

AZERO

drive evolution within



SECRETMAP

# MISSION

empower new generations to build a more **prosperous**, **sustainable** future together

redefine human experience

:: restore and protect our **planet** ::



SECRETMAP

AZERO

# VISION



develop imagination

turn your mind into a programmable computer

transform your creativity in **zero-time**

ABOUT

# IMAGINATION

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“**Imagination** is more important than knowledge. For knowledge is limited to all we now know and understand, while imagination embraces the entire world, and all there ever will be to know and understand.”

**Albert Einstein**

IMAGINATION IS

.....  
a process of creating novelty within your mind's eye

an electrical ensemble in your brain & body

a world within

IMAGINATION is responsible for the

*light bulb, the wheel, the Disney franchise, the electric car,  $e=mc^2$ , the iPhone, the rocket ship*

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it has the power to **take on the world's biggest challenges**, to **inspire billions with iconic stories**, and to **invent the future**

**IMAGINATION** influences everything

it is undoubtedly essential to our existence

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**but our ability to develop this** creative power **is lacking**

rarely anyone becomes an Einstein

Einsteins don't become da Vincis



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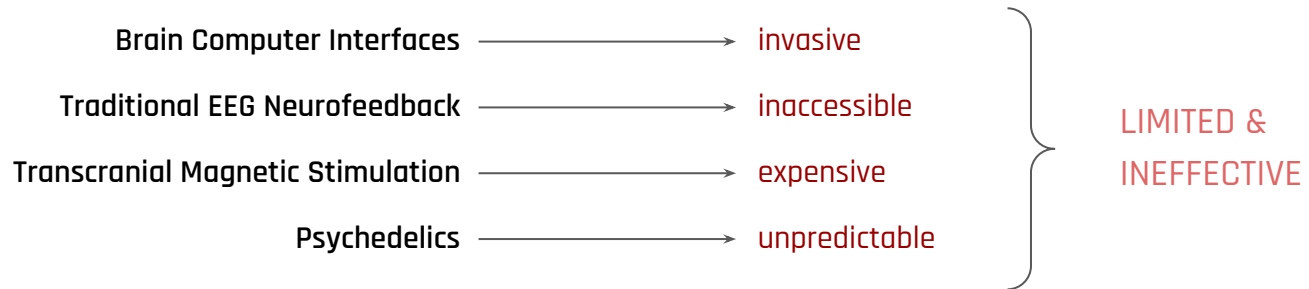
we are limited by our neural wiring

we are limited by our experiences

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## we are limited by our **technology**

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AZERO rewires neural pathways with impact & ease

..... turning your **mind** into your **brain's** natural interface .....

bringing powerful visions, *sensations*, *precognitions*, memories to life

**TRAIN YOUR IMAGINATION**



WITH THE SUPER  
COMPUTER THAT IS  
YOUR MIND



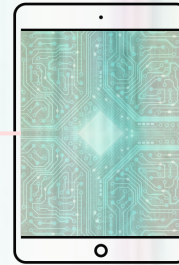
through self designed hypnosis

# PRODUCT **APPROACH**

a **living journal** :: for *synesthetic language*



on mobile

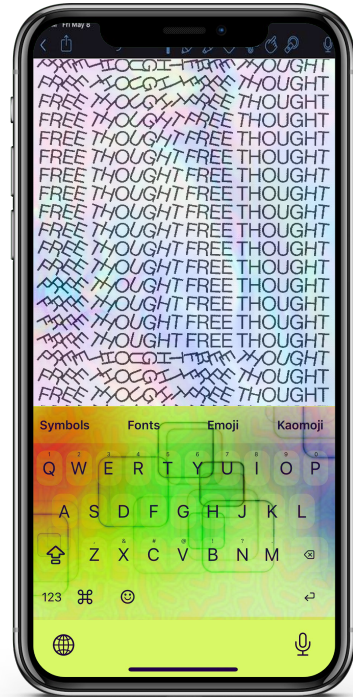


A0

**MEDITATION** MEETS **READING** & **WRITING**

A0

Combined  
keyboard &  
canvas



Standalone **App**

&



Keyboard as  
interface to  
any app

**Keyboard** Extension



reading & writing becomes a multi sensory experience

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as you interact, visuals & musical sounds generate as a reflection of  
interpreted meaning and affect

