firstmovr x VIZIT

renaissance
RETAIL AI INSIGHTS

EDUCATION → PERSPECTIVE   EVENTS   CERTIFICATION

TEMPORARY TALENT

EMPOWERMENT

WHAT WE DO:
We serve CPG manufacturers, retailers and agencies with:

firstmovr™

YOUR PARTNER FOR
OMNI EDUCATION +
CHANGE MANAGEMENT

PROJECTS

EXECUTION ←   ADVISORY   TRAINING

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Designed for first movers
by fellow first movers

Oskar Kaszubski

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+ CO-FOUNDER

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CHIEF LEARNING OFFICER
+ CO-FOUNDER

Amanda Wolff

BOARD MEMBER
+ CONTRIBUTOR

![firstmovr] **2024**

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Omni Industry Events

Upcoming SMARTER Strategy Events:

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2.2 FUTURE OF

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CYBER MONDAY — NEXT COMMERCE NEWS

firstmovr x VIZIT — renaissance — RETAIL AI INSIGHTS

Register FREE at firstmovr.com/events

January
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August
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ENDCAPS

DIGITAL MERCHANDISING
AWARDS OF DISTINCTION

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2024

GROCERY
PLAYBOOK

FOR PDP AWARDS & INSIGHTS

ENDCAPS
DIGITAL MERCHANDISING
AWARDS OF DISTINCTION

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2025
HEALTHCARE

OPEN CALL
FOR PDP NOMINATIONS

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Up to 8 Hours of Learning	8+ Hours of Learning	16+ Hours of Learning	24+ Hours of Learning	56+ Hours of Learning

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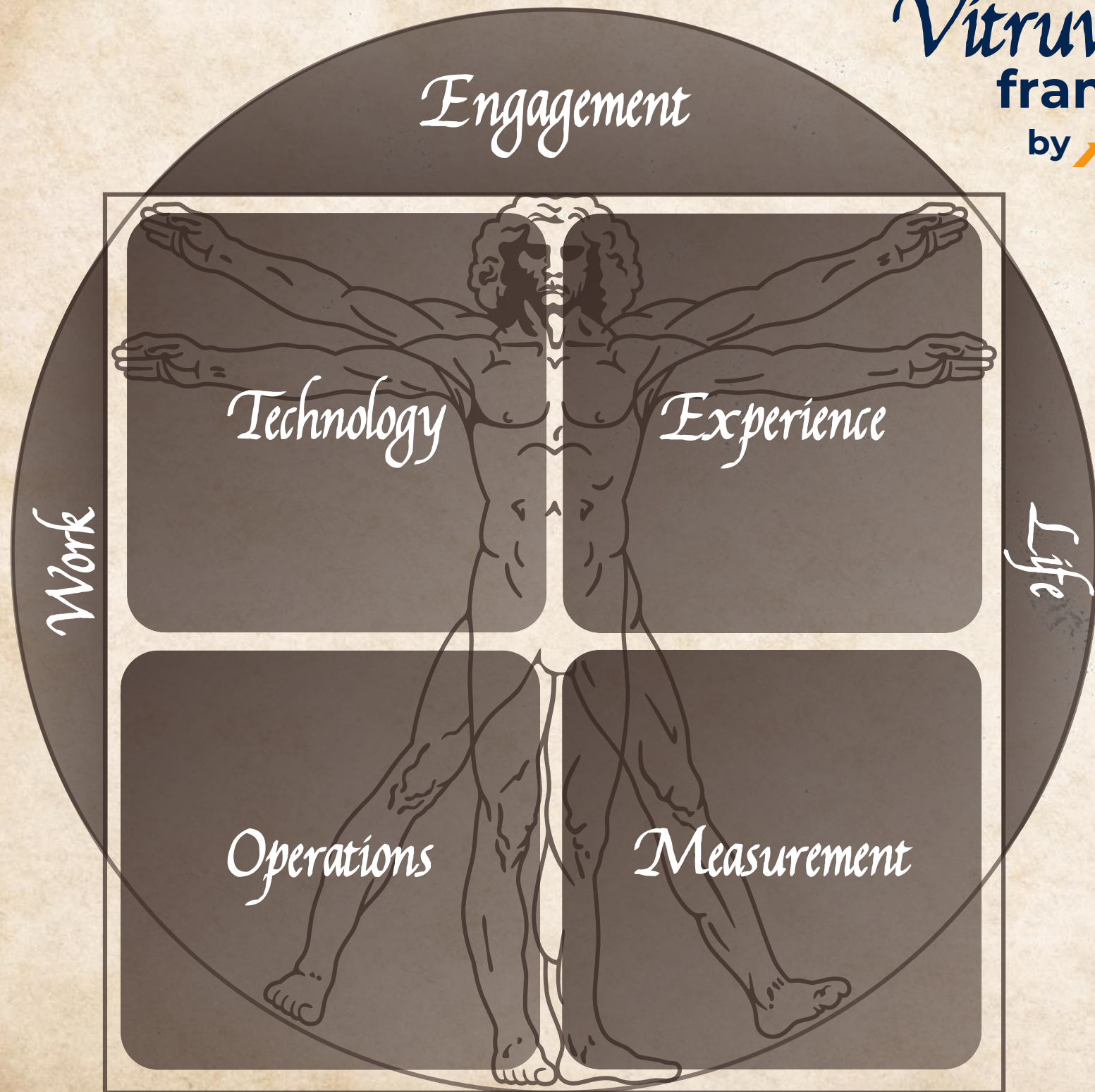
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The #1 Visual AI platform for digital commerce providing ecommerce, creative and marketing teams with the first—and only—way to predict, measure, optimize, and monitor your content's effectiveness so you can deliver the right content for consumer audiences at scale.

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Vizit Visual AI Use Cases Across the Enterprise:
Impact product, creative, and media decisions
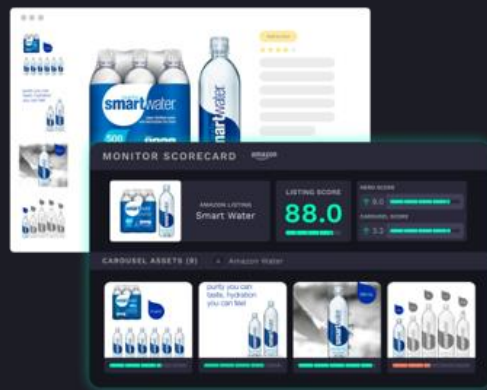
Ecommerce Product Pages
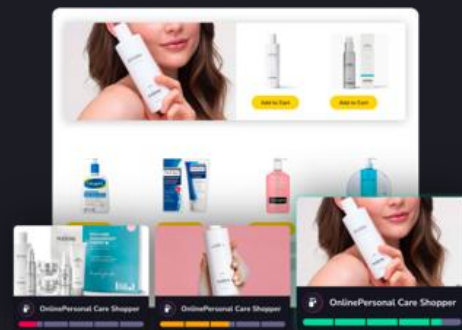
Advertising Creative

Brand & Social Content
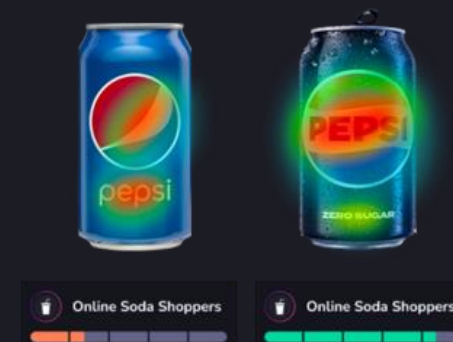
Packaging, Graphics & Product Design
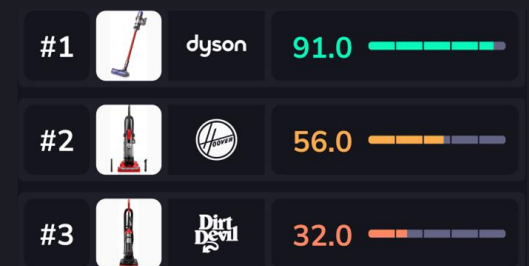
Competitive Intelligence

Visual AI gives you the power to *see through your consumer's eyes in real-time* – helping you maximize consumer attention at scale - across all product, brand, and creative touchpoints.
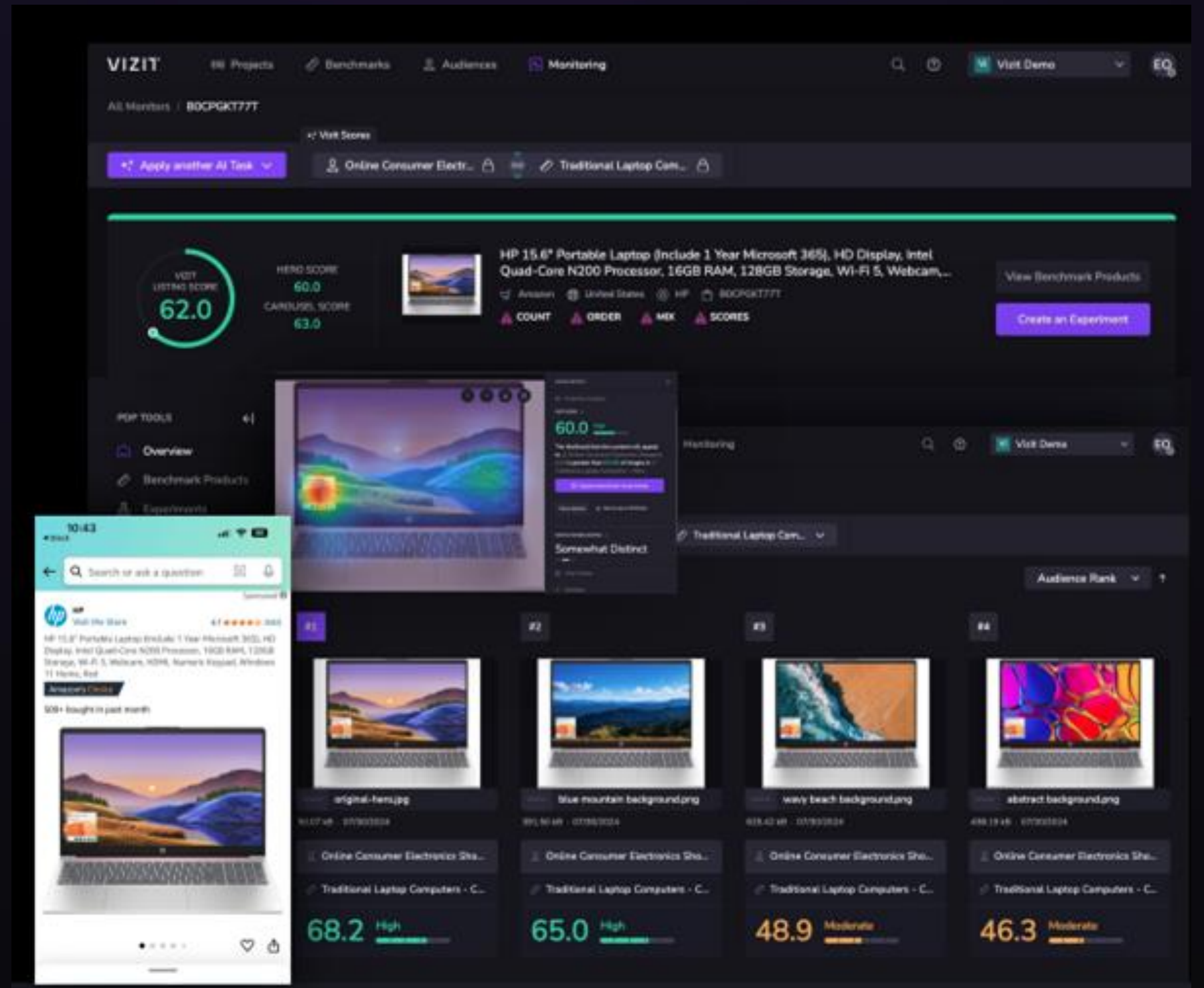
Visual Content
AI Analysis

