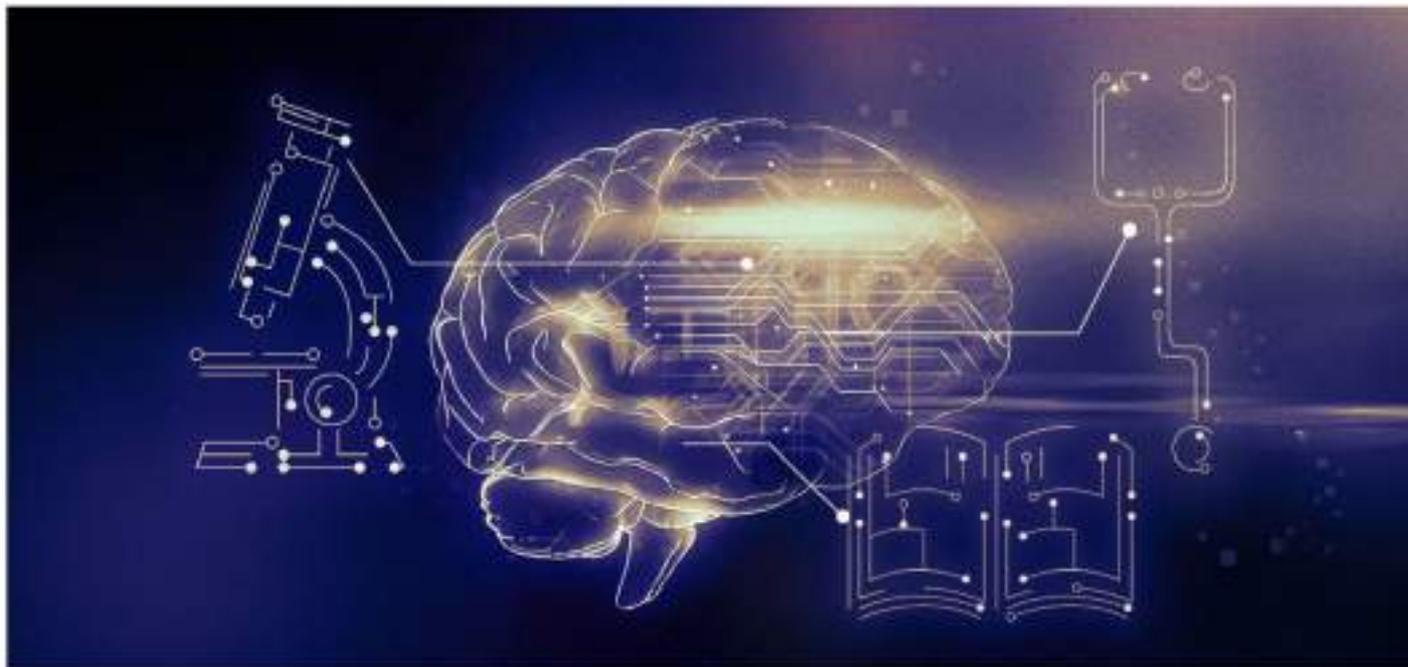


A NEW ERA

The Age of AI has begun

Artificial intelligence is as revolutionary as mobile phones and the Internet.

By **Bill Gates** | March 21, 2023 • 14 minute read





The Future of Writing

HyperWrite uses the world's most advanced AI to help you write better and faster than ever before.

Get Started

El futuro de la escritura
pasa por ser asistido con AI



Motion Brush now available in Gen-2

[TRY NOW](#)

Advancing creativity with artificial intelligence.

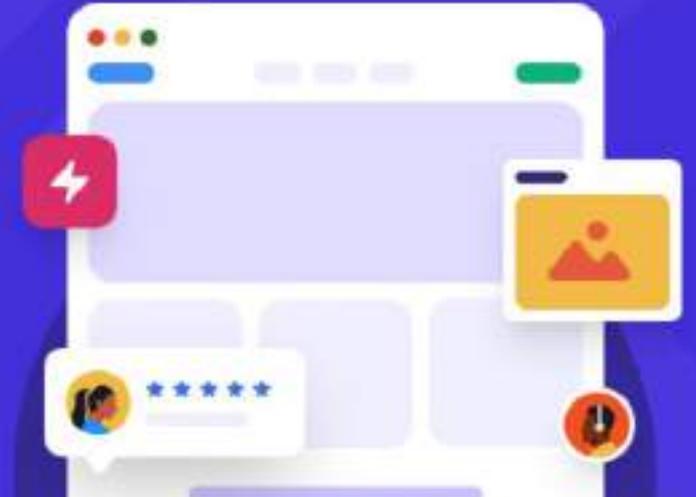
Runway is an applied AI research company shaping the next era of art, entertainment and human creativity.