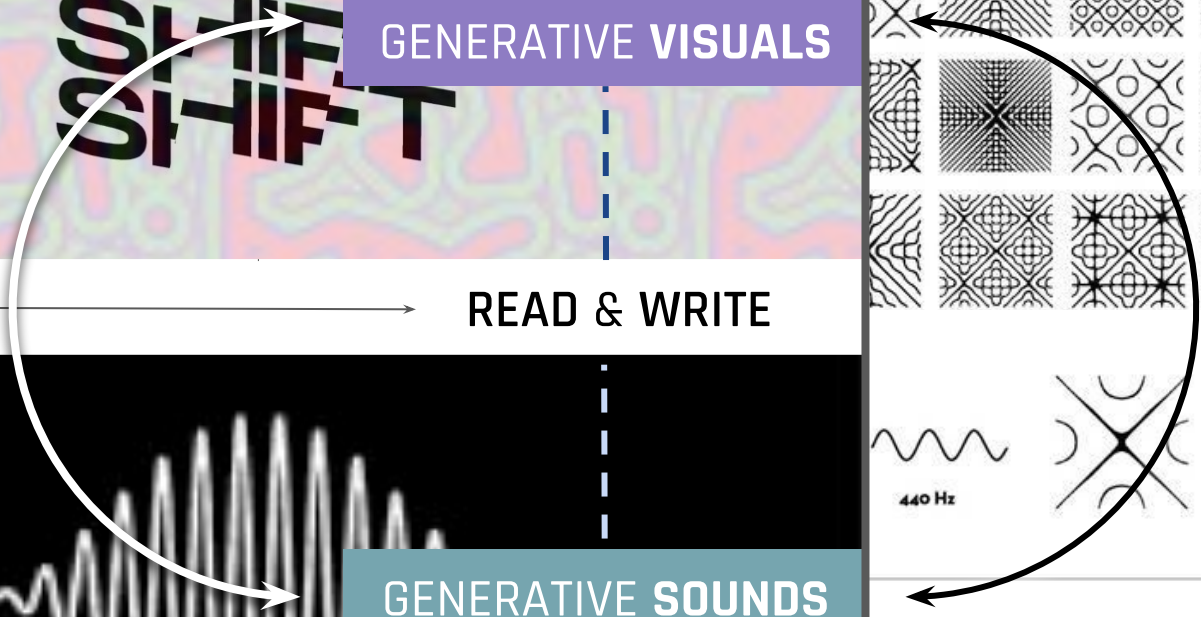
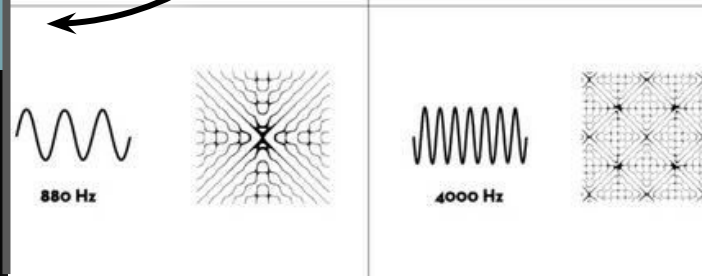
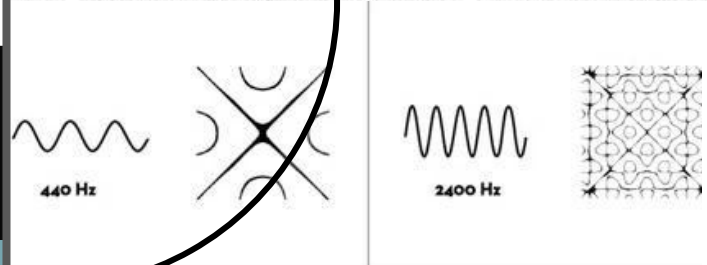
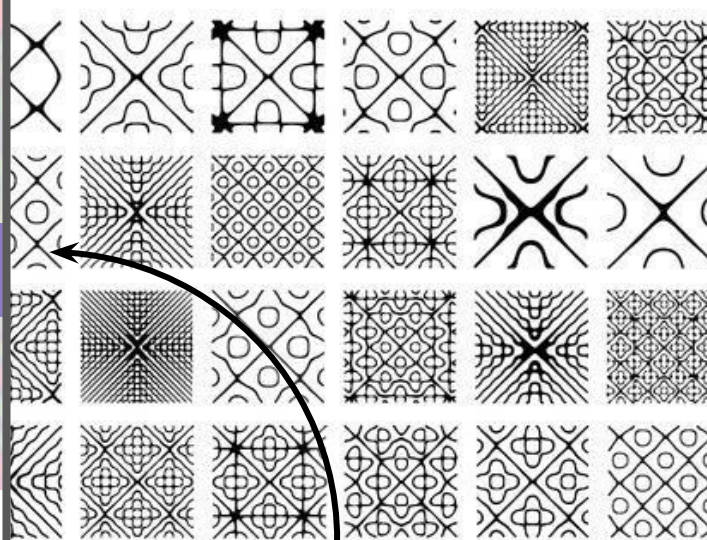
**a neuro-feedback loop**

00000  
T H I F T  
T H I F T

GENERATIVE VISUALS

READ & WRITE

GENERATIVE SOUNDS



*awaken* >> *restore* >> *build*

// // \\ \\

# CONTENT INTERACTION

a design fiction question>>> >>>>WHAT IF ? >>> we could interface with  
emergent systems of =nature== to enhance our own *xxexperiencesxx*  
while restoring our *eeeenvironmentee?* =====

create, share, & experience **sensory code-art**

? \_ this is a practice in  
>00000000000000000000000000000000>*sustainist design* \_ ==  
=====! >  
>*sustainable* x *social* (( *innovation* x *design* )) ==~== *sustainist*  
*design* o 1 0 .....>>>  
**A0**



code-art ?

