

The Accutone Gazette

Product Development | Market News | Technology | Marketing Activities & Exhibitions

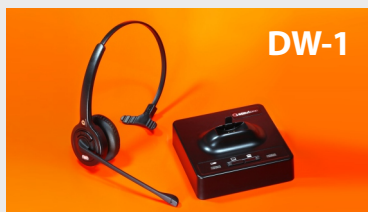
No Strings Attached - DW1

March comes along as gloomy as it gets. Rush hour traffic, elevator wait, and all the usuals. But something was different in the mood at the call centre today, something felt new as if spring has sprung in the air. As usual, I gathered myself and put on my headset going into my hard work-ing mode. Hours have past and it was time for lunch, excited and all I left my seat and was racing to the door.

Getting ready to relax and enjoy this new found "mood", I heard a loud dial tone ring and by reflex, I picked up yet another call. That's odd I thought because I was already out of my seat, how was I still able to pick calls. I looked for my quick QD connector and found nothing, finally I realized all the time I was using a new DW-1 headset!

"Silly me", I laughed, as I remembered all agents have just been switched to wireless headsets and it had no difference in quality or reach distance!

Standing there, I understood why it felt different today, as out of nowhere she walked towards me. Black long hair, sweet smell and big round eyes she had. Turns out she was the new agent starting her first day. I asked her to lunch and we had a great time. Note to self: Always better with no strings attached, if you know what I mean. :)



World News

MARKETING TRUMP

Before this year's Republican Presidential Nomination election most would know Donald Trump as an American tycoon/businessman who owns his own Trump tower within Midtown, Manhattan New York. You might remember his signature hair style, his face on the sticker of his bottled water Trump Ice, the Apprentice?!

Who knew Trump can be a Politician too? And to think that he actually has a commanding lead in the RPN election is simply bizarre.

Despite continuous controversies against Trump's comments, lies, business ethics and integrity, he has still been able to win states after states. How is he doing that?

Trump, as a successful businessman knows exactly how to, what to and when to do things that can achieve the most benefits for himself. He understands the time of era we are in is dictated by social media, he therefore uses Facebook and Twitter to his fullest advantages, maximizing all levels of exposure.

His background by default, differentiates himself from other Republican candidates but he isn't content with stopping there. By constantly making outrageous state-

ments, he creates a clear-cut persona for himself. Not afraid to stir trouble or get into arguments, unlike the others, Trump has clearly labeled himself to the entire nation of what kind of a person he is. You may not agree with him, but you can't ignore him.

"Make America Great Again", is a simple and clear message Trump often uses in his campaign. The words are simple, similar to the word "Hope" or "Change", used by Barack Obama, and it's proven to be very successful. The key is simplicity; it's so simple that a four year old can understand it.

Mr. Trump is also a fan of creating drama. By doing so he is able to create exposure to hog all of the news reporting time from discussions of any meaningful topic.

At the end of the day, with all the crazy remarks and wild tactics Trump is using to win, many are starting to fear that he might actually win it all. Is he President Material? Or even dependable? So far, all he's been able to proof perhaps is that he is a great marketer.

It's a sad truth, but politics are nothing more than marketing tactics.

Fun Facts

HOW HAPPY ARE YOU?



The World Happiness Report 2016, which ranks 156 countries by their happiness levels, was released in Rome in advance of UN World Happiness Day, March 20th. Think of a ladder, with your best possible life being a 10 and your worst possible life being a 0. Now, rate your current life against that scale. This simple assessment tool, provided researchers with the necessary information for a global assessment of happiness.

Based on nationally representative samples for the years 2013 through 2015, the World Happiness Report 2016 evaluates the state of contentment in the world today and ranks 156 countries accordingly.

No matter how high your individual score may be, China, as a whole, comes up number 83, US 13, Hong Kong 75. The top 10 happiest countries are:

1. Denmark 2. Switzerland 3. Iceland 4. Norway 5. Finland 6. Canada 7. Netherlands 8. New Zealand 9. Australia 10. Sweden

According to the report, the top 10 happiest countries are the same as last year, though their positions on the list have changed.

At the sad end of the standings, sub-Saharan Africa is the location for eight of the 10 least happy countries, while the remaining two, unrest and wars. The

unhappiest countries are Afghanistan at 154th followed by Togo and Syria. Burundi comes in last at 157th.

The Gallup World Poll, which tabulated each of the national scores, calculates the global average happiness score to be 5.1 on the scale. Around the planet, then, most of us are midway up our private ladders of success that is a good sign to human. A difference of 4 points on average life evaluation separates the 10 happiest from the 10 least-happy nations.

What do these rankings truly tell us? The team believes the report helps countries gauge how ready they are to start pursuing the UN's Sustainable Development Goals, which include ending poverty and hunger, increasing healthcare and the quality of education, reaching gender equality and many other great, humanitarian goals that would benefit the world. The team also believes that the index is helpful because it looks at more than just economic factors, like most other world index do.

An interesting finding is, most of the Accutone regional partners are in the above-average happy countries. The relation between happiness and headsets yet will take time to analyze, but we believe everyone can contribute to build a happier country, starting from small things like living green, to big things as inventions that make people work easier.



