

Sunday News No. 122

November 22nd, 2020

"Write code. But also, make movies. Make movies on fusion. Make movies on reversing aging. Make movies on flying cars. And invert the dystopianism. Rather than a pastoral present despoiled by technology, begin with our all-too-dystopian reality...that might be saved by technology."@balajis

This was YDreams' spirit in 2006 when we were creating what we called [Reality Computing](#). We believed in a magical 3D Digital Word augmenting our Real World, on top of the boring 2D and linear Web. By 2011, we were the company with [the most advanced technology, business cases and awards in augmented reality \(AR\)](#), and a World leader in [natural interfaces](#).

Ten years later, what we did (and still do) is called [Spatial Computing and is heralded as The Next Big Thing](#). By 2025, [the AR/VR market is expected to be worth 100 billion dollars a year](#). All the major players are in that race. They will bring magic, but they will also reinforce the current dystopia of the "World as a Store". For the first time, they do not need to unbundle the Digital World to create marketplaces: The Real World, unveiled by AR, is naturally unbundled. It is scary.

Europe was dominant in AR, with YDreams, Metaio, Layar and Total Immersion as contenders in the early 2010's. 10 years later most of the significant European companies were bought or disappeared. Portugal is a major exception: we have now 100 AR/VR companies, 3000 professionals and 13 R&D labs. We are also attracting World class companies like the [Satore Studio](#) to have their base in our country.

Incredibly, YDreams, that almost merged with Ogmento/Flyby Media (later acquired by Apple) in 2011, survived. We overcame crises in Portugal and Brazil, and even a crash in Toronto's stock exchange. "YDreams Magic" is now in companies such as [YDX](#), YDreams Entertainment, Virtual Arts & Magic and Aromni. YDX has Disney, NBA, and Coca-Cola as clients, and [Arkave](#) as an outstanding VR platform. YDreams Entertainment will launch a revolutionary real time massive gaming platform in 2021. Virtual Arts & Magic develops content for major international projects. And Aromni is about to disclose its platform which was tested in a most significant Spatial Computing project still confidential.

After 10 hard years, "YDreams Magic" is ready to compete again in the World stage against the likes of [Niantic](#) (now worth more than 4 billion dollars), which has as a similar geo background. The resilience of our teams in Portugal, Brazil and Canada only matches their talent. Thank you all.



(a)

(b)

(c)

(d)

(e)

(a) <https://youtu.be/leTd5ezvPJE>

(b) <https://youtu.be/lq9X-4LdX80>

(c) <https://youtu.be/nRVqsGCRIm4>

(d) <https://youtu.be/gQt6Vw8nCjY>

(e) https://youtu.be/eM_cv3blX_w

Sunday News is a selection of the links posted daily by the [Explora community](#). I can add you if you want (need to have a Facebook account). Newcomers can check previous Sunday News editions at [Explora live](#). Read Sunday News' First and Second-Year Highlights [here](#).

Antonio Camara

Education

[2021 Global learning landscape handbook](#), via Veerle Vandeweerd

[How DIY technologies are democratizing science](#). See also the [Open Source Lab](#)

[Mini-satellite maker](#)

[An AI that helps to summarize the latest in AI](#)

[Roles in data science: the definitive guide](#)

Food

[Open source in agriculture](#)

[D.I.Y. microgreens you can grow on your kitchen counter](#)

[The emerging industry of hard cider](#)

[Americans are tired of cooking at home](#)

Health

[The spectacular Geman ad about staying home during COVID-19](#)

[Moderna: Covid vaccine shows nearly 95% protection](#)

[What the data say about asymptomatic COVID infections](#)

[Box that detects breast cancer at home wins international James Dyson Award 2020](#)

Mobility

[The new Microlino](#)

[Italian police used a Lamborghini Huracán to transport a donor kidney 300 Miles in two hours.](#)

See also the great [Lamborghini Huracan ad](#) by AG Films, filmed in Portugal

[Oslo got pedestrian and cyclist deaths down to zero. Here's how](#)

Sports

["The Queen's Gambit" is right: young chess stars always usurp the old.](#) Fortunately, this is true for almost any field

[Phoenix Suns unveil a practice facility using technology in a way no NBA team has before](#)

Cities, Nature and Clean Tech

[This dog-size lizard is spreading through the southeastern U.S.](#)

["Fishing the plastic"](#), an animation by former YDreamer Marina Lobo and her team at Toca



[India tiger awaits mate after 'longest' 3,000 km journey](#)

[1% of people cause half of global aviation emissions – study](#)

[Jeff Bezos announces nearly 800 million dollars in donations to climate change organizations](#)

[Invention that makes renewable energy from rotting veg wins James Dyson prize](#)

[Which countries are mapping the Ocean floor?](#)

Developing new companies

[The Art of Fairness by David Bodanis, review — nice guys can make it to the top too](#)

[China-led trade pact is signed, in challenge to U.S.](#)

[Where the social dilemma gets us](#)

[The rise and fall of getting things done](#)

[Bitcoin: A peer-to-peer electronic cash system](#), by Satoshi Nakamoto. Still wonderful after all these years. See also the new book [Blockchain success stories](#) and the interesting [Social tokens](#)

[How Amazon became a pandemic giant – and why that could be a threat to us all](#)

[Are you a seal?](#) By Benedict Evans

[Talent is our new currency](#)

[The complete list of unicorn companies](#)

AR/VR/AI/Quantum Computing/IoT

Warren Robinett's [Synthetic experience: A proposed taxonomy published in 1992](#) is still highly relevant

[For XR, eyes are the prize](#). An exceptional article on eye-tracking tech

[Google Lens recognizes 15 billion products](#)



[We teamed up with National Geographic to \(virtually\) climb Mount Everest](#)

[Plant inspired ecological robotics](#)

[Stretchable skin sensor could help you touch things in VR](#)

[The future of Internet of Things.](#)

[Apple's M1 Chip](#). "Small chip, giant leap"

Far out

[Will it ever be possible to share dreams?](#)

[SpaceX Crew-1 team harnesses the Force by bringing Baby Yoda with them to space](#)



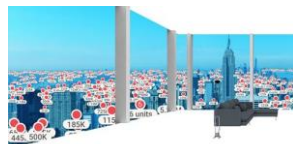
[New device puts music in your head — no headphones required](#)

[The new meaning of cool](#)

[Classes are still online and for some students, so are active-shooter drills](#)

[A ride on the assembly line of the World's most famous chalk](#). See again the now [famous video](#) on the Hagoromo story, and read also [A photo survey on the blackboards of mathematicians](#).

[What did Europe smell like centuries ago? Historians set out to recreate lost scents](#)



[Zillow surfing is the escape we all need right now](#)



[REMOTELY - Remote meeting cards](#). "Card decks that empower meeting goers and leaders with the tools to communicate effectively, connect with others and have fun!"



[Great Portuguese ceramics has now an online store in Holland](#)