Visual content you can submit..

- A link to your PDP
- A link to a competitive PDP
- Retail media creative (yours or competitive)
- Any product or pack design imagery

🔗 **Submit a link to the FirstMovr team**

✉️ **Email a PDP link to eli@vizit.com**

VIZIT

Industry News

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RETAIL AI INSIGHTS

Industry News

Introducing ChatGPT Pro
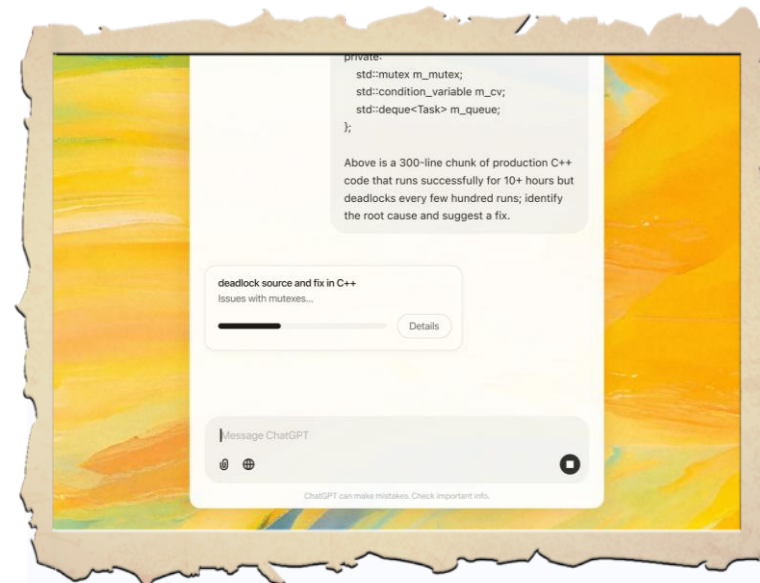
ChatGPT Pro is a $200/month plan offering unlimited access to OpenAI's top models, including OpenAI o1, o1-mini, GPT-4o, and Advanced Voice. It features o1 Pro mode for deeper problem-solving and future AI enhancements, enabling researchers and engineers to boost productivity and stay at the forefront of AI innovation.

Source

Meta unveils a new Llama model

Meta unveiled Llama 3.3 70B, matching Llama 3.1 405B's performance at lower cost. VP Ahmad Al-Dahle cited post-training improvements. Benchmarks show Llama 3.3 70B surpassing Google's Gemini 1.5 Pro, OpenAI's GPT-4o, and Amazon's Nova Pro in language, math, and app tasks.

Source

Introducing Gemini 2.0

The first model in the Gemini 2.0 family, Gemini 2.0 Flash, offers low latency and cutting-edge performance at scale. Prototypes powered by Gemini 2.0's native multimodal capabilities are also being showcased, highlighting breakthroughs in AI-driven agentic research and advancing artificial intelligence innovation.

Source

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Industry News
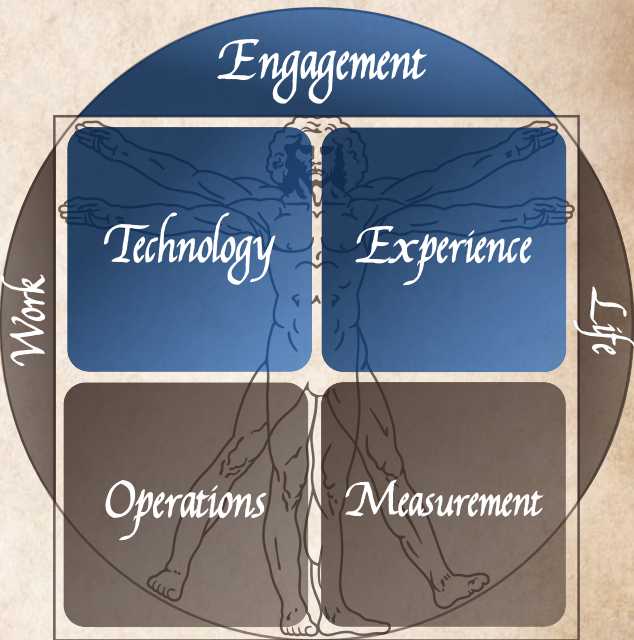
Sora release
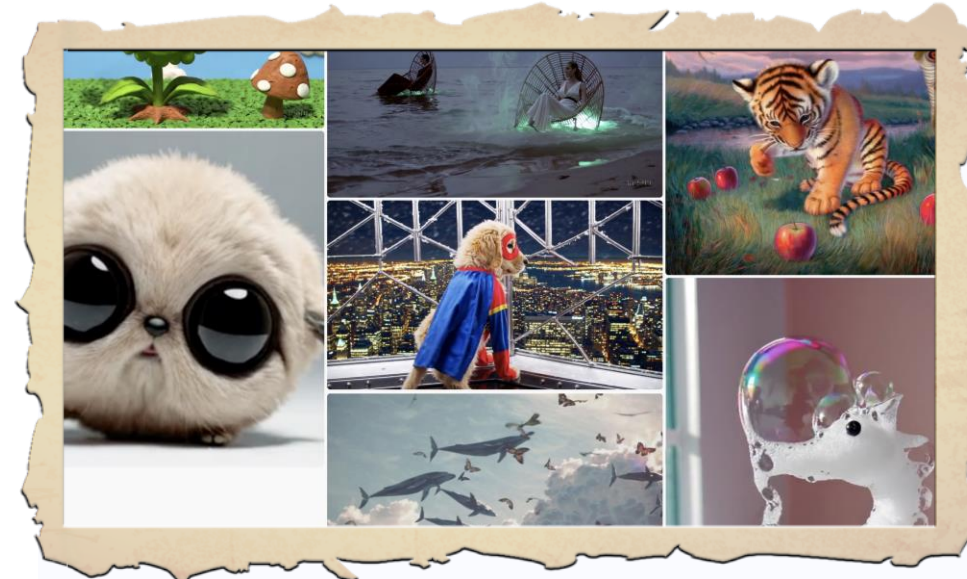
Bring your imagination to life with text, image, or video. Replace, remove, or re-imagine elements. Find and isolate the best frames, extending them in either direction to complete a scene. Organize and edit unique sequence of your videos on a personal timeline.
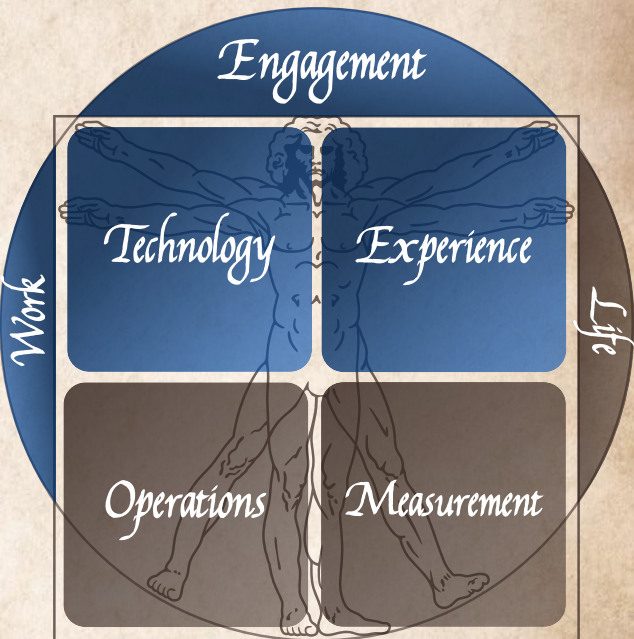
Source

Sora v2 release

Sora v2 release is impending: 1-minute video outputs, text-to-video, text+image-to-video, text+video-to-video. OpenAI's Chad Nelson showed this at the C21Media Keynote in London. And he said we will see it very very soon.

Source

Industry News

X's Grok AI chatbot is now available

Elon Musk's AI chatbot Grok is now free for X users, allowing non-Premium subscribers to send 10 messages every two hours. Launched by xAI as a "humorous AI assistant," Grok previously required Premium access. Its wider availability may help it compete with free chatbots like ChatGPT and Google Gemini.

Source

Grok Image Generation Releas

Grok's image generation now features Aurora, an advanced autoregressive model trained on billions of internet examples. It excels at photorealistic rendering, precise text-to-image generation, and multimodal input for editing user-provided images. Aurora is live on 𝕏 in select countries, expanding globally soon.

Source

Elon Musk may release a consumer app

Elon Musk's AI company, xAI, plans to launch a stand-alone consumer app similar to ChatGPT, enabling access to its Grok chatbot. Following a $5 billion funding round valuing xAI at $50 billion, early investors like Fidelity and Larry Ellison could gain significant returns.