"What is real? How do you define real? If you're talking about what you can hear, what you can smell, taste and feel, then real is simply electrical signals interpreted by your brain." - Morpheus (The Matrix)

Central to the Matrix movies franchise is the concept of Virtual Reality, otherwise known as Computer-Simulated Reality. It's the technology that replicates an environment, real or imagined, and simulates a user's physical interactions with it. Virtual realities artificially create sensory experience including sight, touch, hearing, smell.

Understanding Technology

VIRTUAL REALITY

Nowadays, the possibilities of VR are endless and brings many advantages to people of all ages. Aside from gaming and sports, Virtual Reality has many serious applications as well, like Military and Education.

For gaming, Virtual Reality allows players to experience, in a 3D space, various kinds of interactions during a game. A genre in and of itself VR Gaming is unique in its immersive experience, placing the player in a different world than the one they live it. Many companies such as Sony, Oculus VR, HTC or Samsung will also launch VR Head Gears along with their games.

Professional sports such as golf, skiing, cycling and gymnastics are highly utilizing VR as training aid. VR tools are used to help improve their performance. Otherwise dif-

icult to pin-point how to improve a certain aspect of their performance, virtual reality can easily offer answers in a 3-dimensional space.

In modern Military, VR is even more crucial. Used to train soldiers for combat situations or other dangerous settings, VR simulations allows learning of appropriate reactions in lieu of any real physical threats.

For education, immersive experience in learning has proven to increase attention level by a staggering 92% and test scores by 35%. Imagine being inside the cockpit of a space shuttle, looking around and learning what it takes to be an astronaut. This is an actual content from Immersive VR Education.

As Virtual Reality becomes even more popular, perhaps we will see VR dating soon?

The game of "Go" originated in China more than 2,500 years ago. It is considered to be one of the most complex board game on earth, the number of possible games is vast, 10^{170} . That's 10 to the power of 170! It has been proven to be "PSPACE-hard" in 1978 by Robertson and Munro.

If you type four words "Can a computer beat" in google, google will show a lot of interesting suggestions based on the most user searches phrases in the entire world.

The reason why "**Can a computer beat a human at go**" is in third place, is simply because in March 2016, there was a game hosted in Seoul, South Korea between a computer program and humans. The program was invented by engineers from Google, named AlphaGo. And the human - Lee Sedol, is a professional Go player of 9-Dan, he also ranks second in international titles.

It wasn't the first time AlphaGo has played a match against professional Go players. In October 2015, AlphaGo won 5-0 in a formal match against the reigning 3-times European Champion, Fan Hui, to become the first program to ever beat a professional Go player in an even game.

Technology and Us

ALPHAGO-GO-GO



Before the match, most people expected Lee to win, or at least have the upper hand. Surprisingly AlphaGo won the first 3 matches, although Lee fought back and took the fourth game, AlphaGo ends it with a 4-1 victory.

The A.I. (artificial intelligence) of AlphaGo

is better than most human brain, although it is not perfect as it has lost 1 game. This leads to the question, how far can A.I. go?

Science-fiction novels or movies like "I-Robot", "Terminator" and "The Matrix" have all tried to explore how A.I. will eventually be able to out-smart humans.

Kickstarter Monthly

OSSIC X - 3D AUDIO



Starting this month, the Gazette will have a new column about the latest and coolest product ideas from Kickstarter.

In line with this month's article about VR, immersive digital-world experience is the buzz word in the tech world today. So it's no surprise that we finally see 3D audio experience on top of VR goggles.

The OSSIC X is receiving wide press coverage in the tech world, and they have been able to gather US\$1.4M in funding so far. It makes you wonder what the fuzz is about.

The idea of surround-sound headphone is nothing new. But OSSIC is able to create a product (at least concept product) to reflect the listener's unique state and adjust audio accordingly.

Our ears listen in a 3D space, and when we move our head, sound changes and it gives us the sense and positioning of the space. There are also minute differences to the sound we hear according to our head sizes and ear shapes. Together this makes audio experience unique to each individual.

This is OSSIC's promise; that their product can calibrate to any individual according to these differences and create a true 3D audio experience like we are "there". When you turn your head, sound from the back of the room will remain back of the room and not just follow the back of your head.

Retail at US\$400, OSSIC X isn't cheap, but if they can deliver on their promise, it might just revolutionize the headphone industry.

It may seem more fiction than science at the moment. However, human behavioral learning is at its all time highest in terms of subject participations from search engines like Google and A.I. assistants like Siri.

Thanks in a great part by the internet and smartphones, every second, tens of thousands of queries are being sent to Google and Apple. A.I. learns that users of different countries, race, age, gender or religion have vastly different preferences. From this the algorithm behind the A.I. predicts what the user is looking for and react accordingly.

Just like the Google search we did at the beginning of this article.

Predicting user pattern was the reason behind complex A.I. developments from companies like Google or Apple, but they have advance greatly since then. Meant to assist humans in their everyday lives, A.I. now predicts behaviors and requests long before users know they have them. Such intelligence of calculating many steps ahead is what makes a good chess player; but at the same time doesn't this all sound eerily familiar? You have been warned.