**O el futuro de las imágenes,
la fotografía y el video**

O el
la fo

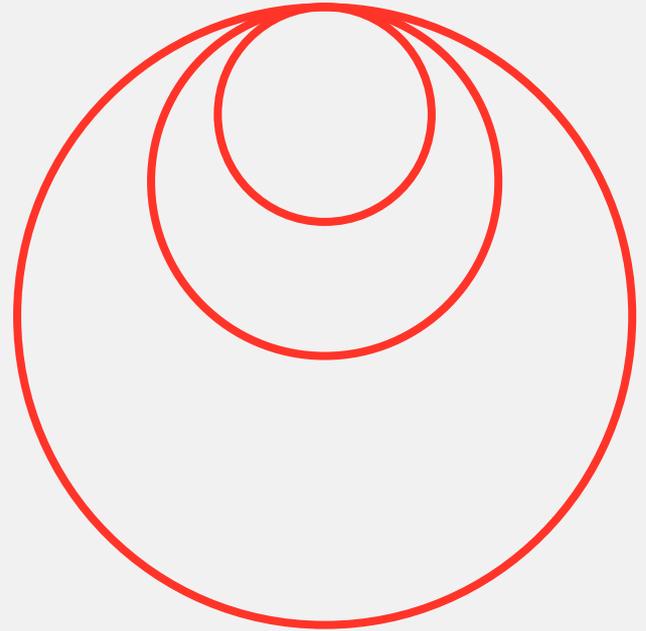
Build a website in 30 seconds with AI.

The AI website builder that generates an entire website with images and copy in seconds.



