





CERTIFICATION

firstmovr

YOUR PARTNER FOR **OMNI EDUCATION +** CHANGE MANAGEMENT

A POJECTS





TRAINING 6





} firstmovr Omni Industry Events

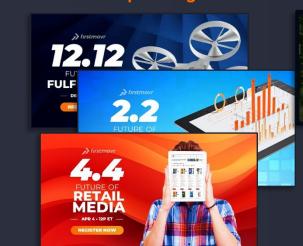
Upcoming SMARTER Strategy Events:



Upcoming JBPx Retailer Events:



Upcoming FUTURES Strategy Events:







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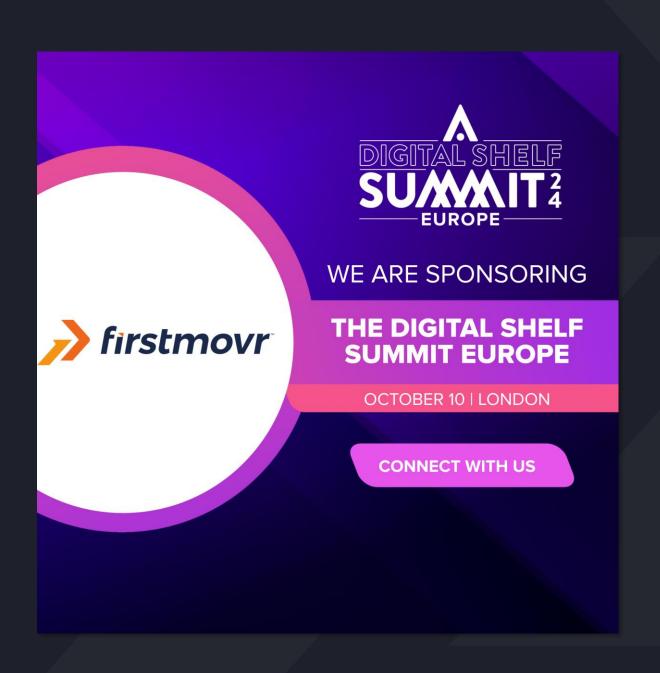
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FIRSTMOVR ON TOUR









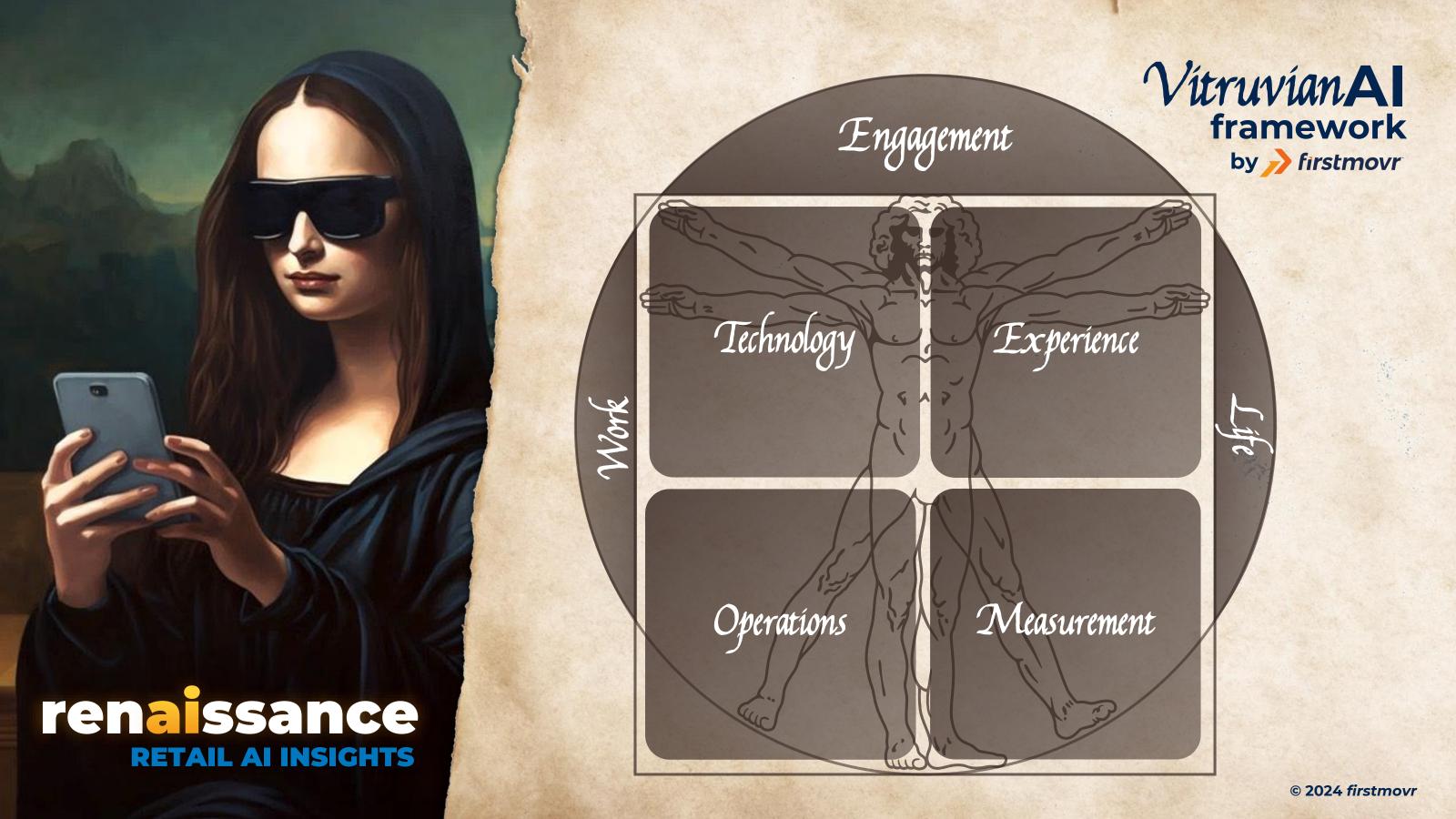
The certification program that tracks and celebrates continuous learning and next commerce leadership.