**functional** kinetic scripts **for our minds**

shareable essences of human spirit

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turn *visual poetry* into technology

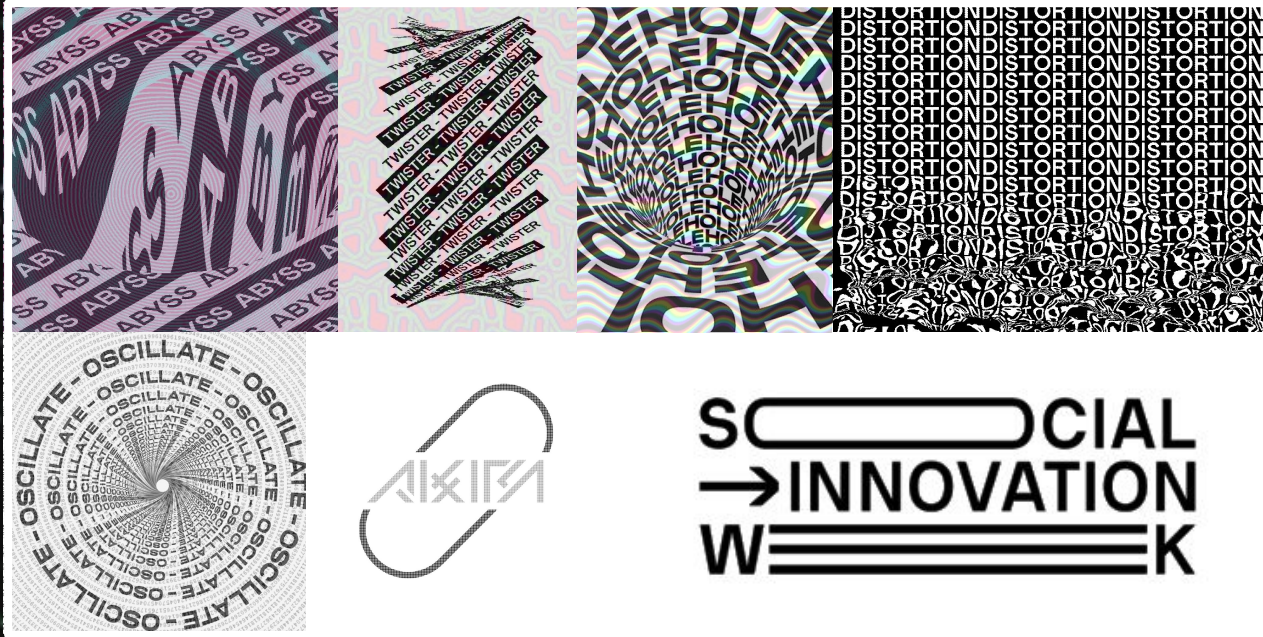
generate novel *insights*, *perceptions*, *experiences*

add DEPTH COLOR RHYTHM DIMENSION to your LANGUAGE

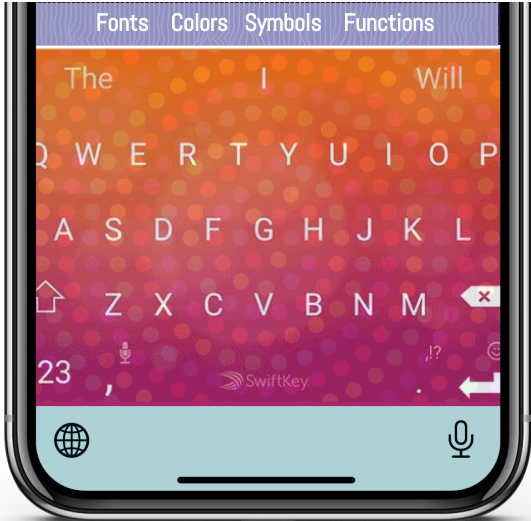
→ express deeper layers of *complexity* and nuance – while simultaneously embedding **experiential function**



# EXPERIENCE MULTI-DIMENSIONAL DATA



# CORE INTERFACES



KEYBOARD



CANVAS

CORE INTERACTION

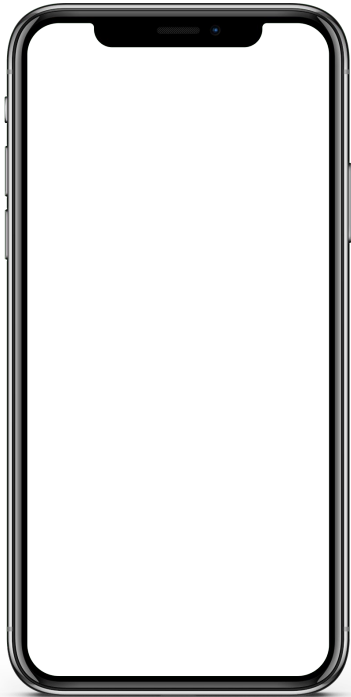
# KEYBOARD

a multi-sensory writing instrument  
with an evolving form to reflect writer

Themes	Fonts	Symbols	Functions
<ul style="list-style-type: none"><li>● Keyboard style</li><li>● Sonic mood</li><li>● Art style</li></ul>	<ul style="list-style-type: none"><li>● Choose from typefaces</li><li>● Alter color</li></ul>	<ul style="list-style-type: none"><li>● Glyphs across cultures</li><li>● Create your own</li><li>● Alter color</li></ul>	<ul style="list-style-type: none"><li>● Animations</li><li>● Audio-viz systems</li><li>● Meaning encoding</li></ul>