Source

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Industry News
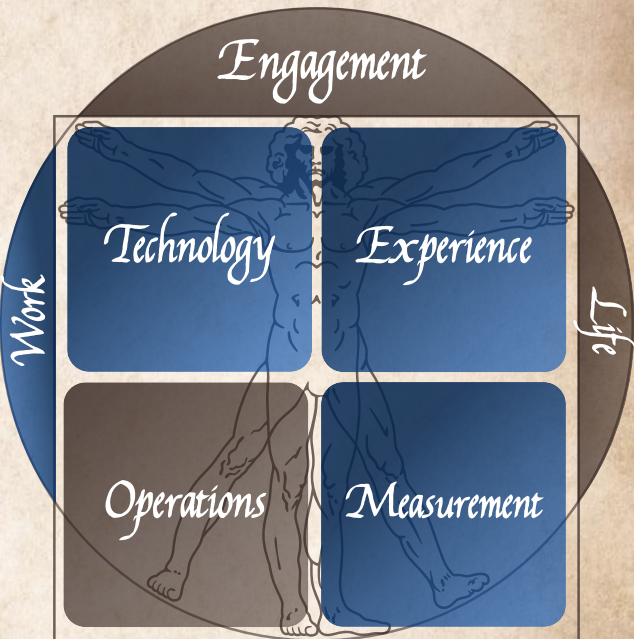
Alibaba releases an 'open' challenger

Alibaba's Qwen team introduced QwQ-32B-Preview, a 32.5-billion-parameter AI model for advanced reasoning. It outperforms OpenAI's o1-preview and o1-mini on benchmarks like AIME and MATH but sometimes struggles with language switching and common-sense tasks.

Source

Copilot Vision now in preview
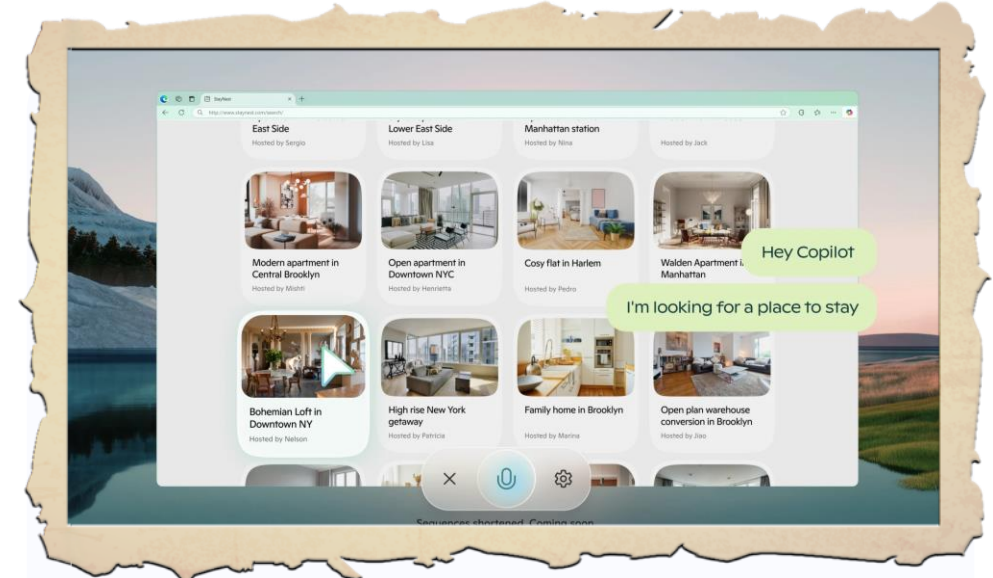
Microsoft Edge's Copilot Vision offers AI-powered browsing assistance, reading pages and providing insights with user permission. Available through Copilot Labs for select Pro subscribers, it simplifies tasks like trip planning and information gathering, making online navigation more intuitive and interactive.

Source

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Industry News
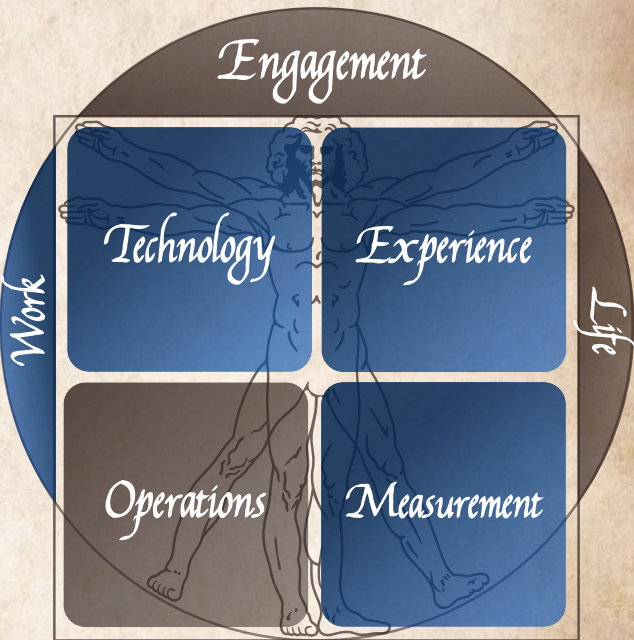
World Labs' AI makes 3D scenes from one photo

World Labs, founded by AI pioneer Fei-Fei Li, unveiled an AI system that creates interactive 3D scenes from one image. The scenes are consistent, modifiable, and feature dynamic effects like adjustable depth of field, showcased in a live demo on the company's website.

Source

Voice-Controlled Computing Breakthrough

SPEAKING

DETERMINATION · PRIDE · INTEREST
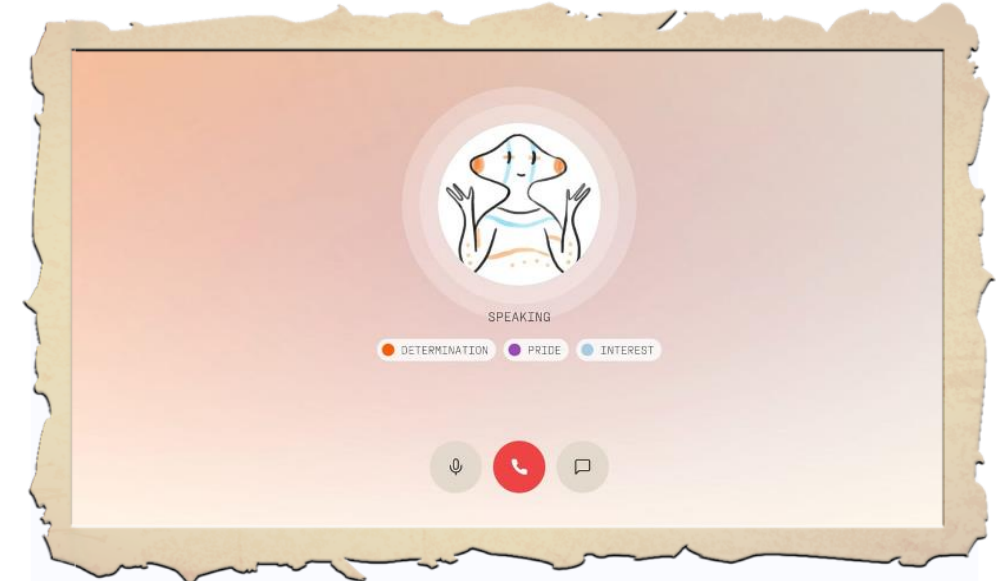
Hume AI launched Voice Control, enabling users to create custom AI voices by adjusting 10 vocal dimensions, including gender, assertiveness, and enthusiasm. This innovative tool offers precise voice customization without coding, addressing industry challenges and enhancing AI-driven voice technology.

Source

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Engagement
Technology
Experience
Work
Life
Operations
Measurement

Industry News
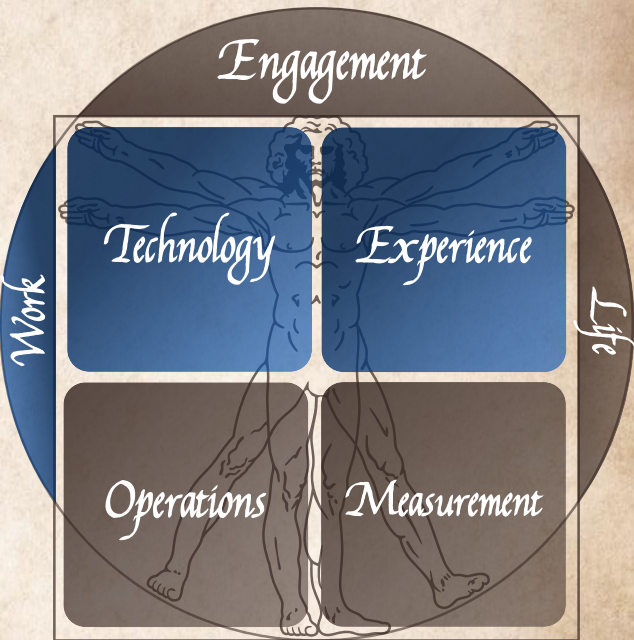
Amazon Develops Video AI Model

Amazon has developed generative AI capable of processing images, videos, and text, reducing reliance on Anthropic's Claude chatbot, according to The Information. The AI model aims to strengthen Amazon Web Services' offerings, citing sources familiar with the development.
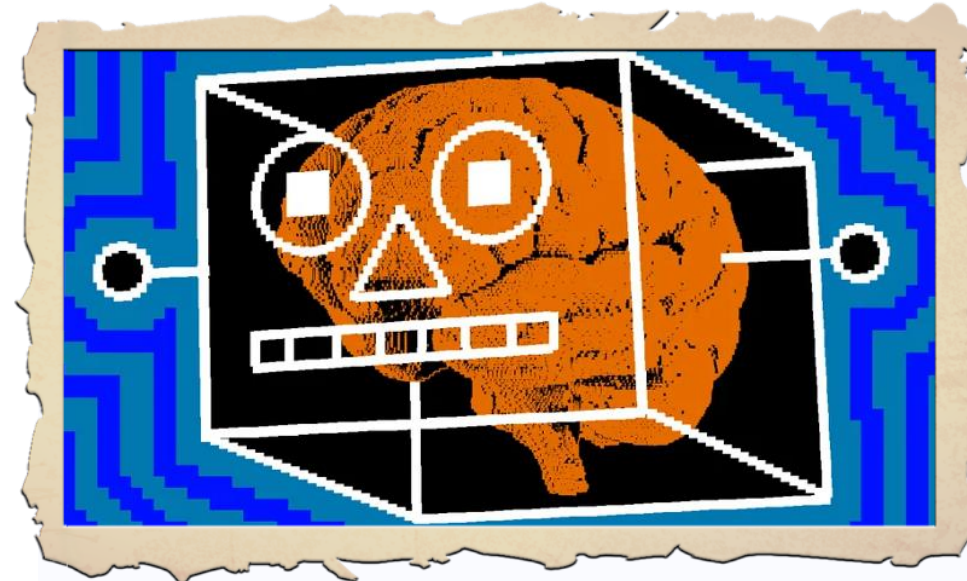
Source

Introducing Amazon Nova

Amazon introduced Amazon Nova, advanced foundation models processing text, images, and video prompts. Designed for generative AI tasks like video analysis and multimedia creation, Nova enhances customization, cost-efficiency, and real-time performance, supporting developers and businesses with cutting-edge AI capabilities.