Next Commerce Leadership Certification Levels:



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renaissance RETAIL ALINSIGHTS

Our Partners VIZIT

Elevating content creation, execution, and performance with AI





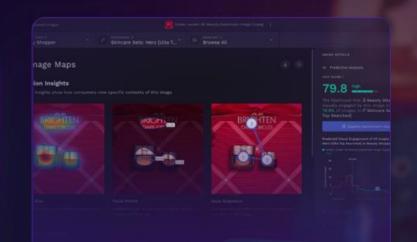
Conceptualization & Inspiration

Analyze imagery from any category on the internet to gain insight into what inspires your audience.



Creation & Testing

Immediately understand the effectiveness of different design and imagery for any global audience.



Optimization & Syndication

Flight the most impactful content across channels to ensure every consumer touchpoint is engaging.



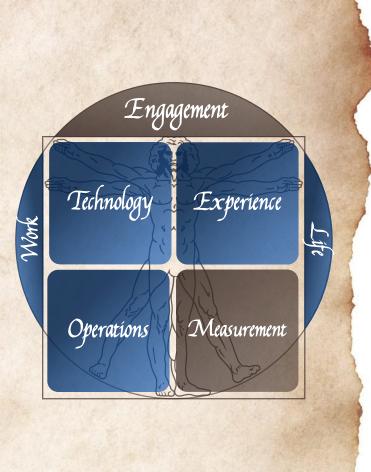
Analytics & Monitoring

Understand seasonal shifts in consumer sentiment, category movement, and competitive strategy.





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Introducing OpenAl ol-preview



O1 is now available in ChatGPT and the API as a preview.

The model is designed to spend more time thinking before it responds. It can reason through complex tasks and solve harder problems than previous models in science, coding, and math.

Source

OpenAl increases rate limits on OpenAl ol



For Plus and Team users, rate limits for olmini have been increased by 7x, from 50 messages per week to 50 messages per day.

Source

Advanced Voice Mode with more voices

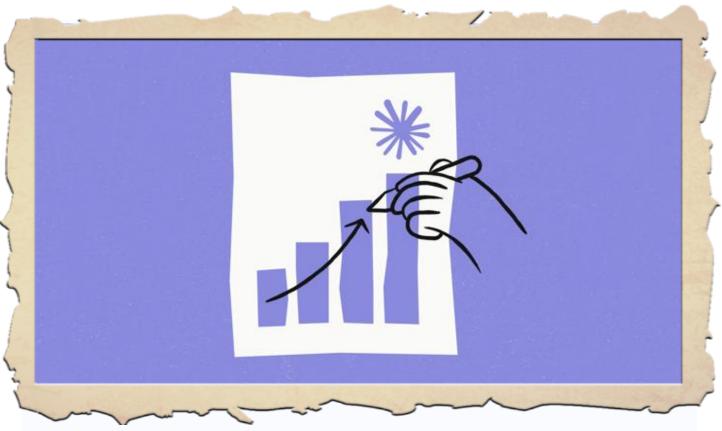


Advanced voice is rolling out to Plus and Team users. Advanced voice uses GPT-40's native audio capabilities and features more natural, real-time conversations that pick up on non-verbal cues, such as the speed you're talking, and can respond with emotion. Usage of advanced Voice (audio inputs and outputs) by Plus and Team users is limited on a daily basis.





Claude Enterprise plan is announced



The new Claude Enterprise plan enables secure collaboration using internal knowledge. It features a 500K context window, increased usage capacity, and native GitHub integration for working on entire codebases. Claude ensures knowledge sharing while keeping conversations private.



Google's Al notebook can turn notes into a podcast



Google can now turn your research into an Algenerated podcast, complete with two "hosts" that discuss what you've dug up. The experimental feature lives within NotebookLM, the Al note-taking app Google launched last year, and will have Al hosts "summarize your material, make connections between topics, and banter back and forth

Source

Google announces \$120M fund for AI education



Google CEO S. Pichai described AI as "the most transformative technology" and announced a new fund for AI education and training around the world. He pointed to four opportunities he sees for AI: helping people access information, accelerating scientific discovery, providing alerts and tracking around climate disasters, and fueling economic progress.



MiniMax - new Al video-generation app



Alibaba- and Tencent-backed startup
Minimax, one of China's "Al tigers," has
released its Video-01 text-to-video model,
which can generate highly accurate
depictions of humans, down to their hand
motions. Minimax unveiled the new tool
Saturday at its inaugural developer
conference in Shanghai.

Source

Roblox introduces new earning opportunities for creators



The company is introducing a new program that will give creators a higher share of revenue for their paid experiences on the desktop. Creators will now receive 50% of the revenue for paid experiences that cost \$9.99, 60% for experiences that cost \$29.99 and 70% for experiences that cost \$49.99.



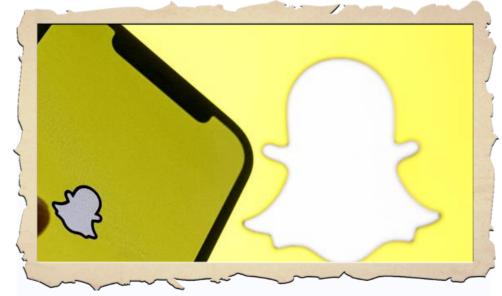
Adobe previews its text-tovideo generative AI tools



Adobe has teased its upcoming generative AI video tools, including a new feature that can produce video clips from still images. This latest preview builds on the indevelopment Firefly video model that the software giant demonstrated in April, which is set to power AI video and audio editing features across Adobe's CC.