El futuro del diseño o la creación gráfica también

**Algoritmos que
empezarán a decidir
por nosotros...**





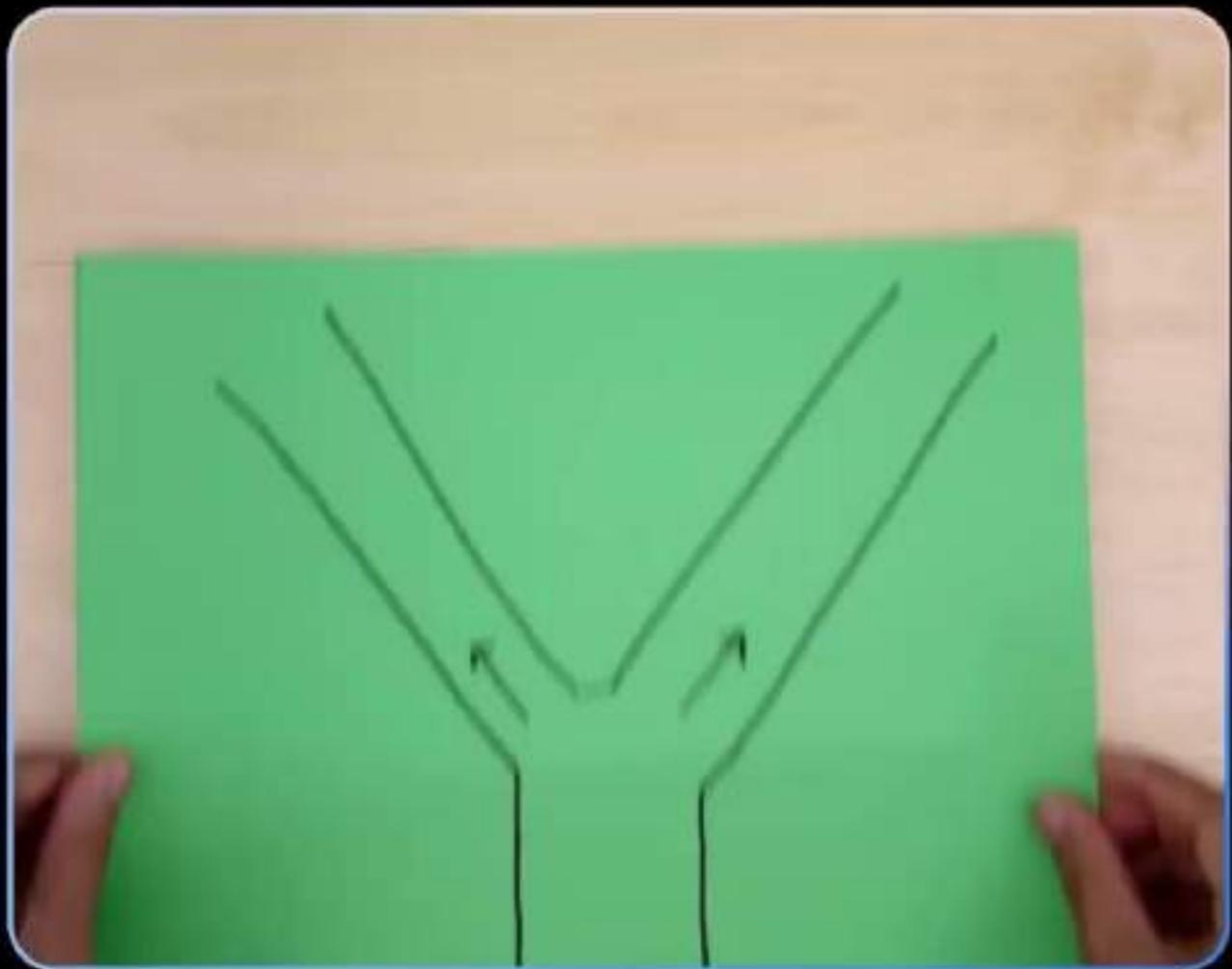
Porque empiezan a aprender por sí solos



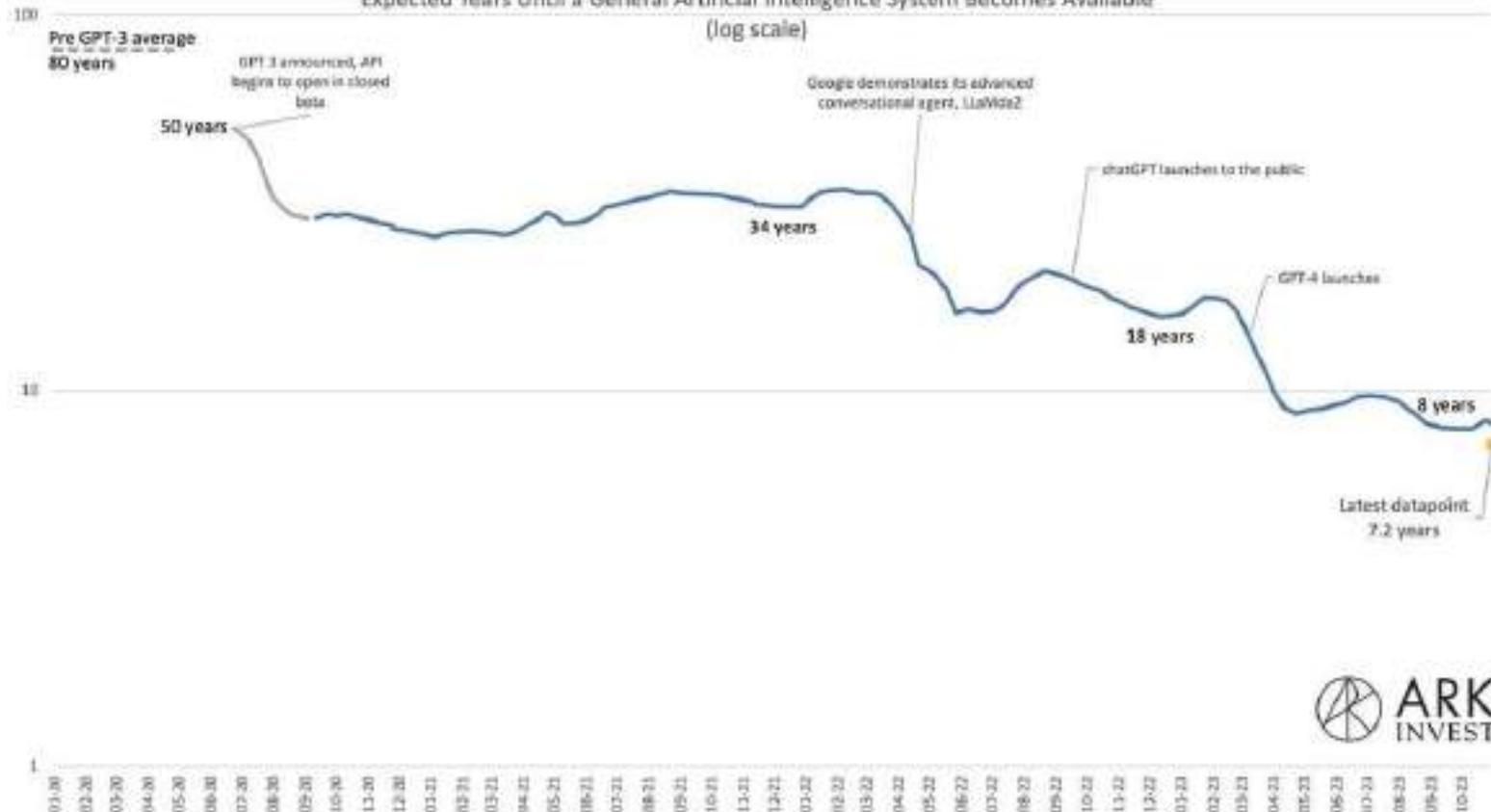
**Y escribirse y mejorarse
sin casi intervención humana**