Source

Engagement

Technology   Experience

Work   Life

Operations   Measurement

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RETAIL AI INSIGHTS

Industry News
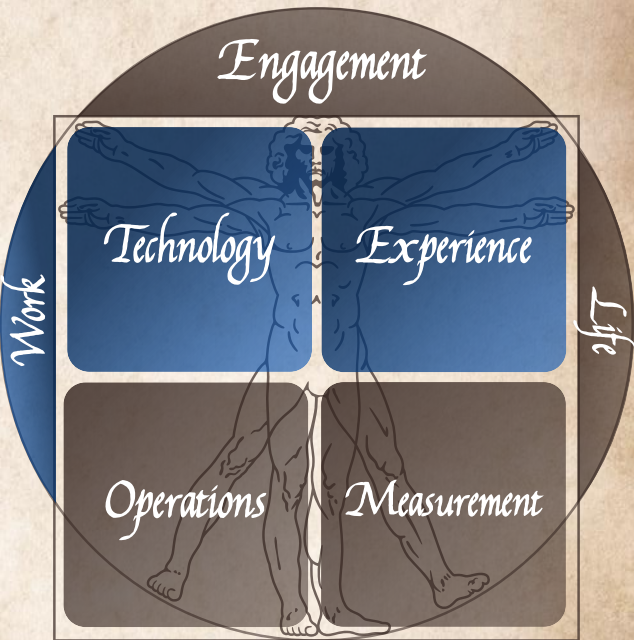
Operating system for AI agents

Former Android leadershave launched "/dev/agents," a startup focused on building an AI agent operating system. As tech giants like Microsoft, Google, and OpenAI prepare AI-driven digital assistants, /dev/agents aims to revisit its founders' "Android roots" by enabling autonomous task execution with minimal human input.

Source

Go Deeper into CosmOS

CosmOS is the operating system built for AI. By understanding your preferences and needs, it provides personalized assistance, streamlines interactions, and handles complex tasks across all your devices. CosmOS intelligently orchestrates advanced agents and Large Language Models (LLM) to create a seamless, context-aware experience.

Source

Engagement

Technology   Experience

Work   Life

Operations   Measurement

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Industry News

Walmart updates virtual store for seasonal shopping

Walmart expanded its Walmart Realm with four holiday-themed virtual shops inspired by Pinterest and TikTok trends. Themes include mountain chalet, holiday party, white elephant, and "the sweetest gifts." Shoppers can explore AR-enabled items and use a new Wish List feature for easier gift sharing.

Source

Walmart sees four AI trends dominant in 2025

Walmart's "AI Trends Outlook 2025" predicts businesses will focus on AI-driven ROI, industry-specific models, and proprietary data optimization. Regulatory measures will address AI-generated misinformation through content labeling and increased public awareness.

Source

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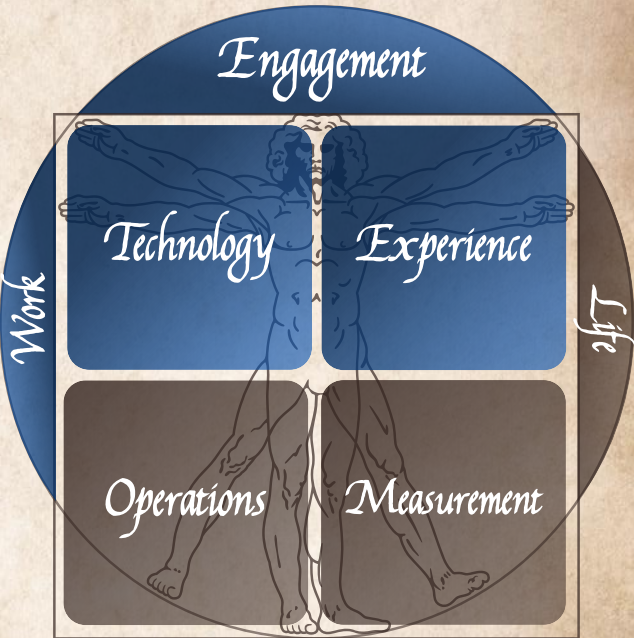
Industry News
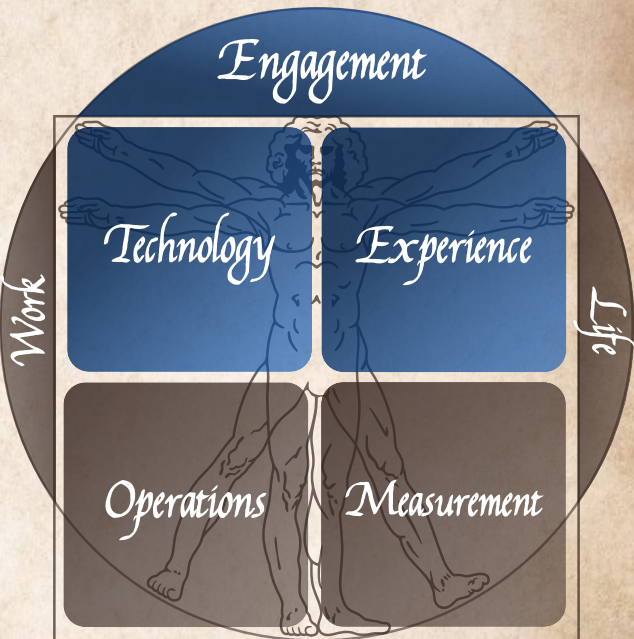
E.l.f. debuts Virtual Luxe Lounge

E.l.f. Cosmetics has teamed with experiential e-commerce company Obsess for an immersive digital shopping experience called the Virtual Luxe Lounge, according to details shared with sister publication Marketing Dive.

Source

Ulta Beauty adds Roblox to holiday marketing

Ulta Beauty launched its holiday-themed "House of Joy" experience on Roblox, featuring brands like Bubble and Too Faced. Shoppers complete in-game tasks for virtual prizes, while Ulta's UBMedia runs its first Roblox campaign, blending digital and physical beauty experiences through immersive gaming.

Source

Industry News

Google Lens can now tailor search results to the store you're in
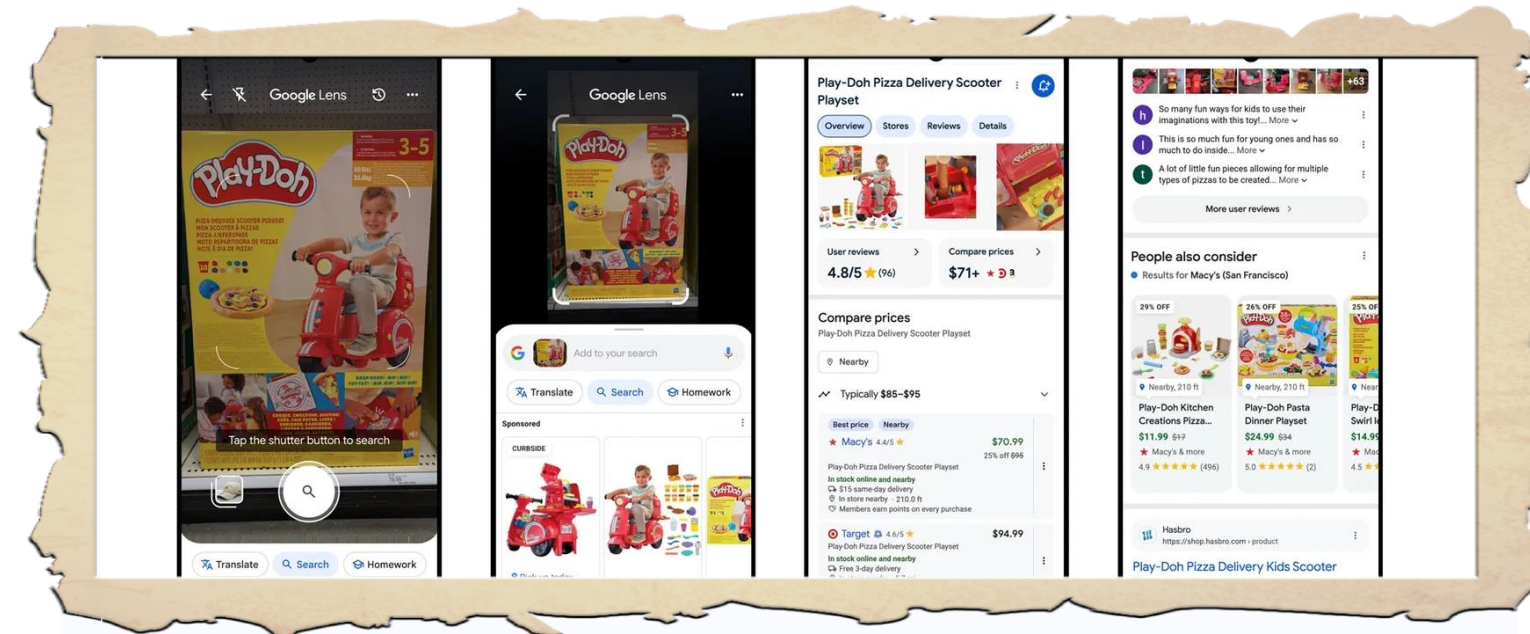
Google Lens now delivers personalized search results for in-store shoppers, enhancing the shopping experience. Shoppers can snap product photos to access details, reviews, price comparisons, and similar in-stock items. Currently covering beauty, toys, and electronics, Google plans to expand into more categories, revolutionizing in-store product discovery and shopping convenience.
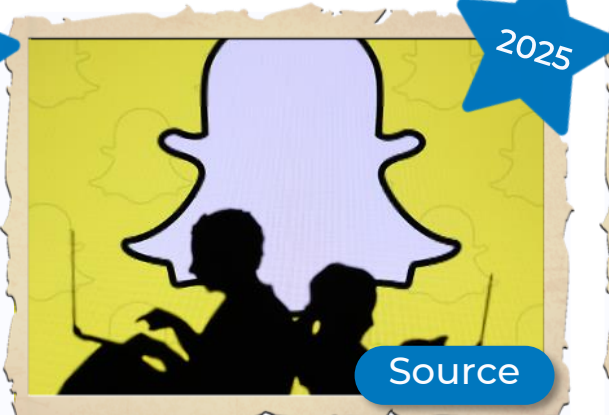
Source