Source

Snapchat taps Google's Gemini to power its Al features



Snap has entered into an expanded partnership with Google Cloud to power generative AI experiences within Snapchat's My AI chatbot. The chatbot will leverage the multimodal capabilities of Google's Gemini AI to enable the chatbot to understand different types of information, like text, audio, images, and videos.



OpenAl co-founder startup SSI raises \$1 billion



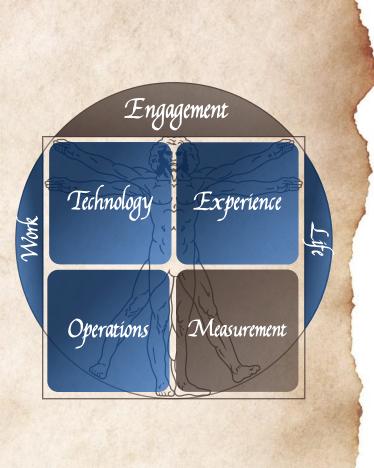
Ilya Sutskever has raised \$1 billion in cash to help develop safe AI systems that far surpass human capabilities. SSI plans to use the funds to acquire computing power and hire top talent. It will focus on building a small highly trusted team of researchers and engineers split between Palo Alto, California and Tel Aviv, Israel.

Source

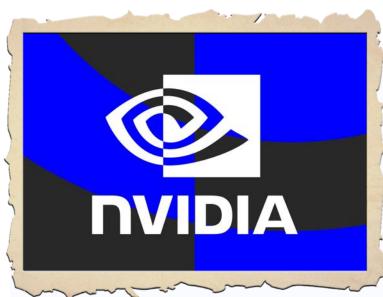
Jony Ive confirms a new device with OpenAI



Jony Ive has confirmed that he's working with OpenAI CEO Sam Altman on an AI hardware project. The confirmation came today as part of a profile of Ive in The New York Times, nearly a year after the possibility of a collaboration between Altman and the longtime Apple designer was first reported on.



The Nvidia AI investigation is 'escalating'



The outlet reports that Nvidia and other companies have received legally binding requests for information as its sources say regulators are investigating whether Nvidia is "making it harder to switch to other suppliers and penalizes buyers that don't exclusively use its artificial intelligence chips."

Source

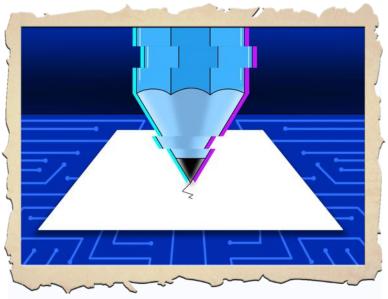
US, EU, UK sign legally enforceable AI treaty



The US, UK, and European Union have signed the first "legally binding" treaty on AI, which is supposed to ensure its use aligns with "human rights, democracy and the rule of law". The treaty, called the Framework Convention on Artificial Intelligence, lays out key principles AI systems must follow, such as protecting user data, respecting the law, and keeping practices transparent.

Source

Microsoft AI safety tool finds errors & fixes them

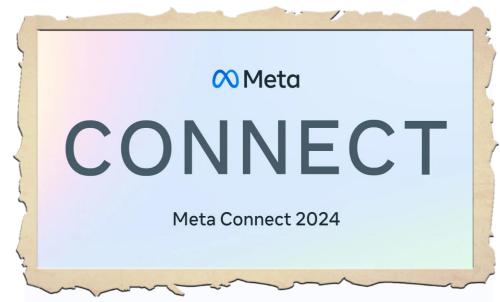


Microsoft is launching a new feature called "correction" that builds on the company's efforts to combat Al inaccuracies. Customers using Microsoft Azure to power their Al systems can now use the capability to automatically detect and rewrite incorrect content in Al outputs.





Meta Connect 2024



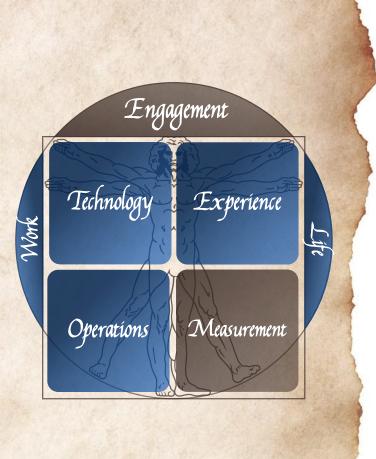
Meta demonstrates how it plans to stay relevant in a future powered by Al. And now that we're seven months beyond the launch of Apple's Vision Pro, which arrived alongside a short-lived spike in interest in augmented reality (AR), Meta CEO Mark Zuckerberg is likely eager to show off his own plans to make AR a reality.

Source

Snap Partner Summit 2024



Snapchat's announced some big updates at its 2024 Partner Summit, including the next version of its AR glasses, which it's hoping will be the next big stage for the company. It's also unveiled a range of new app updates, which provide a range of new considerations for the Snap marketing approach.



Amazon releases a video generator



Amazon has launched an Al-powered video generator — but it's only for advertisers at the moment, and somewhat limited in what it can do. The company says that the tool can curate "custom," Al-generated videos that "showcase a product's features" at no additional cost.

Source

Amazon debuts Project Amelia



Amazon sellers now have access to an Al assistant designed to help grow their business by answering questions about their metrics, and later, helping to resolve issues that arise. The assistant, codenamed Project Amelia and built on AWS's Amazon Bedrock, is available in beta to U.S. sellers

Source

Amazon's checkout technology Al upgrade



Amazon has developed an advanced Al model for its Just Walk Out checkout technology that makes the system more accurate, more efficient and quicker to provide receipts to shoppers. The update uses the same machine learning models that underlie many generative Al applications.