La velocidad
a la que está
yendo todo
sorprende





Expected Years Until a General Artificial Intelligence System Becomes Available



Source: Metaculus, ARK Invest

Grey lines are derived estimates for time to general purpose AI (strongly formulated) based upon forecasts for a weaker benchmark

For benchmark details see <https://www.metaculus.com/questions/5121/date-of-general-ai/>, benchmark broadly requires the successful passage of an adversarial two hour Turing test, broad success on a Q&A knowledge and logic benchmark, and the successful interpretation of and execution complex model car assembly instruction, all within a single system.

OpenAI Research Says 80% of U.S. Workers' Jobs Will Be Impacted by GPT

The for-profit AI company argues that its products will automate a vast swath of Americans' job tasks.



By [Chloe Xiang](#)

March 20, 2023, 11:57am



[Share](#)



[Tweet](#)



[Snap](#)



Listen to this article



Vienen curvas e impactos no menores en muchas profesiones



What are top 20 jobs GPT4 would replace in the next 2 years, and the human skills it would need to have to replace them?

Job title	Human skills GPT-4 would need to replace them		
Customer service representatives	Understanding human emotions	empathetic response	troubleshooting
Data entry clerks	Advanced text and numeric processing	pattern recognition	error correction
Content writers	Creativity	grammar and style mastery	adaptability to various formats
Translators	Fluency in multiple languages	contextual understanding	cultural sensitivity
Proofreaders and editors	Language proficiency	attention to detail	error identification and correction
Social media managers	Platform algorithms	content creation	audience engagement strategies
Personal assistants	Organizational skills	task prioritization	adaptability
Online tutors	Subject expertise	ability to explain complex concepts	patience
Telemarketers	Persuasion skills	product knowledge	resilience to handle rejection
Market research analysts	Data analysis	trend identification	strategic thinking
Human resources specialists	Labor laws	interpersonal skills	candidate assessment
Sales representatives	Communication skills	product knowledge	relationship building
Travel agents	Destination knowledge	travel industry trends	personalized itineraries
Administrative assistants	Time management	multitasking	efficient handling of office tasks
Copywriters	Creativity	marketing knowledge	crafting persuasive messages
Paralegals	Legal research skills	document drafting	attention to detail
Technical support specialists	Technology understanding	problem-solving	clear communication
Medical transcriptionists	Medical terminology	typing skills	accuracy in converting speech to text

Vienen curvas e impactos no menores en muchas profesiones



Air

It's finally here...

100,000 sales and customer service reps at the tap of a button.

Introducing the world's first ever AI that can have full on 10-40 minute long phone calls that sound like a REAL human, with infinite memory, perfect recall, and can autonomously take actions across 5,000 plus applications. It can do the entire job of a full time agent without having to be trained, managed or motivated. It just works 24/7/365.

Vienen curvas e impactos no menores en muchas profesiones

Air



Esto irá más de sustitución de tareas (que de trabajos)

Extent to Which US Market Researchers Think That AI Will Be Involved in Select Tasks in the Next 5 Years, June 2023

% of respondents



Note: n=170

Source: SurveyMonkey as cited in company blog, June 22, 2023

282504

Insider Intelligence | +Marketer



“

**Muchos
empezaremos a
tener un
algoritmo
como jefe**

”



Vamos que tener a trabajar
de una forma diferente



Copilot

Hi Samantha, how can I help you today?

Recap this meeting so far

Copilot: 12:13 PM

- **Renewable energy lead time:** »
The issue of the long lead time (14 days) for renewable energy products.
- **Recyclable and bio packaging lead time:** »
The lead times for recyclable (6 days) and bio packaging (4 days) products were satisfactory and competitive.
- **Inventory and demand:** »
Serena and Beth planned to have a follow-up discussion.