# EXPERIENCE



XXX



XXX



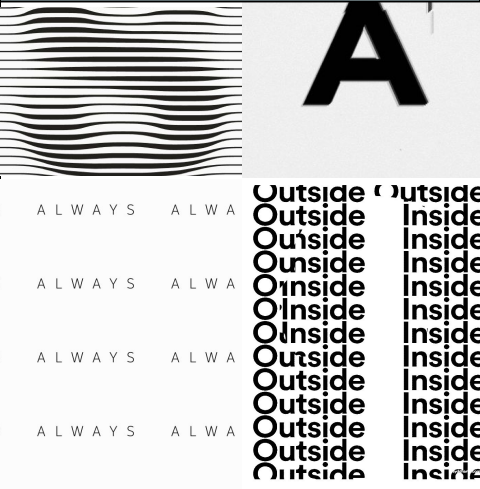
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CORE INTERACTION

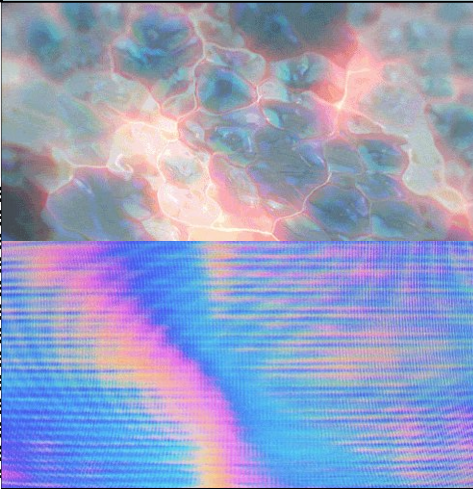
# CANVAS

the playground for interactive experience

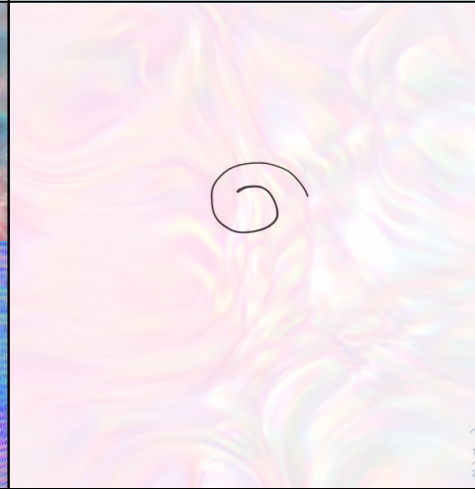
**kinetic typography**



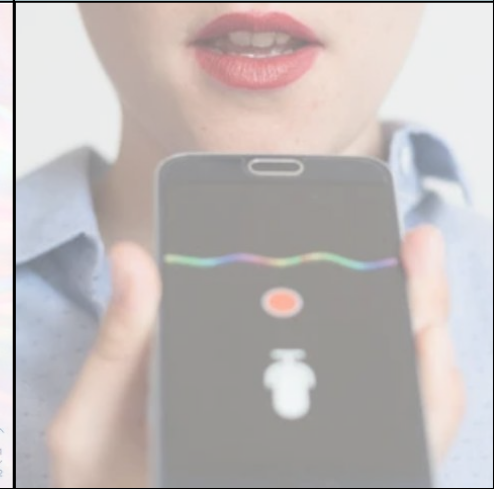
**generative art**



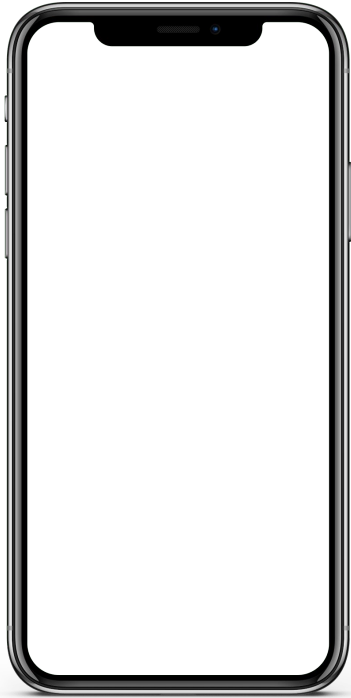
**sketches**



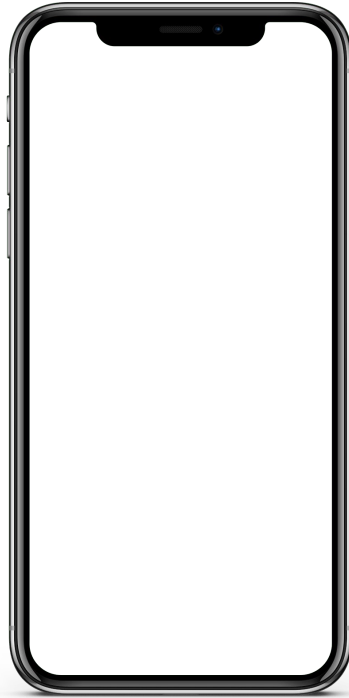
**voice**



# EXPERIENCE



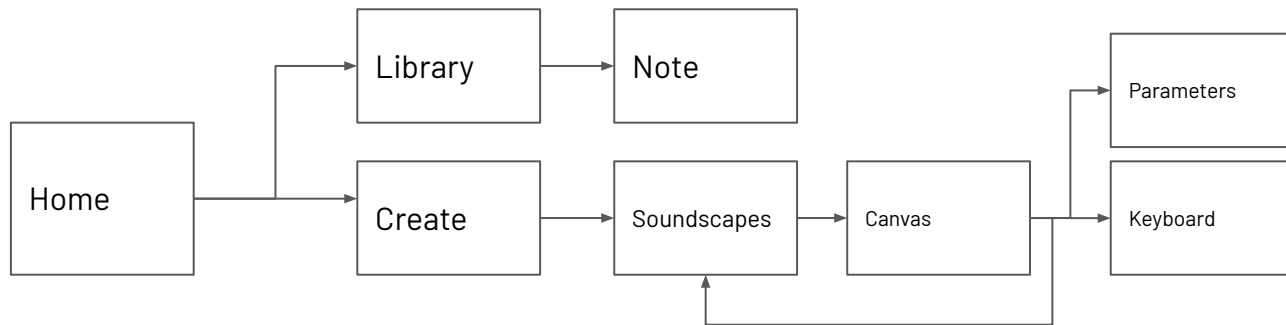
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read & write in a flexible 'coding' space

collapse formalities of traditional coding languages // transcend constrained syntax

A journal powered by **AI**

**AZERO builds itself around your code-art interpretively**  
create your 'language' in real time with expressive fluidity

EMOTION DRIVEN LOGIC

`'coding'` made for everyone

# EXPERIENCE



Reading



Writing

# detecting emotion

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**machine learning** // signal processing

AZERO incorporates real time  
emotion detection from eye tracking,  
facial reactions, behavior of writing,  
form of content, and more



# wider context

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**Real time data from various wider context signals help to craft the world you experience**

Location, movement, people, apps, uber, themes, weather, etc

ORAGE × maslo

Reflective emergent consciousness

Channeling

Self-Remembering

Feedback loop of creation

Computation

Memory

Machine Learning >> Machine Spirit

An evolving extension of ourselves