Walmart used AI to crunch 850M product data points



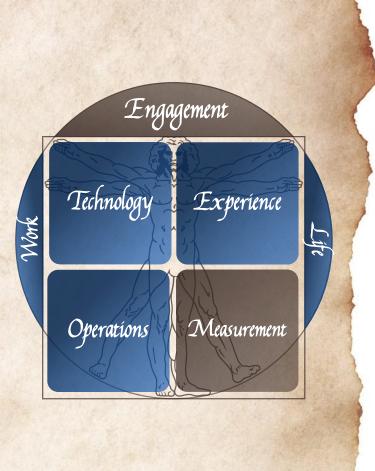
Walmart is using generative AI to improve the data quality of its product catalog in pursuit of CX benefits. Cleaner data can help associates find specific products by quickly accessing images of packaging. Customers using Walmart's AI assistant will soon receive follow-up answers to their queries that will help them find the right item.

Source

Best Buy Al-powered delivery tracking



Best Buy customers can now access live tracking of product deliveries and in-home installation services. The new features are enabled by AI technology, the consumer electronics retailer said in a Thursday news release. The tracking feature is available for large items, like big-screen TVs and refrigerators.



Google launched virtual try-on tool



Google launched a virtual try-on tool for women's and men's tops last year, which uses generative Al to help you see every detail — down to the shadows, wrinkles and draping — of a piece of clothing. You can now better visualize dresses on models that resonate most with you from hundreds of brands across Google's Shopping Graph.

Source

Alibaba Al models and text -to-video Al technology



Chinese technology company Alibaba released new open-source artificial intelligence models and text-to-video Al technology, intensifying its efforts to compete in the booming area of generative Al. The open-source models, numbering more than 100, come from Alibaba's Qwen 2.5 family, its latest foundational large language model released in May.

Source

Bath & Body Works to launch Al fragrance finder



Bath & Body Works is gearing up to launch a generative AI powered fragrance finder called Gingham Genius later this year. The fragrance finder features a conversational interface where customers can describe a scent or candle and the tool will provide personalized recommendations.





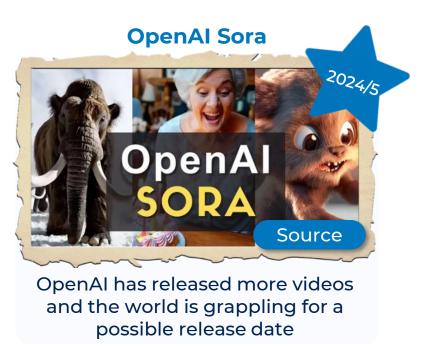
Expectations

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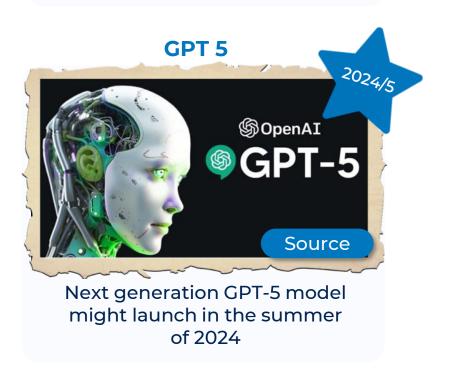


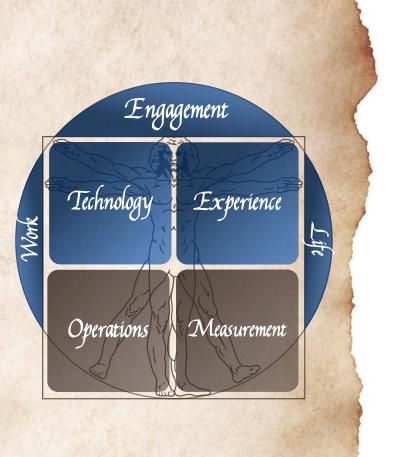
Software











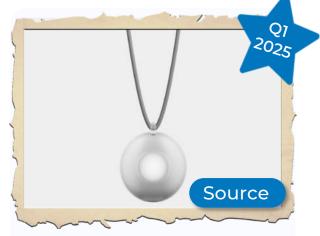
Hardware

Tesla Robotaxi



Tesla set to reveal its robotaxi Oct. 10

Friend



A new Al tool is trying to be there for you all the time

Snap Spectacles '24



Designed to enhance how people naturally interact with the world.