Copy

3 references

What are the details of each category?

What questions are unresolved?

Ask a question about this meeting

REUNION, PUEDE VERIFICAR DONDE

14:01 / 13:45



✎ Help me write ✕

Sci-fi trivia questions for a creative team building session.

Create



✎ Ancient science fiction city

Create more



DALL·E 2



"a painting of a fox sitting
in a field at sunrise in the
style of Claude Monet"

DALL·E 2

**Humanos e IA tendremos que
aprender a trabajar de la mano**

COSMOPOLITAN

the A.I. Issue

Meet the
World's
First
Artificially
Intelligent
Magazine
Cover



And it
only took 20
seconds to make.

DALL·E 2

Primera portada
hecha con IA



**Debemos sacarle provecho a
infinidad de nuevas soluciones AI**

✦ Powered by GPT-3

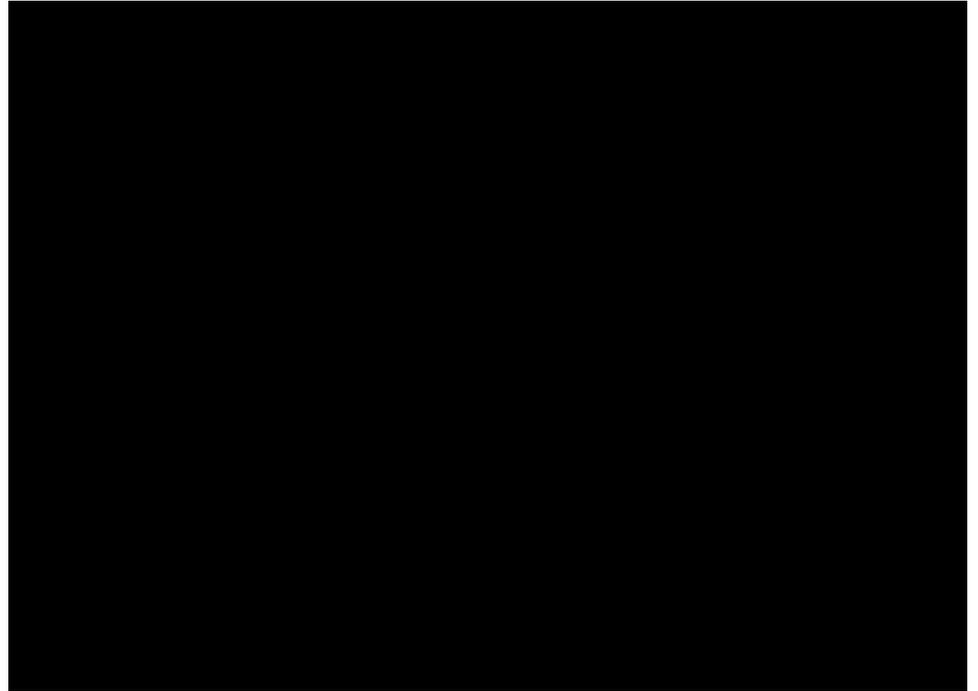
Your meeting insights. Automated.