# connected experiences

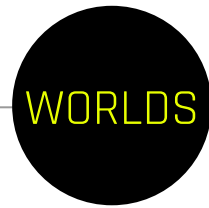
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## **Interface with networked objects & systems in real world**

Smart Homes // Events // Smart Objects

lights, speakers, aromatic diffusers, TV, XR headset

within



beyond

# ARCHIVE

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## emergent note-taking / categorization

- Creating 'cognitive' structures organically
- Networked media to reflect mind & find macro associations
- Data viz to show content evolution
- 'Search' as a generative tool: mix and match code-art

## SHARE // DISCOVER

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- Synesthetic media curated based creations
- Crowdsourced code-art
- Mood spaces / profiles
- A mind map to explore
- 3D phase space to walk into code-art

INCENTIVES

be rewarded for solving the biggest planetary challenges



# media as currency

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## blockchain tokenization

- Add inherent value to code-art to reflect data
- Opt-in to data shares in exchange for tokens
- Tokens unlock more functionality
- Combining code-art can synthesize more value

# data as stock

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## blockchain tokenization

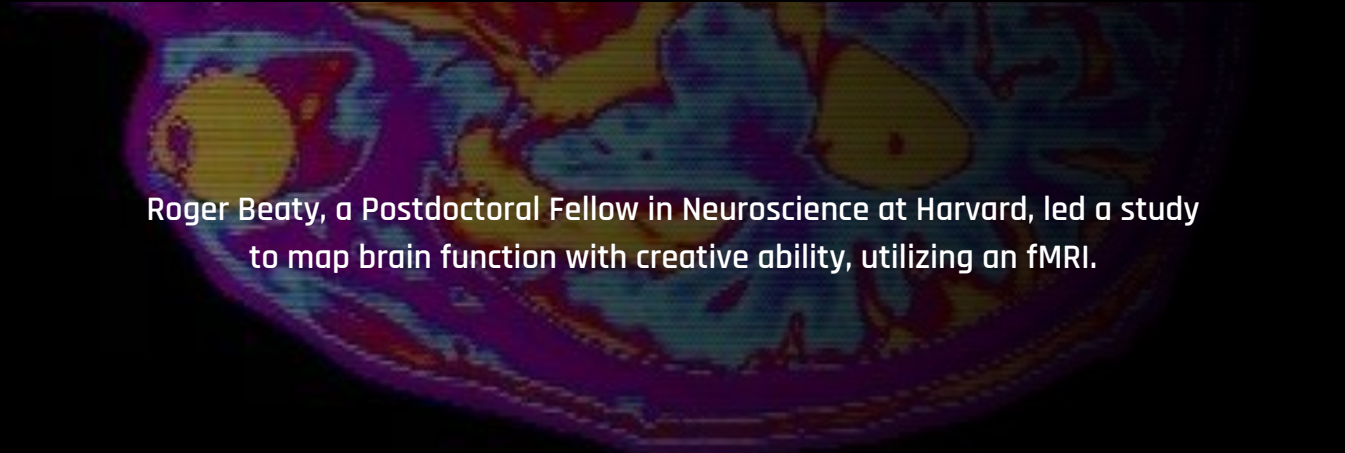
- Control active data sets
- Receive dividends for data shared continuously

# THE SCIENCE



In a Scientific American article called

## Why Are Some People More Creative Than Others?



Roger Beaty, a Postdoctoral Fellow in Neuroscience at Harvard, led a study to map brain function with creative ability, utilizing an fMRI.