Humane Al/Rabbit R1 Updates



Future of the first wave of ai devices

Project Astra



A real-time multimodal Al assistant

Meta Orion AR Glasses



A whole new way to work, create and collaborate

New John Ivy device



One imaginative building at a time



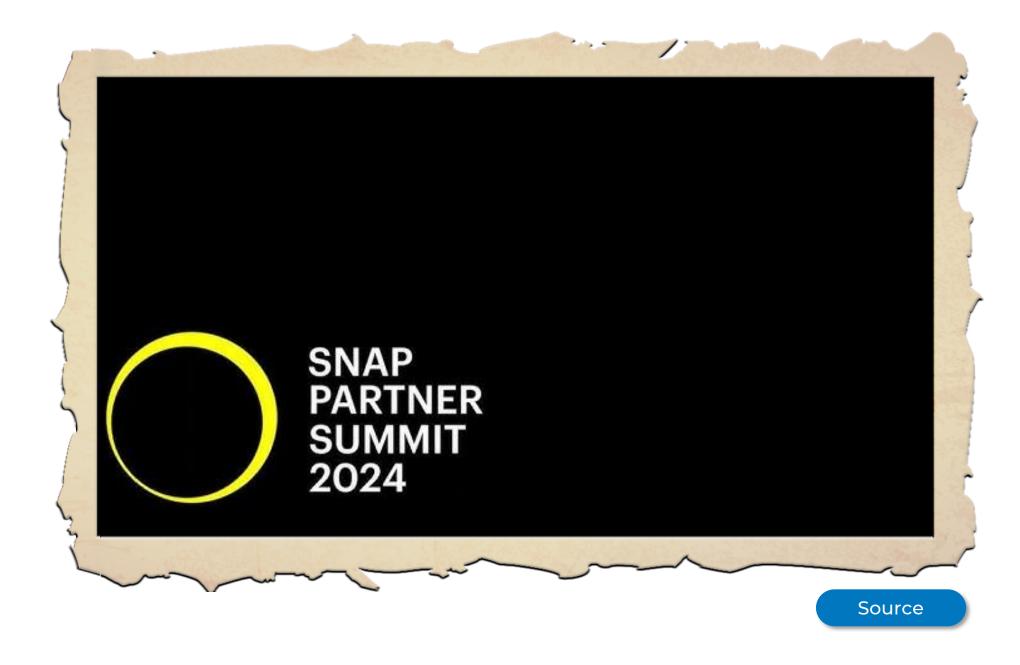


Recommendations

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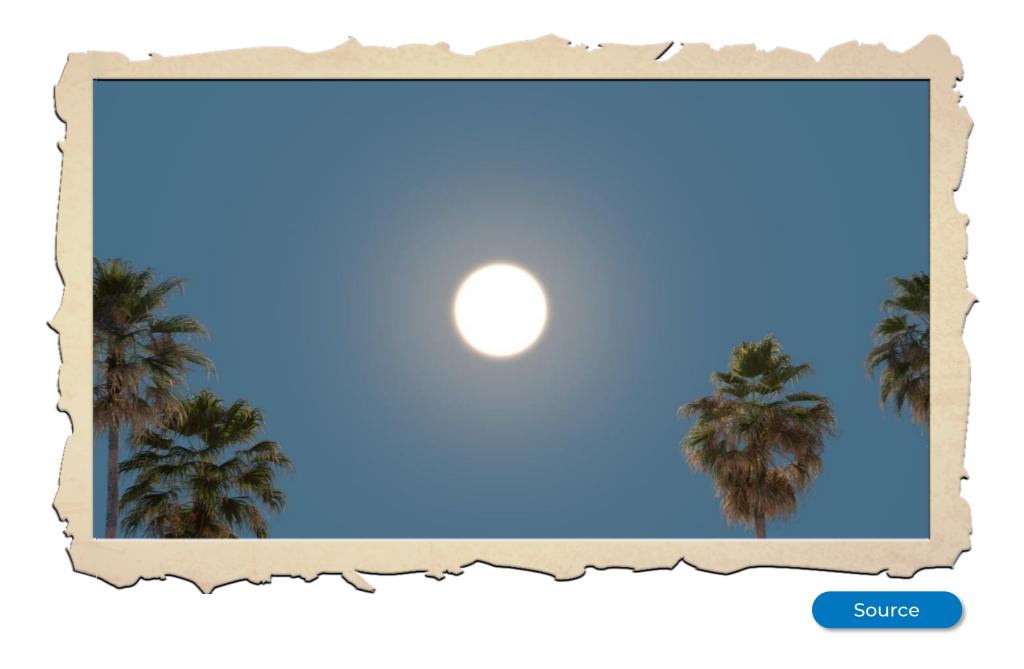


