

# VIRTUAL HUMAN' NEONS

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**Context:** It was among the most-discussed new concepts at the annual Consumer Electronics Show (CES) in Las Vegas this year

- The first project of **Samsung's Star Labs**
- It is being called the world's first artificial humans
- They look and behave like real humans, and could one day develop memories and emotions – though from behind a 4K display. NEONS are computationally created virtual humans – the word derives from NEO (new) + humaN.
- For now the virtual humans can show emotions when manually controlled by their creators. But the idea is for NEONS to become intelligent enough to be fully autonomous, showing emotions, learning skills, creating memories, and being intelligent on their own.
- There are two core technologies behind his virtual humans.
- First, there is the proprietary CORE R3 technology that drives the “reality, real time and responsiveness” behind NEONS. The company claims CORE R3 “leapfrogs in the domains of Behavioral Neural Networks, Evolutionary Generative Intelligence and Computational Reality”, and is “extensively trained” on how humans look, behave and interact.
- The next stage will be SPECTRA, which will complement CORE R3 with the “spectrum of intelligence, learning, emotions and memory”. But SPECTRA is still in development
- NEONS are the interface for technologies and services. They will answer queries at a bank, or read out the breaking news on television, while teaching languages NEONS will be capable of understanding and sympathising.
- They are different from Virtual Assistants (VA) as VAs now learn from all the data they are plugged into. NEONS

will be limited to what they know and learn. Their leaning could potentially be limited to the person they are catering to.