He found that high creativity involved a relationship between **three specific brain networks** that don't usually activate together:



DEFAULT



EXECUTIVE

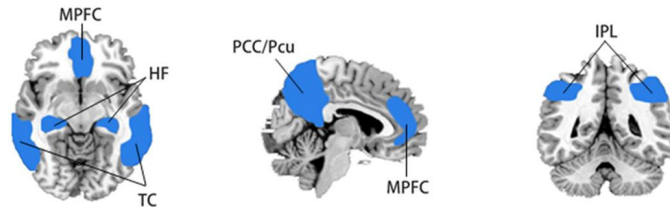
SALIENCE

[Reference Link](#)

# BRAIN NETWORKS: sets of brain regions

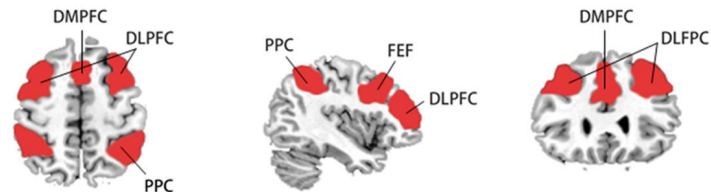
## DEFAULT NETWORK

**the core of imagination:** spontaneous thinking, idea generation, mental simulations



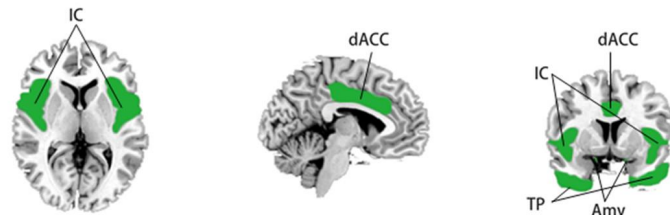
## EXECUTIVE NETWORK

focus or control of thought processes.  
idea evaluation & modification



## SALIENCE NETWORK

info detection & switching mechanism  
between default and executive networks



# EXECUTIVE

solves issues with resourcing  
& rocket physics

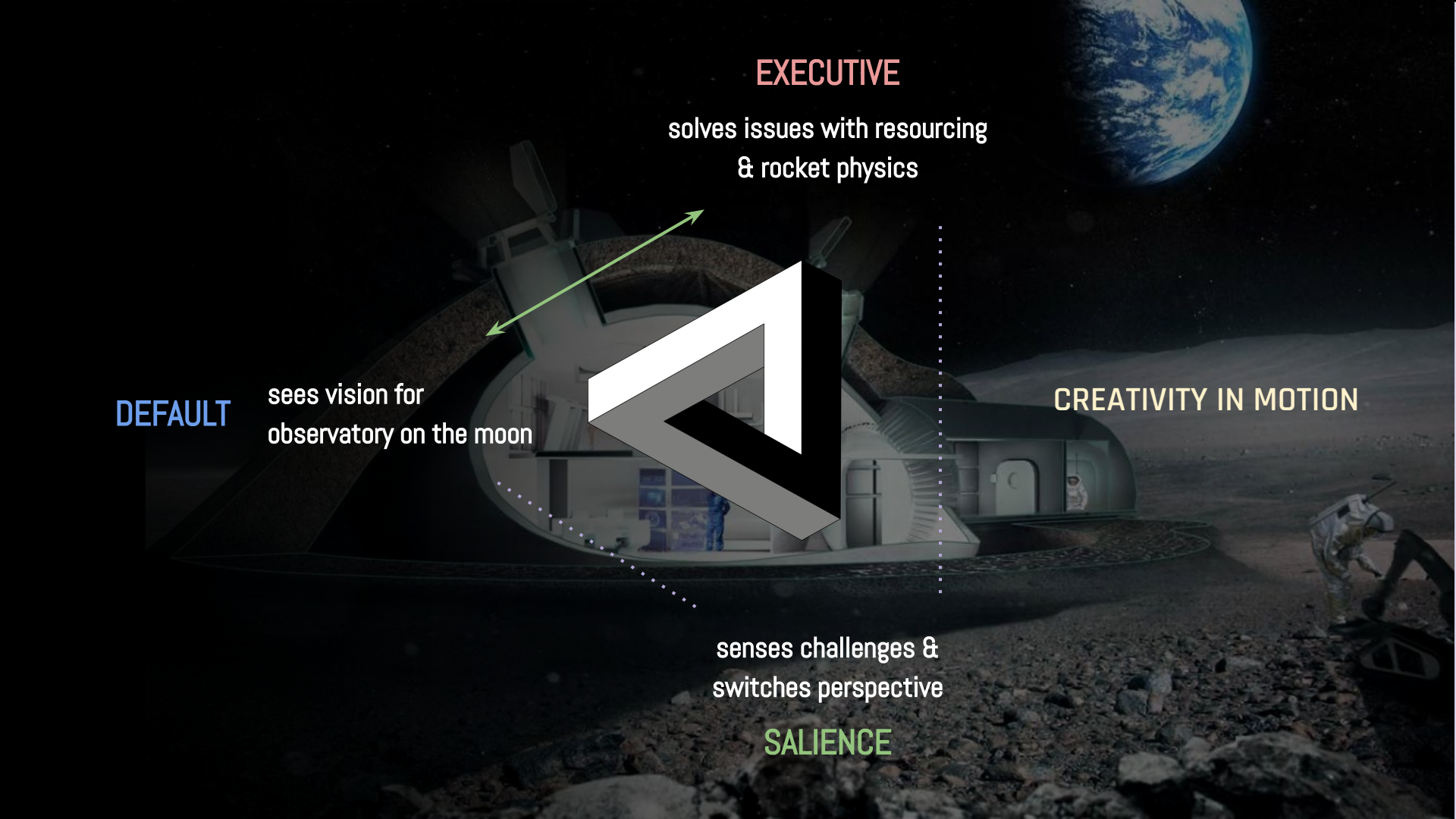
# CREATIVITY IN MOTION

# DEFAULT

sees vision for  
observatory on the moon

senses challenges &  
switches perspective

# SALIENCE



EXECUTIVE

## WE HACK IMAGINATION

by creatively rewiring the

DEFAULT

the "IMAGINATION NETWORK"



and modification from the

with detection from the

SALIENCE



HOW?

it starts with **harmonizing frequency**

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studies have shown a link between the **Default Mode Network** and the **alpha brain wave frequency**, with concurrent EEG-fMRI scans

[Reference](#)

# turn your mind into an **alpha**

## your inner critic

**Beta**  
(13-25Hz)



Brain waves in normal waking consciousness. Heightened state of alertness, logic and critical reasoning. Translates to **stress, anxiety and restlessness**.




## your voice of intuition

**Alpha**  
(8-12 Hz)



Brain waves present in deep relaxation, meditation, and daydreaming. Heightens **imagination, visualization, memory, learning and concentration**. Gateway to subconscious mind.