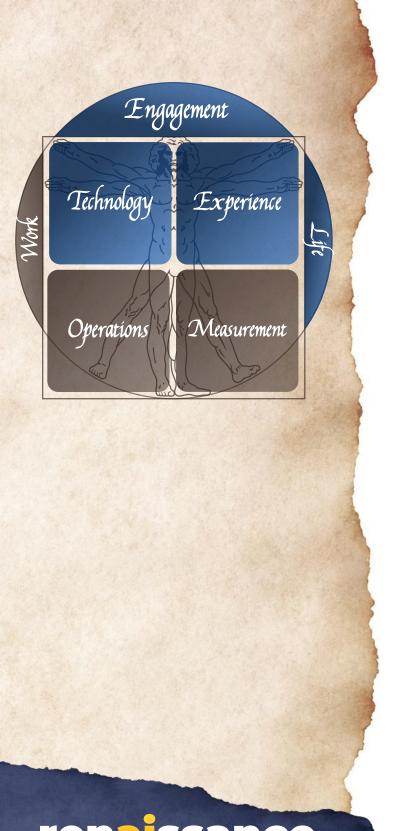
Snap Partner Summit 2024





Snap Partner Summit 2024 Recap in 10 minutes



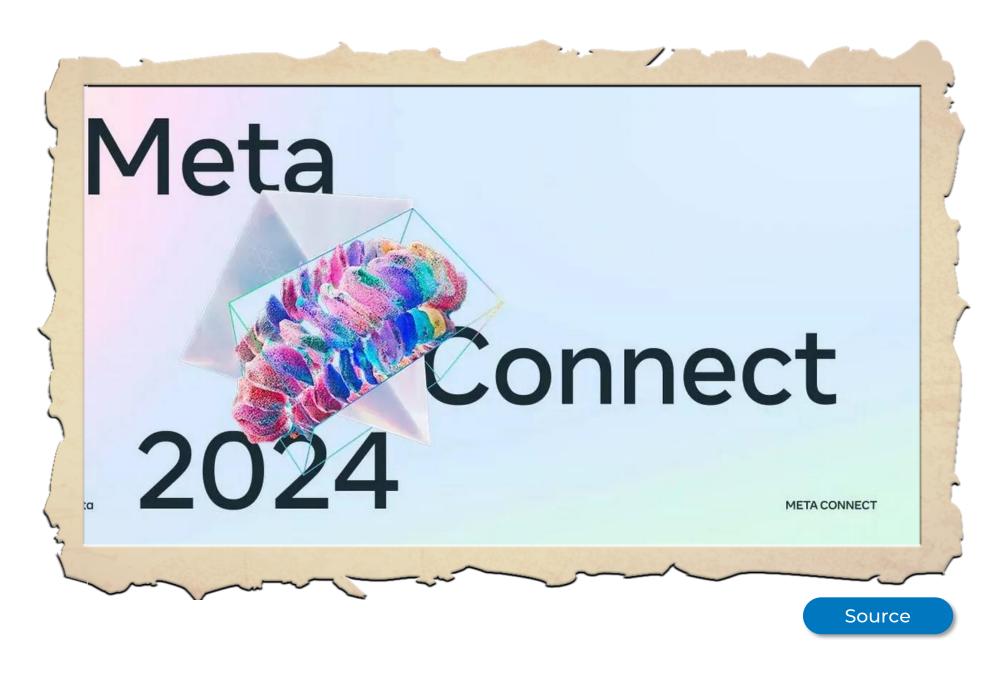


Meta Connect 2024 Keynote



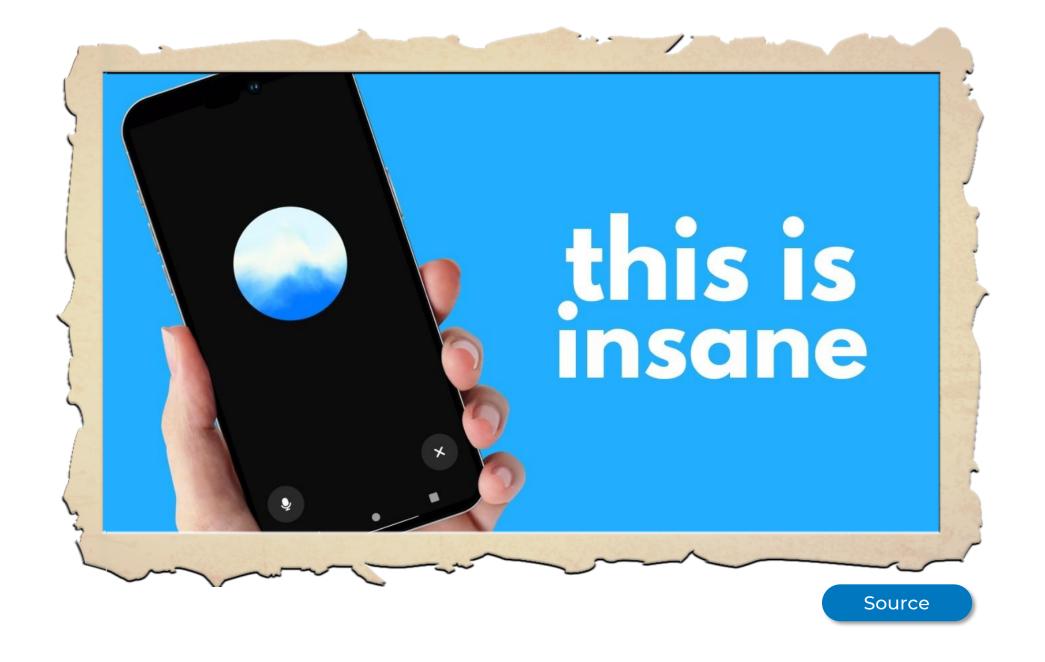


Meta Connect 2024 Keynote Recap in 11 minutes





Advanced Voice Mode Test





AI Graphics Test

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Example: Lifestyle - Activity

Image Al Generator Breakdown

Dall-E 3

Grok 2 mini (beta)

Midjourney V6.1

Imagen 3









DALL-E 3 showcases clean, well-organized images but may lack the finer detail in textures. Grok 2 mini offers simplicity and usability but might not generate the most visually rich outputs. MidJourney V6.1 excels in producing detailed, vibrant scenes with complex imagery, though it could sometimes introduce stylistic exaggerations. Imagen 3 provides balanced results with realistic lighting and natural compositions but may struggle with intricate object differentiation compared to MidJourney.

Engagement Technology Experience Operations Measurement renaissance

Example: Lifestyle - Emotions

Image Al Generator Breakdown

Dall-E 3

Grok 2 mini (beta)

Midjourney V6.1

Imagen 3









DALL-E 3 captures a vibrant festive mood with detailed backgrounds but may lack some natural fluidity in the facial expressions. Grok 2 mini emphasizes close-up shots and individual features, offering a friendly vibe, though it seems to focus less on dynamic group interactions. MidJourney V6.1 delivers rich, dynamic images with excellent lighting effects, emphasizing high-energy group cohesion, but sometimes the exaggerated elements make it look hyper-realistic. Imagen 3 excels at creating balanced group settings with a realistic atmosphere but may not capture the same vibrancy in color contrast as MidJourney.



Example: Object Realism & Lighting

Image Al Generator Breakdown

Dall-E 3

Grok 2 mini (beta)

Midjourney V6.1

Imagen 3









DALL-E 3 delivers a clean and minimalist image with soft shadows, creating a balanced and appealing look but might lack detail in the texture. Grok 2 mini presents a more detailed handle and rim, though the lighting can appear flat. MidJourney V6.1 stands out with its refined curves and glossy finish, producing a highly realistic, polished image. Imagen 3 strikes a balance between realism and simplicity, offering clear lighting and a well-defined object without over-exaggerating details.