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Expectations
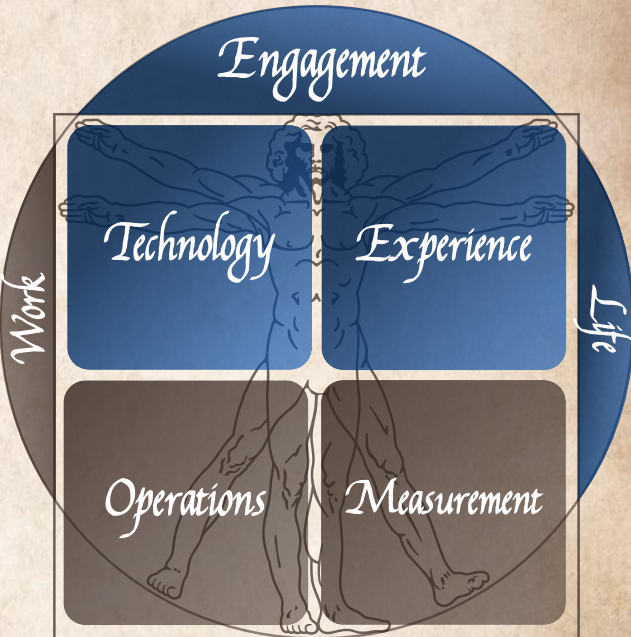
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Hardware
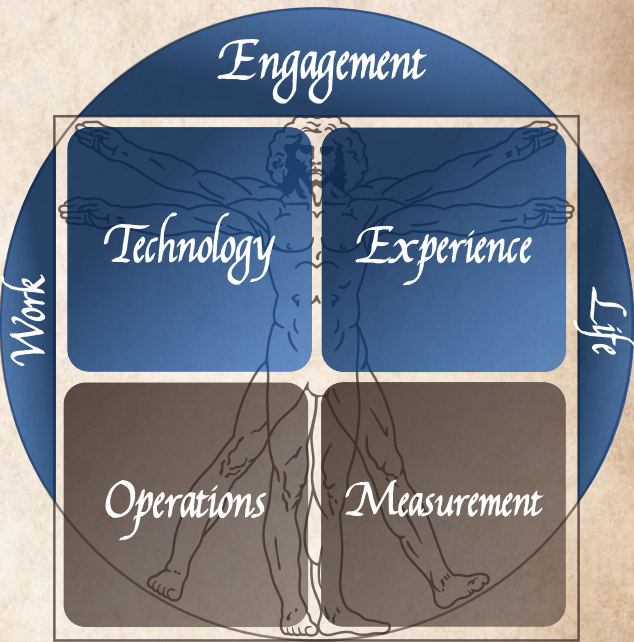
Friend
Q1 2025
Source
A new AI tool is trying to be there for you all the time

Snapchat Spectacles
2025
Source
Snap to Revive AR Smart Glasses Ambitions

Tesla Robotaxi
2025
Source
Cars without steering wheels

Project Astra
2025
Source
A real-time multimodal AI assistant
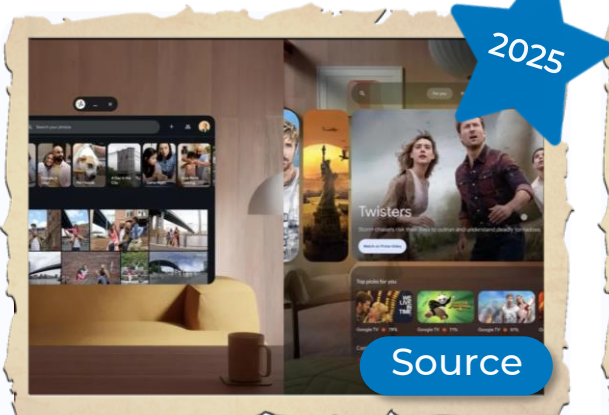
Android XR
2025
Source
Google is launching Android XR on Samsung headset

Meta Orion
2026
Source
Your First AR Glasses for Spatial Computing

Tesla Optimus
2027+
Source
Robots will do everything

New John Ivy device
TBD
Source
One imaginative building at a time

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Software

Android XR

Jan 2025

Android XR

Source
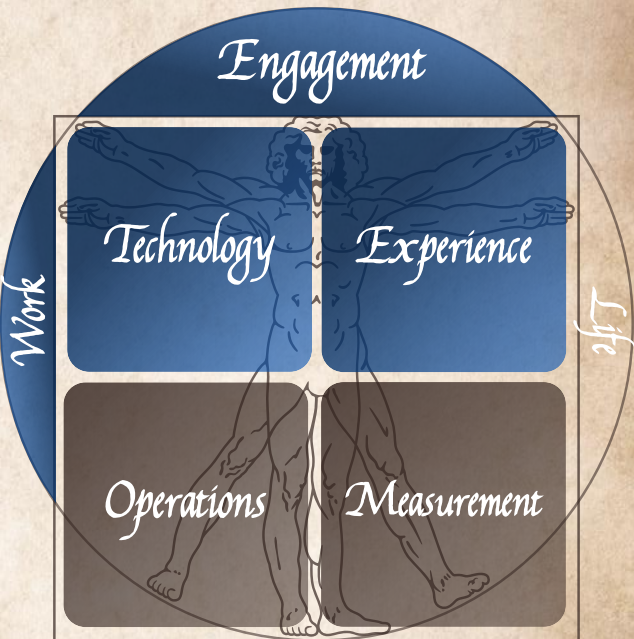
A new operating system built for this next generation of computing

Next GPT

2025

OpenAI

Source

GPT is expected to improve in natural language understanding, making interactions more intuitive

Humane AI/Rabbit R1

2025

Source

Humane: better battery, thermal management, lower latency.
Rabbit r1: Design Automation, cross-device computing.

More from AI Agents

2025

OpenAI
Operator

Source
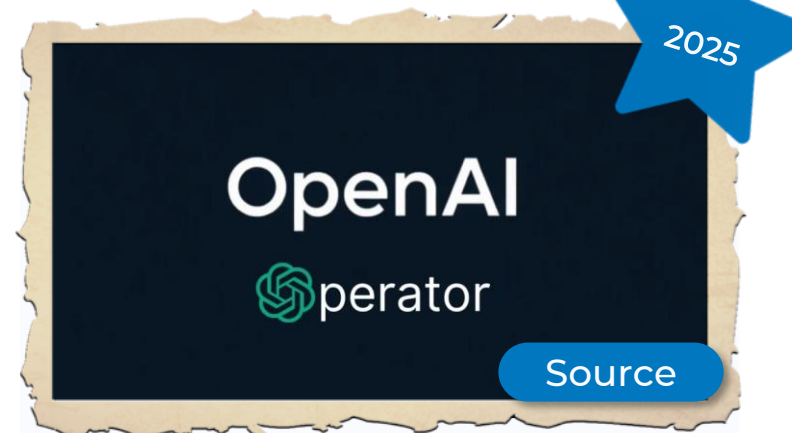
AI-powered agents will do more with greater autonomy

Next Midjourney

TBD

Source

External image editor, image retexturing, and next-gen AI moderation systems.

Engagement

Technology   Experience

Work   Life

Operations   Measurement

LLMs:
More Use Cases, Less Advancements
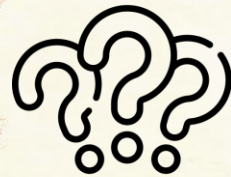
What is it?

LLM is an AI model trained on vast amounts of text data to understand and generate human-like language. These models can perform a wide range of language-based tasks, including answering questions, generating content, translating languages, and summarizing information by leveraging deep neural networks.

B-
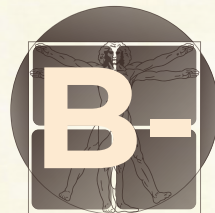
Overall 2024 progress

LLMs advanced significantly with breakthroughs in multimodal capabilities and enterprise-ready applications. Key areas included handling corporate data securely, enhancing trust and IP protection, and meeting legal compliance requirements. These advancements made LLMs more viable for business use cases, particularly in industries such as legal, finance, and healthcare, where data sensitivity and accuracy are paramount.

What is to come in 2025?

LLMs are expected to become more autonomous, with deeper multimodal integrations, expanded context windows, and real-time language translation. The next generational model, like ChatGPT 5 ("Orion"), could redefine AI capabilities. Additionally, the impact of Elon Musk's investment in the GPU SuperCluster in Memphis, TN, and developments from X.AI remain pivotal for shaping the future of the LLM landscape.

Test 05/24   **Test 11/24**   **LLM Copy Generation Precision Creativity Test**

Why is it winning?

Claude.AI

Claude is dominating the enterprise AI space with its unmatched precision of results, a massive 500K context window, and seamless integrations like GitHub. Its ability to deliver context-aware, accurate responses for complex business tasks has earned it a strong foothold in the enterprise market

Why is it losing?

Meta

Despite launching Llama 3 with scalability improvements, Meta struggled due to limited enterprise adoption and delayed real-world applications. Its focus on general-purpose consumer AI couldn't keep pace with enterprise-specific competitors like Claude and OpenAI.

Model to Watch!

Open AI / X.AI

OpenAI remains relevant with GPT-4.0's multimodal capabilities, voice interactivity, and tools like O1 and O1 Pro. Its integration with Apple highlights a focus on seamless user experiences and enterprise-ready applications.
X.AI, backed by Elon Musk, is investing heavily in GPU infrastructure to enhance scalability and performance. Its focus on interoperability and high-efficiency systems positions it as a potential disruptor in the AI space.

Image/Video Generation Models:
Plateau in Images, Rapid in Video

What is it?

Image/Video generation models use AI to create, edit, and manipulate visual content from text prompts or reference images. These models have applications in creative industries, marketing, design, and entertainment.
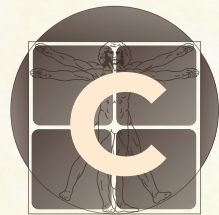
Overall 2024 progress

Image generation models advanced through improved photorealism, real-time editing, and multimodal capabilities. Key innovations included texture editing, background replacement, and high-resolution rendering. Video generation saw significant advancements in 2024, with models pushing the boundaries of real-time video synthesis and editing. Developments included smoother frame transitions, better lip-syncing for text-to-video outputs, and higher fidelity in generated animations.