The meeting recorder to understand & champion your users' needs

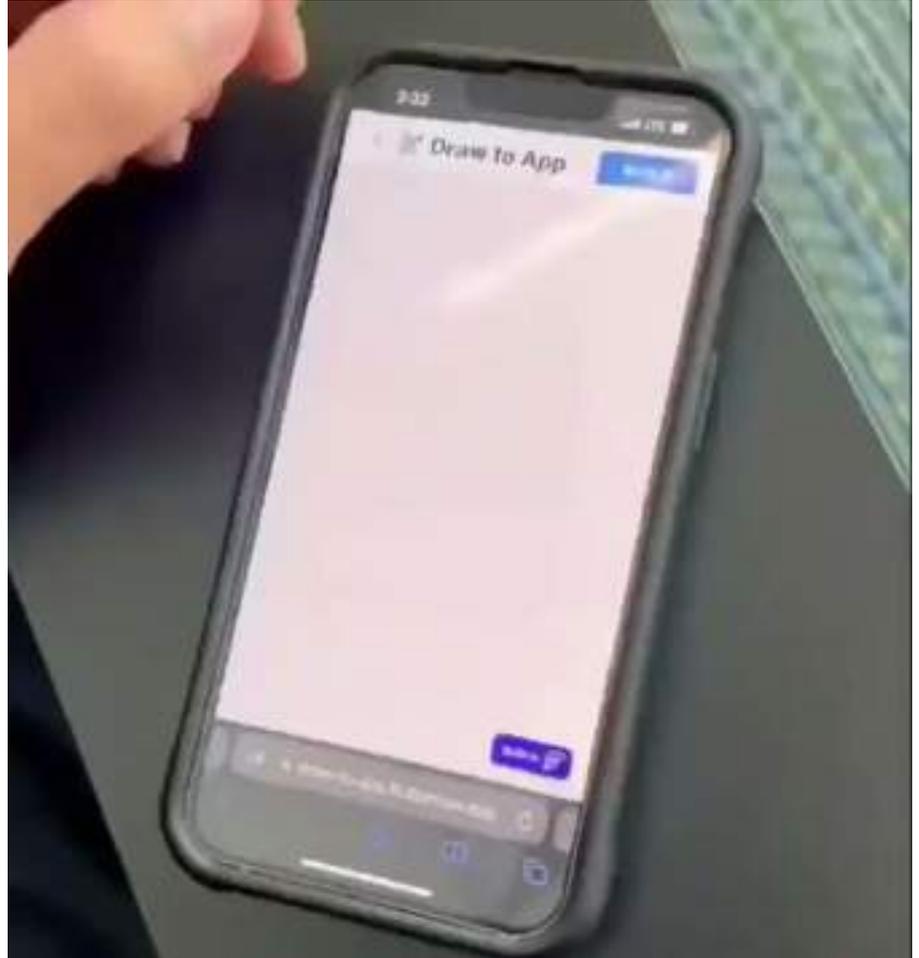
Debemos sacarle provecho a
infinidad de nuevas soluciones AI



**Y entender
que todos
acabaremos
programando
sin darnos
ni cuenta**



**Y entender
que todos
acabaremos
programando
sin darnos
ni cuenta**



01 Pidiendo explícitamente que **actúe** como queremos

02 Siendo muy claro con el **objetivo o tarea** que necesitamos que realice

03 Concretando la **audiencia** al que va dirigida la respuesta y dando el mayor **contexto** a ser posible

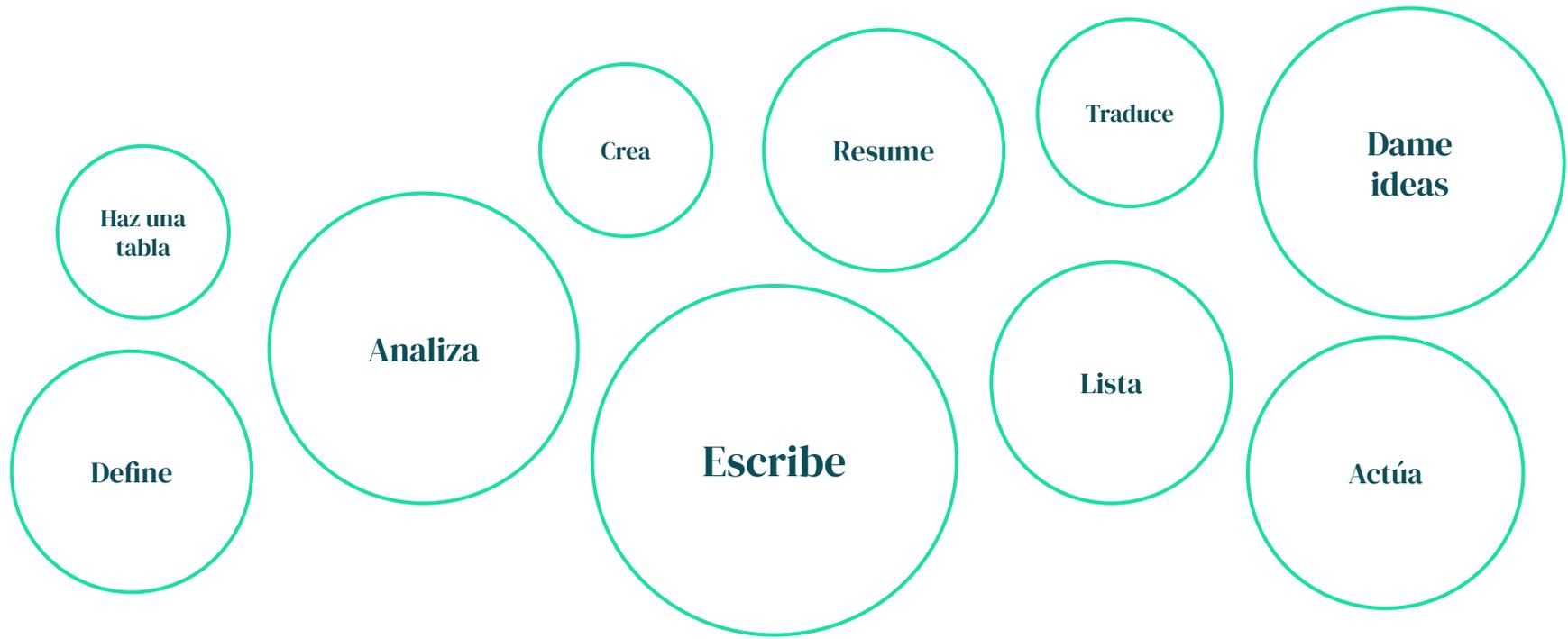
04 Dejando claro el **formato** (tabla, lista...), así como el número de palabras que esperamos como respuesta.