Example: Text Integration & Design

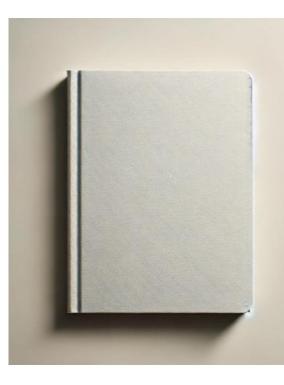
Image Al Generator Breakdown

Dall-E 3

Grok 2 mini (beta)

Midjourney V6.1

Imagen 3









DALL-E 3 produces a simple and clean notebook with a soft shadow, but it lacks any written text despite likely being part of the prompt. Grok 2 mini (beta) generates a fairly detailed notebook, but the design looks odd, especially with the spiral binding and the alignment of elements, which feels off and unnatural. MidJourney V6.1 creates a highly stylized, visually rich notebook with a warm color palette but doesn't display text. Imagen 3 stands out as the only model that successfully included text on the notebook as requested in the prompt, adding a layer of realism and functionality to the output.



Example: Human and Object Rendering Test

Image Al Generator Breakdown

Dall-E 3

Grok 2 mini (beta)

Midjourney V6.1

Imagen 3









DALL-E 3 produced an image with oddly distorted fingers, which detracts from the overall realism, despite the cup itself being well-rendered. Grok 2 mini offers a more simplified representation, with the cup and hand looking decent but somewhat lacking in texture and detail. MidJourney V6.1 delivers a highly polished, almost photorealistic image, with rich textures on both the hand and cup, making it stand out. Imagen 3 creates a realistic, cozy scene, focusing on natural lighting and a balanced composition, making it effective but slightly more muted than MidJourney's vibrant output.



Example: Human-Product Interaction & Labelling Accuracy

Image Al Generator Breakdown

Dall-E 3

Grok 2 mini (beta)

Midjourney V6.1

Imagen 3









The text appears distorted across all models. DALL-E 3 presents the word "BRAND," but the font and alignment feel artificial and do not blend naturally with the image. Grok 2 mini displays garbled, unreadable text, making it unclear and ineffective for branding. MidJourney V6.1 does not include any legible text, despite the likely prompt, focusing only on the visual aspects of the bottle. Imagen 3, while realistic in its design, also produces distorted text, with the phrase appearing slightly off in terms of perspective and alignment, diminishing its overall impact.

Engagement Technology Experience Operations Measurement

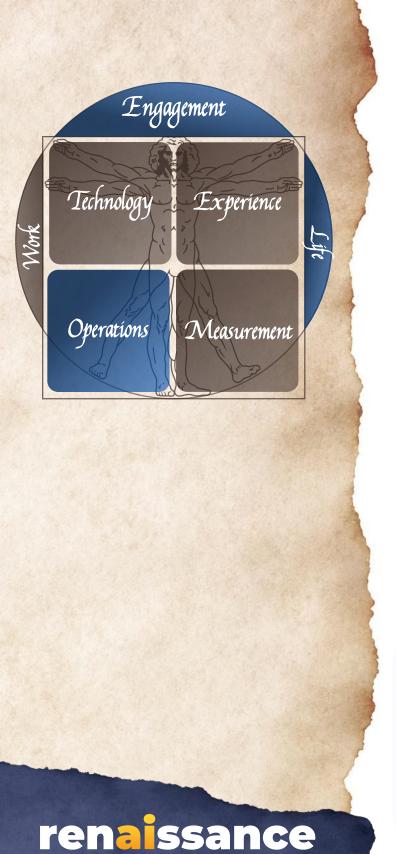
Example: Product Texture

Image Al Generator Breakdown

Dall-E 3 Grok 2 mini (beta) Midjourney V6.1 Imagen 3



DALL-E 3 displays a highly detailed pattern on the toilet paper roll, with clear embossing but some unnatural aspects in the texture definition. Grok 2 mini (beta) produces a smoother, almost fabric-like texture, which lacks the expected paper-like characteristics. MidJourney V6.1 excels at rendering fine details and depth in the paper texture, providing a more realistic tactile appearance, though it may appear exaggerated. Imagen 3 offers a balanced texture with visible patterns but lacks the clarity and sharpness seen in MidJourney's output.



Example: Setting, Realism & Attention to Detail

Image Al Generator Breakdown

Dall-E 3

Grok 2 mini (beta)

Midjourney V6.1

Imagen 3









DALL-E 3 falls short in both realism and attention to detail. The reflections are inconsistent and distorted, and the overall layout of the bathroom feels chaotic, with strange shapes and a lack of coherence in the design elements, making the scene feel unrealistic and off-putting. Grok 2 mini offers a more cohesive and natural bathroom, though it remains somewhat simplistic. MidJourney V6.1 delivers an impressively realistic bathroom, with rich textures, balanced lighting, and carefully crafted reflections on surfaces like the marble walls and glass, creating a high-end, polished look. Imagen 3 offers a warm, moody atmosphere, with more subtle details, but some of the finer aspects are obscured by the darker lighting



Example: Setting, Atmosphere

Image Al Generator Breakdown

Dall-E 3

Grok 2 mini (beta)

Midjourney V6.1

Imagen 3









DALL-E 3 provides a warm and inviting interior but lacks depth and fine detail, making the space feel artificial. Grok 2 mini produces a brighter, more open café with a casual atmosphere, though it struggles with lighting consistency and texture clarity. MidJourney V6.1 excels in delivering a highly detailed and realistic scene, capturing the ambiance with excellent lighting, textures, and well-defined features, though the details may sometimes feel over-stylized. Imagen 3 creates a cozy and balanced café setting, with natural lighting and a realistic layout, though it doesn't capture the same level of vibrancy and fine detail seen in MidJourney's output.



Example: Background

Image Al Generator Breakdown



DALL-E 3 delivers a well-lit, softly shadowed sphere that creates a simple but balanced aesthetic, with the light source clearly defining the object's contours. Grok 2 mini offers a minimalistic look with soft lighting casting a subtle gradient, though the overall image feels a bit flat and less dynamic. MidJourney V6.1 excels in creating warm, diffused lighting that adds depth and texture to the scene, producing a more atmospheric and artistic effect. Imagen 3, with its soft, glowing bokeh, takes an abstract approach to lighting, creating an ethereal, almost dream-like aesthetic, though lacking in object definition. MidJourney's warm gradients offer the most visually engaging result, while Imagen 3 leans towards more abstract aesthetics.