What is to come in 2025?

AI models will prioritize consistency and seamless integration of brand guidelines, enabling businesses to maintain coherent visual identities. Advancements in 3D modeling and full-text execution will drive adoption in industries like gaming, design, and advertising. Storyboarding capabilities and enhanced video generation tools will streamline creative workflows. These developments will position AI as a cornerstone in both enterprise and consumer-facing creative solutions.
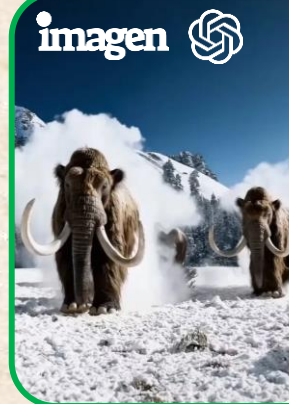
Why is it winning?

Imagen / Sora

Google's Imagen 3 gained traction with its cutting-edge photorealism, accurate object placement, and AI-powered editing tools via the ImageFX platform.
Sora has captured attention with its ability to create high-quality, dynamic video content using advanced generative AI. Its intuitive interface and seamless integration with creative workflows make it a frontrunner in transforming video production for both enterprises and individual creators in 2025.

Why is it losing?

Dall.E

DALL·E fell behind due to slower feature updates and limited customization options compared to more dynamic competitors. Its artistic capabilities became less competitive as enterprise clients sought advanced editing, real-time adjustments, and hyper-realistic renderings—areas where DALL·E struggled to keep pace.

Model to Watch!

Midjourney

MidJourney has entered a plateau phase in 2024. Its capabilities in generating lifelike visuals and handling complex artistic prompts remain strong, but limited innovation and lack of significant feature updates have slowed its momentum.

Test 01/24   Test 09/24   **LLM Image Generation Test**

XR/AR/VR:
Vision Defined

What is it?

XR (Extended Reality) and AR (Augmented Reality) encompass immersive technologies blending the digital and physical worlds. XR includes AR, VR (Virtual Reality), and MR (Mixed Reality), enabling applications from entertainment and gaming to enterprise training and virtual collaboration.
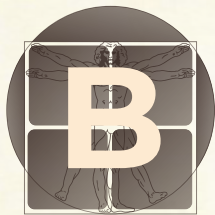
Overall 2024 progress

The tale of many cities, first Apple massive disaster with Apple Vision Pro, failure of PSVR2, questionable future of mainstream VR, offset by rapid advancements of Meta Glasses/Meta Orion, Snap Spectacles as well as race of XR/AR glasses like Viture, XR Real, Rokid and Even Realities. Launch of cheaper version of Oculus 3 – Oculus 3S. Meta Orion is probably the closest idea to truly post cell phone device

What is to come in 2025?

More fast innovation, there is not denial that especially startups have shown that they can release multiple models every year and ideate quickly similarly to robotic vacuum cleaner category. Feature that a premium one quarter become standard two quarters later. Can we also see more from Meta Orion and Snap Spectacles?

Why is it winning?

Meta

Meta leads the XR/AR/VR market by delivering practical, affordable devices supported by its vast ecosystem. Meta Glasses and Oculus 3, priced at $299, combined advanced features with seamless integration into platforms like Facebook and Instagram. Their affordability and usability drove mass adoption, outpacing competitors like the Apple Vision Pro, priced over 10 times higher. Meta's iterative hardware and software improvements further strengthened its dominance in 2024.

Why is it losing?

Apple

Despite being technologically advanced, Apple Vision Pro struggled with limited enterprise integration and a high price point, slowing adoption beyond tech enthusiasts. Its ecosystem remained closed, limiting its broader use in enterprise settings and cross-platform collaborations

**Model to Watch!**

Startups

Startups like Virtue, XR Real, Rokid, and Even Realities are emerging as dark horses in the XR/AR/VR space thanks to their agility, niche focus, and solutions. These companies thrive by iterating products and targeting use cases, from enterprise applications to consumer devices. A game-changer lies in using XR glasses as portable screens for phones, computers, and consoles. However, the challenge remains balancing hardware and software functionality.

AI Devices:
Major Disappointment

What is it?

AI devices are hardware products equipped with artificial intelligence capabilities, enabling smart functionalities like voice interaction, contextual computing, and automated task management. These devices include smartphones, smart home assistants, wearable tech, and AI-powered enterprise hardware.
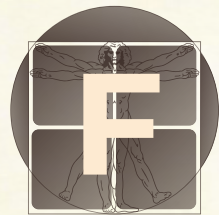
Overall 2024 progress

The most overhyped products of 2024 were Humane AI, Rabbit R1, all of which fell short of expectations due to delays or underwhelming performance. While Rabbit R1 launched its LAM playgrounds late in the year, enabling users to train it as a hardware AI agent, it remains too slow and constrained in functionality to make a meaningful impact.

What is to come in 2025?

The question remains: what will succeed the cellphone as the next transformative device? Over the past five years, cellphones have stagnated, offering only marginally incremental updates. Will the AI device category remain relevant in 2025, or will the focus shift entirely to XR glasses as the next big thing?

Why is it winning?

Meta Glasses

Ironically, Meta Glasses lead the AI device race by consistently refining features with each iteration, offering a lower price point and a design that resonates with the zeitgeist. Their iterative approach surpasses competitors, blending technology with accessibility while providing a strong foundation for future categories like XR glasses, ensuring they stay ahead of trends.

Why is it losing?
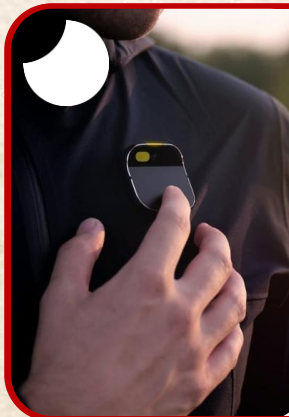
Humane Ai

Humane AI is losing to Meta Glasses due to overhyped expectations, unclear use cases, and a steep device cost, which alienated consumers. In contrast, Meta Glasses offered practical AR features, seamless integration with Meta's ecosystem, and a lower barrier to entry. However, Humane's potential pivot to Cosmos OS, a universal AI-driven operating system, could redefine its role by delivering interoperability and ambient intelligence across devices, positioning it as a key player in the broader AI ecosystem. connectivity and functionality needs.

Model to Watch!

Johny Ivy Startup

Jony Ive's startup, LoveFrom, could be a dark horse in AI devices, thanks to his unmatched design excellence and user-centric innovation honed at Apple. Partnering with OpenAI and leveraging Sam Altman's AI expertise, Ive can create devices that are functionally advanced, aesthetically revolutionary, and seamlessly integrated into daily life. His emphasis on simplicity and emotional connection could redefine consumer interaction with AI, prioritizing human experience over complexity. This fusion of design vision and cutting-edge AI positions LoveFrom as a potential industry disruptor.

Robotics:
Early Days

What is it?

Robotics involves the design, development, and deployment of intelligent machines capable of performing tasks autonomously or with minimal human intervention. Applications range from industrial automation and logistics to healthcare robotics and service robots in retail and hospitality.
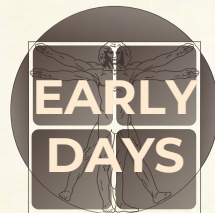
Overall 2024 progress

Early days, what is apparent that there is billions of dollars invested in robotics which is perceive as the next mega category of product even on par with global automotive category which is $3.5 Trillion dollar industry. This is why we are seeing Tesla stock skyrocketed to way overweighted P/E of $100. Because lack of commercially viable products and reliance on company tech demoes it is hard to assess real progress.

What is to come in 2025?

The key question is : can Tesla impressive progress to jump start Optimus continue in 2025? The parallels have to be drawn to SpaceX development which had a very well define vision from the start: reusable rockets and increase the frequency and payloads of launches which both were accomplished. There might be a secret motivation for Optimus to succeed. It might be more viable to build a space colony on Mars with army of Optimus robot and fewer people.

Why is it winning?
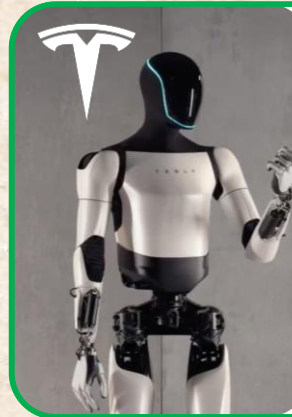
Tesla

Tesla Optimus led the robotics race in 2024 due to its cost-efficient design, leveraging Tesla's AI expertise, scalable manufacturing, and integration with Tesla's neural networks. Its focus on practical applications, such as labor tasks, and rapid iteration cycles give it a competitive edge in the robotics industry. It caught up and took over major establish players like Boston Dynamics in less than 2 years of existence.

Why is it losing?
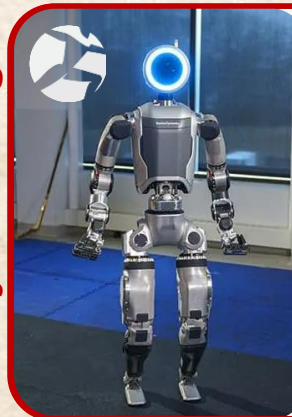
Boston Dynamics

Boston Dynamics is losing to Tesla in robotics due to its slow pace of commercialization despite decades of innovation. Founded in 1992, it took over 30 years to transition from research prototypes to marketable products, with costly robots like Spot failing to achieve mass adoption. Frequent ownership changes—Google (2013), SoftBank (2017), Hyundai (2020)—disrupted its focus. In contrast, Tesla's vertically integrated approach, rapid AI advancements, and cost-effective scaling have allowed it to outpace Boston Dynamics with practical, market-driven solutions.
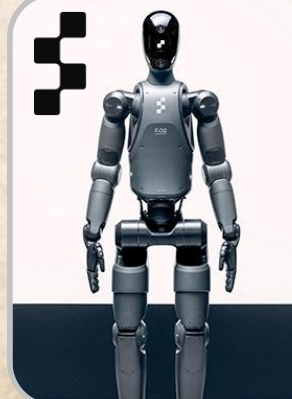
Model to Watch!

