



MEMORY LANE CASE STUDY

VIDEO TRANSCRIPT

250,000 people live alone in Stockholm, making it the loneliest city on earth. Many of them have lived extraordinary lives and have unique stories to tell. But far from everyone gets the opportunity to share their life story and few have someone willing to listen. We wanted to change this. After over two years of research and development, we've finally successfully launched the patent pending project, Memory Lane.

Memory Lane is the world's first reverse engineered voice assistant that can drive a meaningful conversation and ask personal questions. And understand relationship between the answers that can then trigger a relevant follow up question. Memory Lane is your personal biography based on frequent voice interactions. It will populate a memory graph, a digital version of your memories.

"My grandmother is 82 years old, My son is 2 years old. They will never really have the opportunity to talk to each other."

Memory Lane is now the world's first co-authored book between man and artificial intelligence that each participant received as a unique physical manifestation of their interesting life stories. Through Memory Lane AI, conversations will be translated into the world's first bi-weekly podcast series together with the Google Home Voice Assistant.

So the Memory Lane is a unique chance to transfer who you are, your stories to the next generation.

Together we make Stockholm a warmer place.

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