Example: Product Display

Image Al Generator Breakdown

Dall-E 3

Grok 2 mini (beta)

Midjourney V6.1

Imagen 3









DALL-E 3 produces products that look overly artificial, with exaggerated reflections and surfaces that lack texture, giving the entire scene a less realistic and polished appearance. The bathroom background is also inconsistent, with strange shapes and awkward reflections that disrupt the visual flow. Grok 2 mini provides a softer, more inviting scene, with natural lighting and a warmer bathroom aesthetic, but the product packaging lacks the fine detail needed to appear fully realistic. MidJourney V6.1 excels in both product realism and bathroom detail, with well-textured surfaces, elegant lighting, and intricate bathroom elements such as the marble walls and subtle reflections, making the entire scene feel luxurious. Imagen 3, while presenting a dramatic and exclusive vibe, offers the most photorealistic product packaging, but the lighting is quite dark, which slightly obscures finer details in the bathroom setting.

Comparison Summary as of 09/30/24

Image Score (1-10 scale)

	Image Score (1-10 scale)								
	Dall-E 3	Grok 2 mini (beta)	Midjourney V6.1	Imagen 3	Summary				
Lifestyle - Activity	5	6	9	8	MidJourney V6.1 stands out with a score of 9/10 for its highly detailed and realistic rendering, followed by Imagen 3 at 8/10 for its balanced realism and natural lighting. Grok 2 mini achieves a moderate score of 6/10 with decent rendering but flatter textures, while DALL-E 3 scores the lowest at 5/10 due to its artificial appearance and lack of detailed textures.				
Lifestyle - Emotions	6	7	9	8	MidJourney V6.1 leads with a score of 9/10, thanks to its dynamic lighting, high-energy group interaction, and vibrant visuals. Imagen 3 follows closely with 8/10, offering a realistic and cozy atmosphere, though slightly less vibrant. Grok 2 mini scores 7/10 for its close-up focus and friendly vibe, but it lacks emotional depth in group interactions. DALL-E 3 comes in at 6/10, with a festive mood but somewhat unnatural facial expressions and less emotional engagement.				
Object Realism & Lighting	6	6	9	8	MidJourney V6.1 tops the comparison with 9/10, offering the most realistic rendering and polished lighting. Imagen 3 follows with 8/10 for its balance between clarity and simplicity. DALL-E 3 and Grok 2 mini both score 6/10, with DALL-E excelling in minimalism but lacking texture, while Grok 2 mini's detailed handle is hindered by flat lighting.				
Text Integration & Design	5	6	7	9	Imagen 3 scores the highest with 9/10 for successfully integrating text and delivering a functional design. MidJourney V6.1 follows with 7/10 for its stylish look but missing text. Grok 2 mini scores 6/10 for a decent but odd design, while DALL-E 3 ranks lowest at 5/10 for its clean but incomplete execution without text integration.				
Human & Object Rendering	5	6	9	8	MidJourney V6.1 excels with a score of 9/10 for its photorealistic rendering and detailed interaction between the hand and cup. Imagen 3 follows with 8/10 for its cozy, realistic composition. Grok 2 mini achieves a 6/10, offering a decent but less textured result, while DALL-E 3 scores the lowest at 5/10 due to distorted hands that break the realism.				
Human-Product Interaction	5	4	6	7	Imagen 3 leads with a score of 7/10 for its well-integrated text and realistic interaction, though the alignment is slightly off. MidJourney V6.1 follows with 6/10 for its strong visuals, despite lacking text. DALL-E 3 scores 5/10 due to artificial-looking text, while Grok 2 mini trails with 4/10 for its garbled, unreadable labeling.				
Texture	6	5	9	7	MidJourney V6.1 takes the lead with 9/10 for its finely detailed and realistic texture, followed by Imagen 3 with 7/10 for its balanced yet slightly less defined result. DALL-E 3 scores 6/10 for detailed embossing but with unnatural elements, while Grok 2 mini trails at 5/10 for producing a texture that lacks the expected paper-like characteristics.				
Setting	4	6	9	7	MidJourney V6.1 scores the highest at 9/10 for its realistic and well-crafted bathroom setting, followed by Imagen 3 at 7/10 for a warm yet slightly obscured atmosphere. Grok 2 mini earns 6/10 for its cohesive but simplistic design, while DALL-E 3 falls short at 4/10 due to chaotic reflections and lack of coherence.				
Setting, Atmosphere	6	7	9	8	MidJourney V6.1 leads with 9/10 for its highly detailed and realistic café setting, followed by Imagen 3 at 7.5/10 for a cozy, balanced atmosphere. Grok 2 mini scores 6.5/10 for its bright but less consistent scene, while DALL-E 3 trails with 6/10 for its artificial appearance.				
Background	7	6	9	8	MidJourney V6.1 scores highest at 9/10 for its depth and artistic lighting, followed by Imagen 3 at 7.5/10 for its dream-like atmosphere. DALL-E 3 scores 7/10 for its balanced but less dynamic output, while Grok 2 mini trails with 6/10 due to its flat lighting.				
Product Display	5	7	9	8	MidJourney V6.1 leads with 9/10 for its highly realistic and detailed bathroom scene, followed by Imagen 3 at 8/10 for its dramatic atmosphere. Grok 2 mini scores 6.5/10 for its inviting but less detailed display, while DALL-E 3 trails with 5/10 due to its artificial and exaggerated rendering.				
Average	6	6	9	8	是是是我们们就是我们就不是一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个				







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