Figure AI

Figure AI, backed by OpenAI, could be a dark horse in robotics, leveraging OpenAI's cutting-edge generative and reinforcement learning models. This provides Figure AI unparalleled capabilities in perception, decision-making, and adaptability. Unlike Tesla's industrial focus, Figure AI's flexible architecture could enable breakthrough applications in diverse environments. With OpenAI's strong backing and expertise, Figure AI has the resources and vision to disrupt robotics rapidly, making it a formidable competitor.

Retail Delivery:
War Shaded Progress

What is it?

Retail delivery involves using technology-driven logistics systems, including drones, autonomous vehicles, and robotic couriers, to transport goods from retailers to customers. These systems aim to increase delivery efficiency, reduce costs, and improve last-mile logistics.
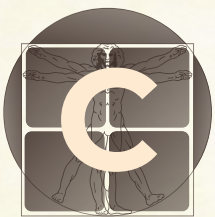
Overall 2024 progress

The conflict in Ukraine highlighted the transformative potential of drones, with affordable, consumer-grade drones proving more effective than 20th-century military technology. This surge in innovation has driven significant advancements in drone capabilities. Tesla's introduction of the Cybercab, designed for goods delivery, showcases its adaptability to emerging needs. Additionally, Elon Musk's potential collaboration with the incoming administration could expedite regulatory approvals, further accelerating drone and delivery tech deployment.

What is to come in 2025?

A fascinating race to see which technology (drone or self driving cars) will be more viable. We are already seeing that convenience is on the raise with consumers preferring door to door delivery vs pick up at the store in preferred parking lots. The progress will depend on technology advancement and governmental regulations. Let's not forget that robotic couriers could be a third horse in that race.

Why is it winning?

Tesla

Tesla has shown its commitment to roll out $25K Cybercab in 2026. Tesla is already thinking off setting some of the cost of the car to utilize for not only hauling passengers but goods. They are working on critical infrastructure necessary to make it viable including autonomous charging and teleoperator back up.

Why is it winning?

Walmart Drones

Walmart dominates drone delivery by partnering with DroneUp, Zipline, Flytrex, scaling across states, choosing small in-demand items, and integrating with stores. Regulatory compliance, trust, and smart product selection foster adoption, outpacing Amazon. Infrastructure and partnerships turn concept into truly everyday reality.

Model to Watch!

Anduril

Anduril, Palmer Luckey's startup, could dominate retail if it pivots from warfare drones. Its AI and autonomous tech streamline supply chains, improve inventory, and speed deliveries. This shift could make Anduril the one to watch in consumer markets similarly to shift we have seen post World War 2 when the US was using large planes to move troops from the US to Europe/Pacific which ushered jet age in 50s and 60s.

How we see the future unfold
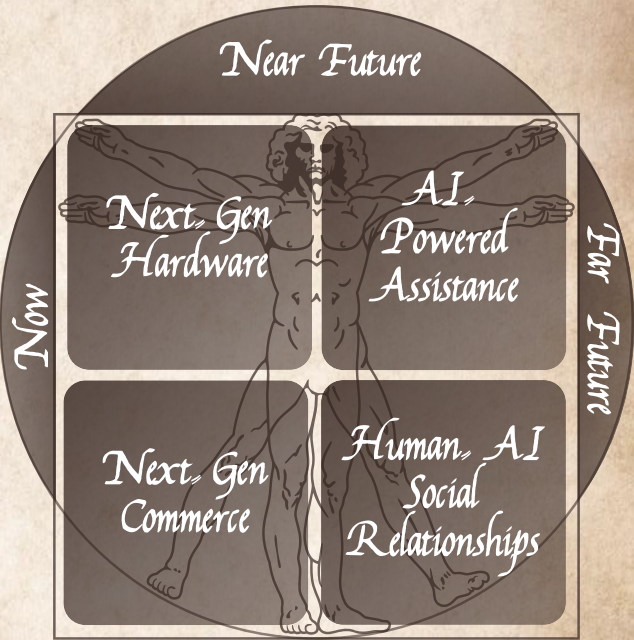
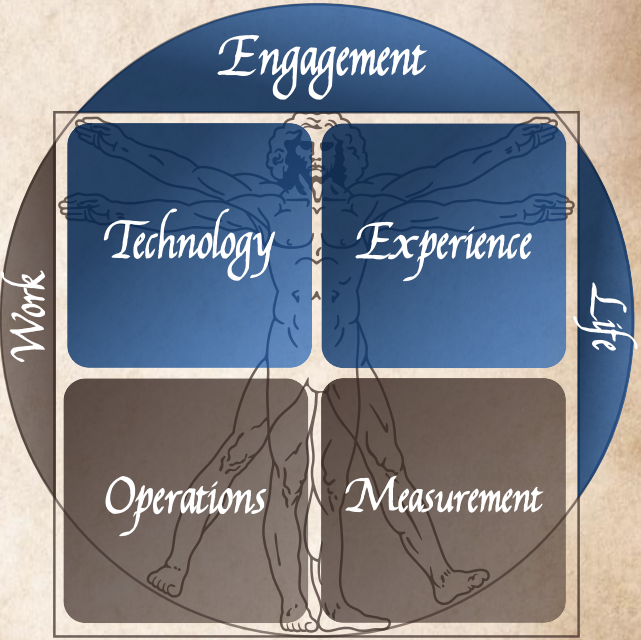|	Now (2024/2025)	Near Future (2025-2029)	Far Future (2030)
Next-Gen Hardware	**AI-Dedicated Devices** (Rabbit R1, Humane AI/ Cosmos OS)	**XR/AR/VR Glasses** (post mobile devices)	**Advanced Robotics** (fully autonomous home robots)
Next-Gen Commerce		**AI Agents** (AI shopping for people), **Image/Video Generation**, **Ecommerce Delivery** (drones, autonomous cars)	**Next-Gen Commerce Ecosystem** (AI-led marketplaces)
AI-Powered Assistance	**LLM** (ChatGPT, Claude.ai)	**AI Search** (enhanced product discovery), **Generative UI** (contextual interfaces, post app world)	**Highly Integrated AI Assistance** (Artificial General Intelligence)
Human-AI Social Relationships	**Chat Bots**	**AI Relationship** (adaptive and more human-like interactions)	**Deep Social Integration of AI Relationships**

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Recommendations

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RETAIL AI INSIGHTS

Recommended Viewing
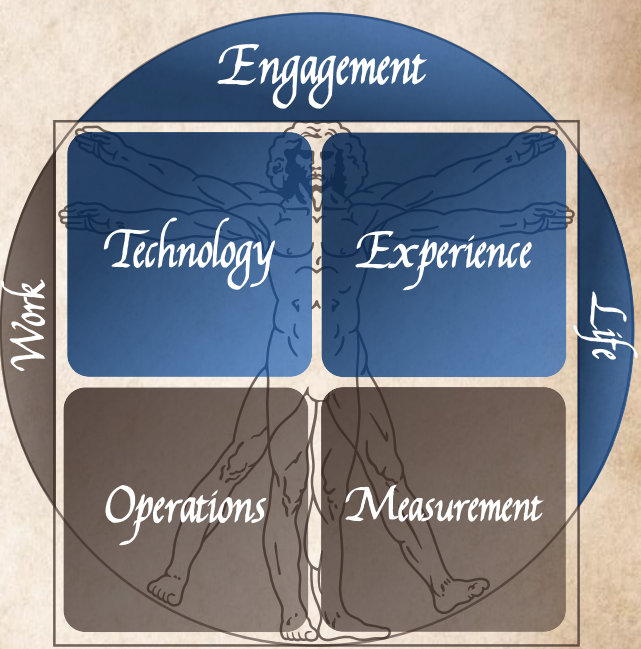
This Video is AI Generated! SORA Review

Source

Recommended Viewing

Introducing Gemini 2.0 | Our most capable AI model yet
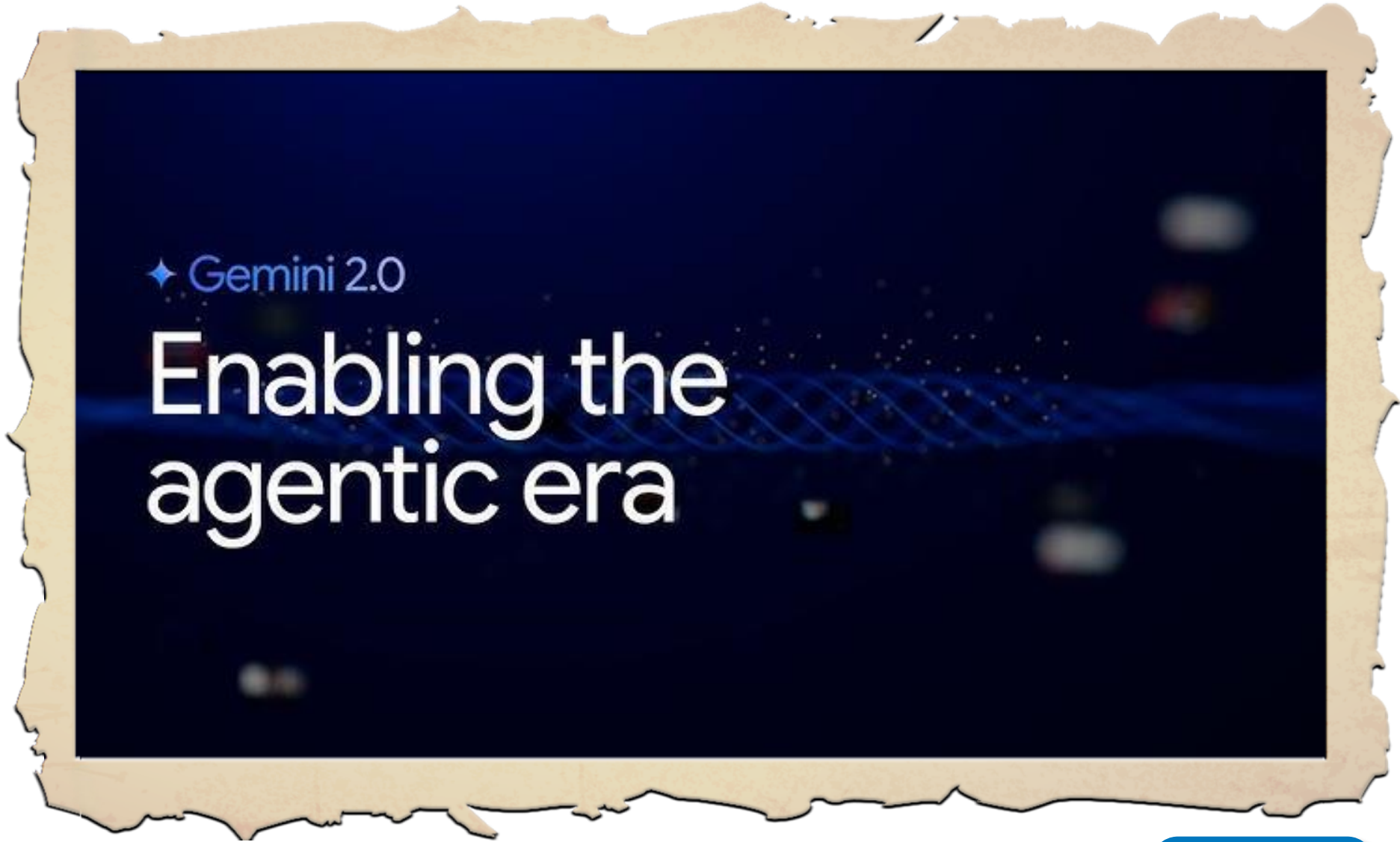
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Recommended Viewing