05 Enfatizando el **estilo** o el carácter de la respuesta que buscamos

06 Dando **ejemplos** del output que nos gustaría obtener o primeros inputs

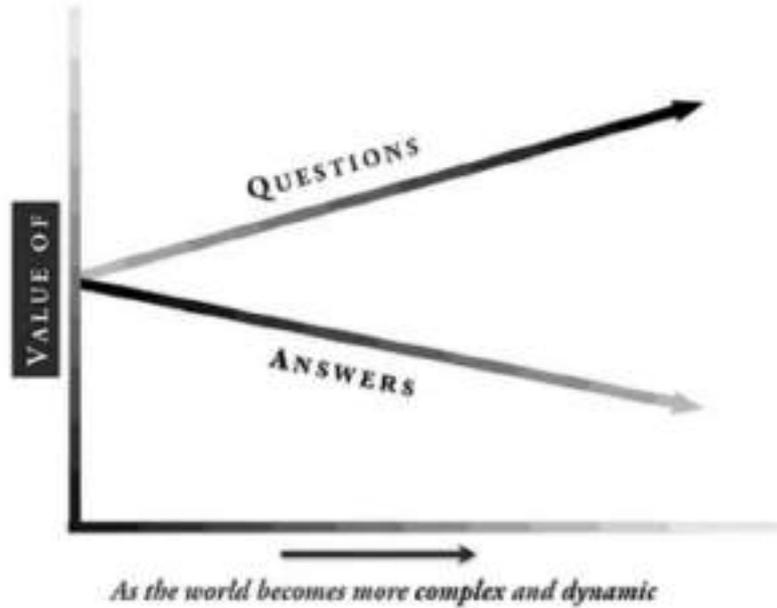
Nos tocará aprender a pedir bien las cosas