GIVE YOURSELF  
**SUPER POWERS**



then we unlock the frontier

WITHIN

the realm of **imagination**



to the

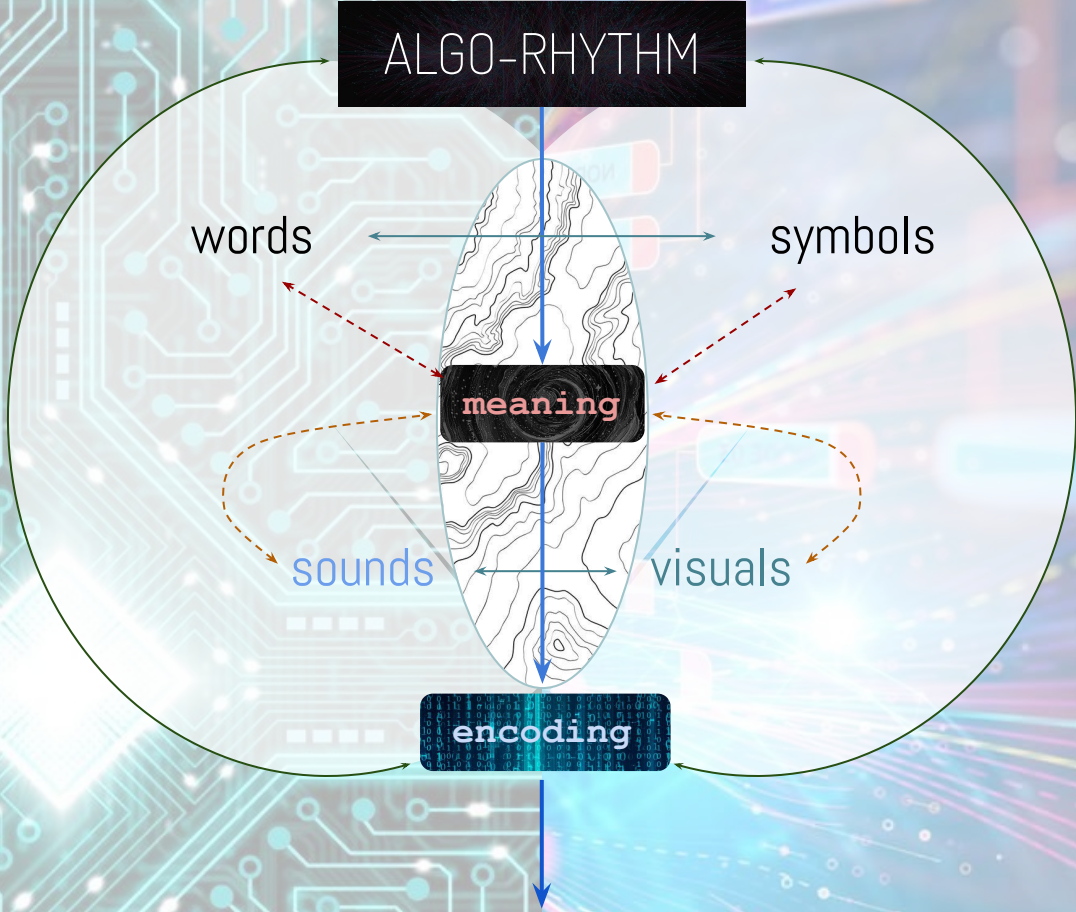
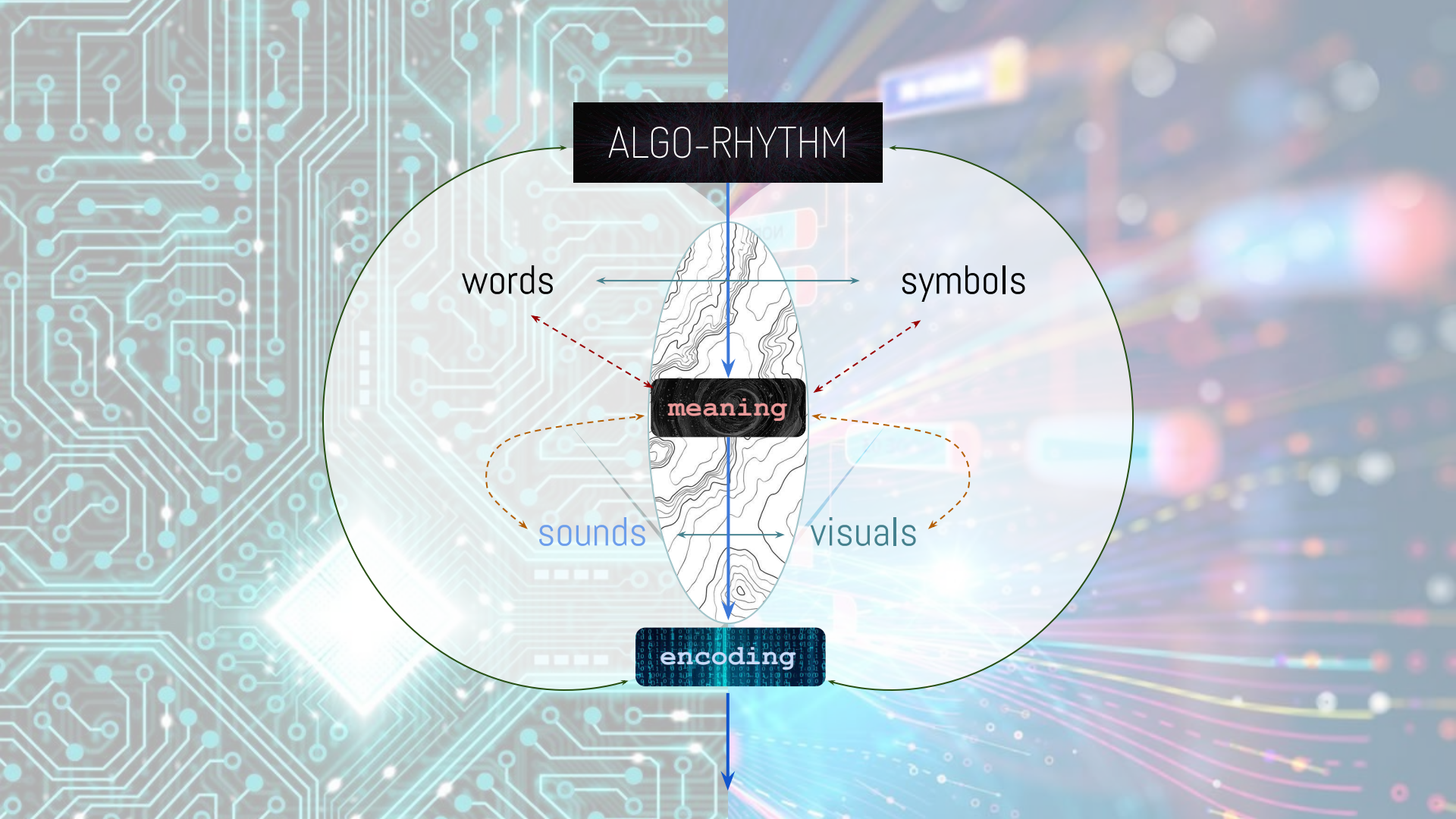
# INTRAVERSE

a system of 'inner worlds'









ALGO-RHYTHM

words

symbols

meaning

sounds

visuals

encoding



add DEPTH, COLOR, RHYTHM, DIMENSION to your LANGUAGE

`[ [ >> a linguistic  
design framework  
>>>>> for  
creating >>>>`

WORLDS

`/// within (+) \\\ beyond`

In a Scientific American article called

## **Why Are Some People More Creative Than Others?**

default network: set of brain regions that activate with spontaneous thinking. i.e. mind-wandering, daydreaming and imagining. This network may play a key role in idea generation or brainstorming—thinking of several possible solutions to a problem.

executive control network: set of regions that activate when people need to focus or control their thought processes. This network may play a key role in idea evaluation or determining whether brainstormed ideas will actually work and modifying them to fit the creative goal.

The salience network is a set of regions that acts as a switching mechanism between the default and executive networks. This network may play a key role in alternating between idea generation and idea evaluation.

An interesting feature of these three networks is that they typically don't get activated at the same time. For example, when the executive network is activated, the default network is usually deactivated. Our results suggest that creative people are better able to co-activate brain networks that usually work separately.

Our findings indicate that the creative brain is “wired” differently and that creative people are better able to engage brain systems that don't typically work together.