

AN EMPATHIC LIGHTING ARRAY

VIDEO TRANSCRIPT

Hi there. So, another podcast for you. We have got Sarah back. She also talked on Blockchain for us. Sarah, I gave you a little bag of sweets earlier, so I'm going to ask you to open it and tell me which one is your favourite.

Hands down – Haribo Coca-Cola bottle.

Nice. Traditional

So, we're going to be talking about some crazy lighting that we have got in the hub. The hub is all about re-imagining – going back to your childhood; looking at the world with no pre-conceptions, no barriers, and creating really interesting applications that we can use. So, one of the technologies in the hub that we've been having quite a lot of fun with is some lighting that responds to the sound of your voice. Could you tell us a little bit more about that?

So, the light that listens. This is a very new prototype in terms of thinking outside of the box and being creative. One of our leading guys, Mustafa, in our Newcastle Delivery Centre, came to our London office; came down for a meeting a few weeks ago to show us this – he plugged all the smart bulbs in and start saying things like "I'm angry" or "I'm super happy". We all thought we were losing our marbles but actually what Mustafa had done in his spare time, he's created an IOT enabled platform and plugged it into IBM Alchemy and he has three smart bulbs in lamps and it's literally a light that listens. The lights are listening for words that indicate your mood – so we have it up and

running in the hub and it's very new and we're testing it. There's about a 20 second delay between the bulb understanding that you have said a word, pushing it down in the IBM Alchemy API, understanding what that means and then generating the light change. We have got the colours red, white and blue. The idea behind it is that lighting in an office can be, sometimes, a cause of stress such as a white light that's harsh and the same, doesn't change all day long. This will adapt the lighting depending on the mood of the people in the office.

So, when it changes, does it change to red when you're angry to enhance this feeling or would it go blue to calm you?

That's the idea. It's meant to respond to your mood so it's analysing the sentiment of conversations that IBM Alchemy can pick up on and the lighting is therefore going to change and influence your mood and then hence your attitude by changing the colour of your mood. Mustafa has been using some psychological principles behind this so I'm reliably informed that the colours are specific to increasing the mood or attitude dependent on the word that you've given, so it's pretty cool.

What is IBM Alchemy and why is it important?

This is a technology that essentially analyses sentiment. It takes data feeds and pushes it through an analysis and essentially assigns a sentiment to that piece of data. This isn't the first time we've worked with it - we've got a few prototypes that have used this tool before such



as our social analysis tool. This is where you would type any word that you're interested in and then the technology analyses the last 200 tweets and push it through the sentiment analysis technology and then this pulls it back in a graphical format and provides a general sentiment analysis from that word and links words together that have been found in tweets. This helps our clients and us in the IP to understand the sentiment and emotion behind words in data. It's not just tweets, you can also upload documents to analyse the sentiment and emotion in those so it's a great piece of technology from IBM that we've used with quite a few prototypes. One of the most interesting learnings from this social analysis tool is when you don't get a response so people aren't talking about it on twitter – but also the news as well. This is sometimes more of an important message in terms of marketing campaigns and perceptions. You may think people are talking in the internet and press about your brand but they might not be and that can be just as an important message as a horrendously negative set of tweets or news articles.

Back to lighting, outside the office, how do you think this tech could be used, in other walks of life?

First of all, one interesting statistic, apparently, it's £24 a night, in an office to have the white light left on. There is a potential opportunity for people to have it in their homes absolutely. In the team, we were speaking about it in a sales environment, it could be interesting in terms of pitching such as a car dealership and you're pitching this car, we're listening to what the customer's saying which could interpret a colour change. We're testing this in the hub right now and have noticed a lot of people don't even notice the lights are changing and we're amazed at people's lack of perception of the colours changing around them. More than that, it could be interesting in a first dates scenario to understand sentiment in a comical manner. I

think there's many adoptions in a comical manner but in a serious note, in the office, 67% of employees describe their offices as drab and the lights do bring a 'va-va-voom' to create a better atmosphere in an office scenario. We're testing it and it's still a work-in-progress.

In terms of the sales environments, it could be very powerful to change the lighting accordingly.

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