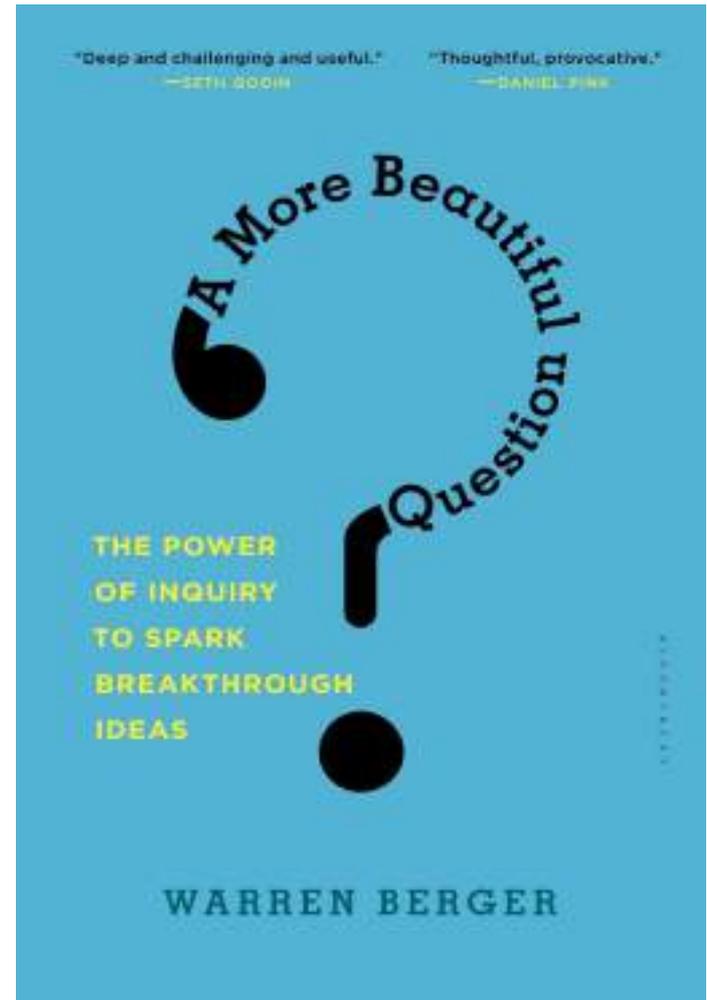


**Nos tocará aprender
a pedir bien las cosas**





Y a hacer buenas y mejores preguntas



Support the Guardian

Fearless, independent, reader-funded

Support us →

The Guardian

News Opinion Sport Culture Lifestyle More

World UK Coronavirus Climate crisis Environment Science Global development Football Tech Business Obituaries

Headlines

Thursday 23 March 2023

Search: mexico c...

Now 17°C	12:00 24°C	15:00 27°C	18:00 24°C
-------------	---------------	---------------	---------------

View full forecast

France

Emmanuel Macron faces 200 protests across country over pension changes

Police gear up for march of hundreds of thousands in Paris



India

Opposition leader Rahul Gandhi found guilty of defaming Narendra Modi

India Government reduces security outside UK high commission in New Delhi

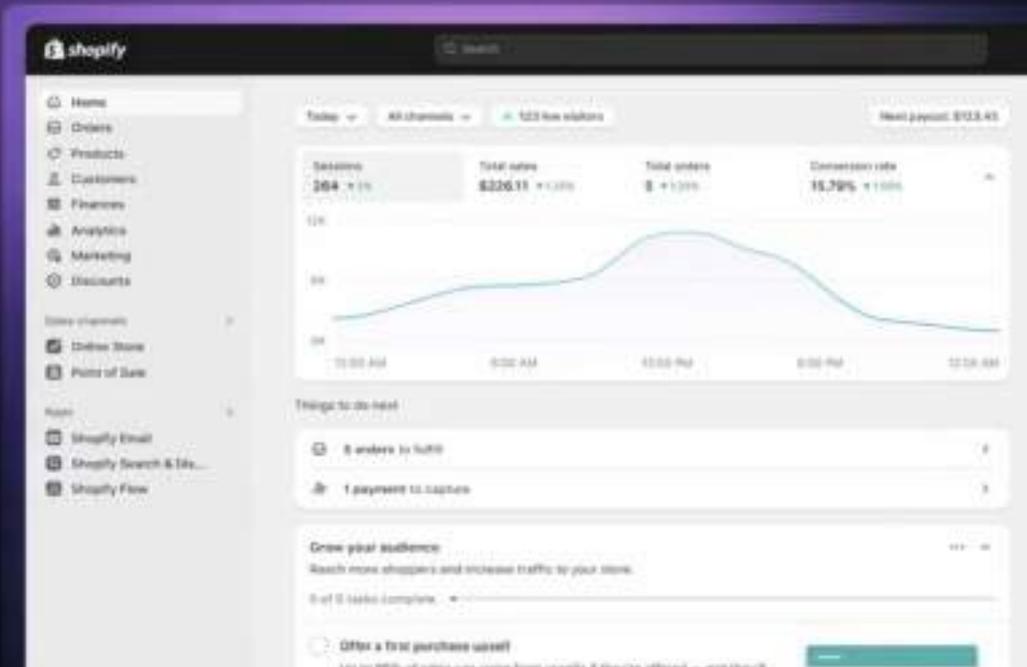
Pakistan

Punjab election delayed despite supreme court ruling

Deberemos empezar a repensar muchas cosas



Nigerian politician, wife, and a doctor guilty of organ trafficking



I'm Sidekick, your Shopify assistant. Ask questions and get help with your to-do list. I'm still learning and can sometimes make mistakes, so trust your expertise. What would you like help with?

I've had a dropoff in sales from March to now. Why?

The dip in sales is probably due to minimal snow. These are summer months in many regions, so it's natural for sales to decrease.



E incorporar experiencias más conversacionales como interfaz

Sidekick is that it can take

Esto no hay
quien lo pare !



AP photo

Elementary school teachers picket against use of calculators in grade school
The teachers feel if students use calculators too early, they won't learn math concepts

Math teachers protest against calculator use

By JILL LAWRENCE

"My older kids don't pay any attention to an answer being ahead," he said. "Teachers are shy."

7 Claves para entender el mundo digital que viene



Hasta ayer,
el futuro digital
era mañana

David Boronat
Prólogo de Alfonso Cornejo

 **PROFIT**
editorial

Welcome to the era of extraordinary !

Gracias ;)

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