Introducing CosmOS: an AI operating system built for a universe of connected devices
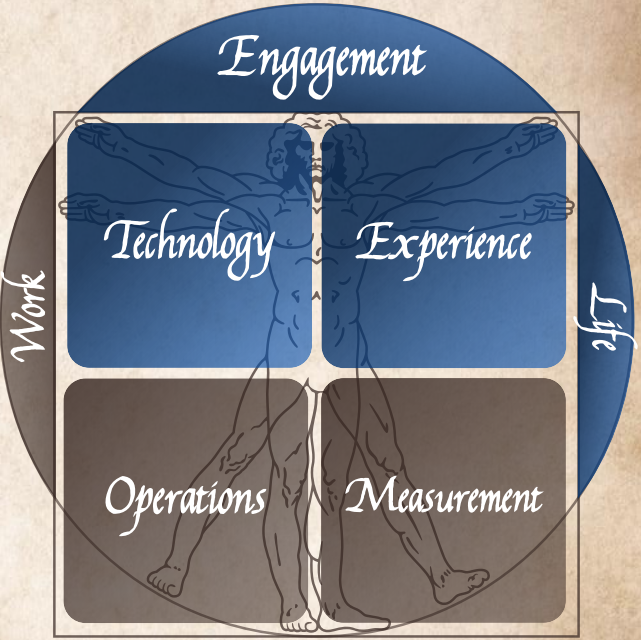

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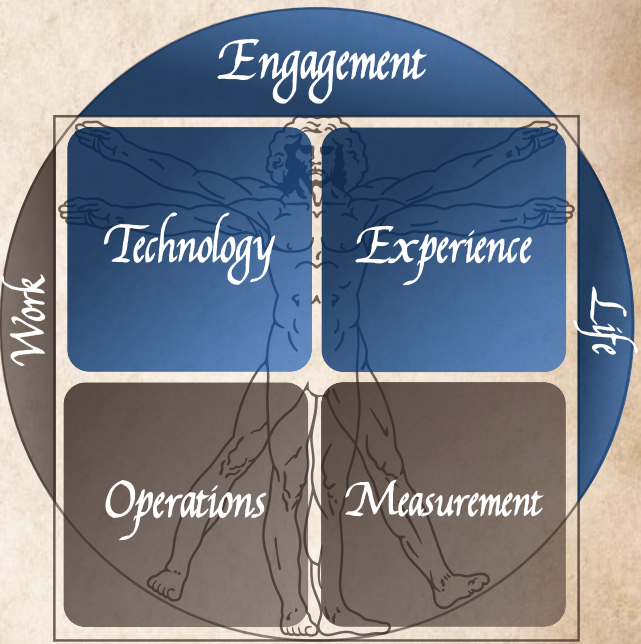
Recommended Viewing

Android XR Glasses
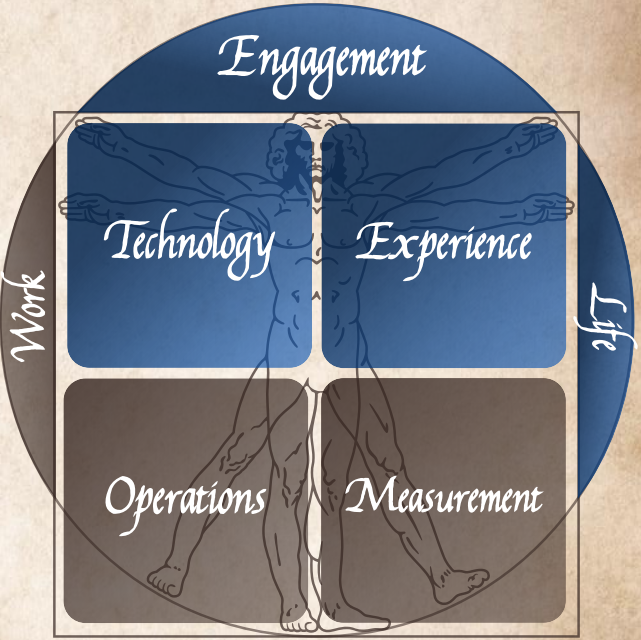
Recommended Viewing

Day   1

Source

Recommended Viewing
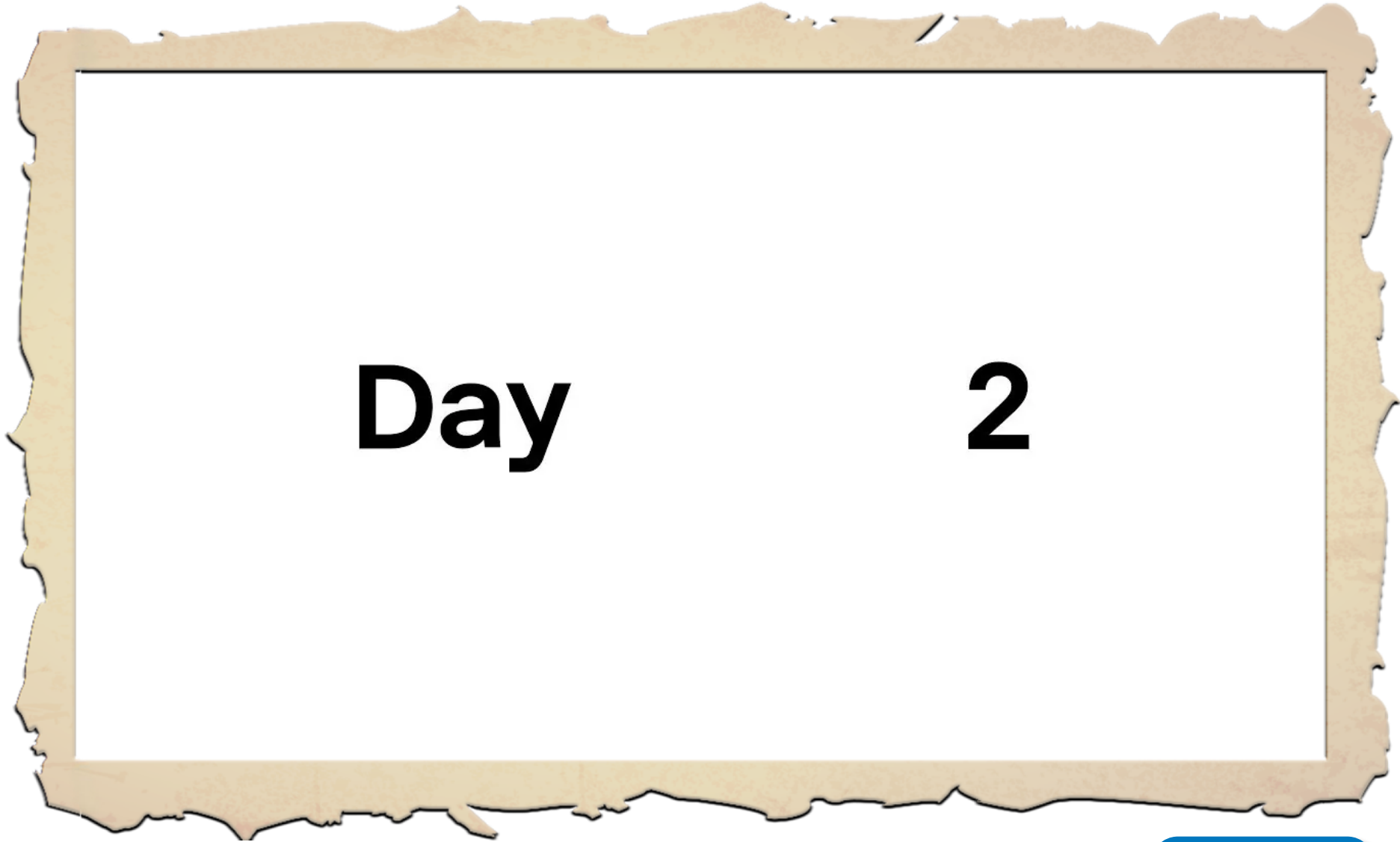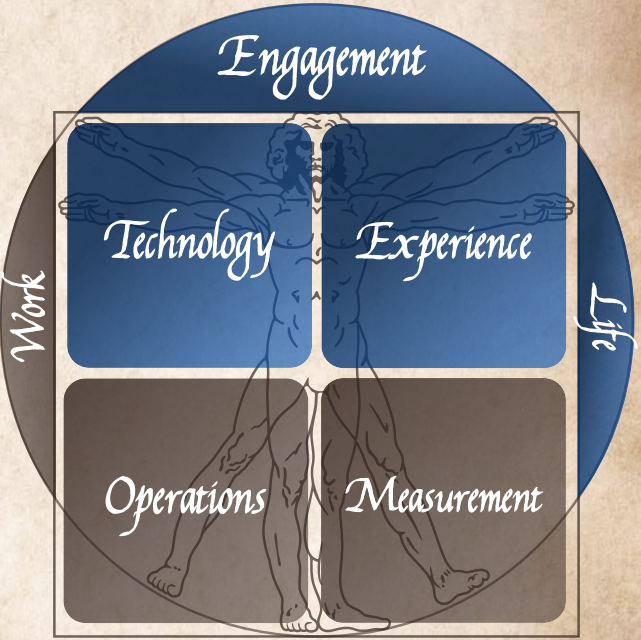
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Recommended Viewing

Day   3

Source

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Recommended Viewing

Engagement

Technology | Experience

Work | Life

Operations | Measurement

Day 4

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Day   5

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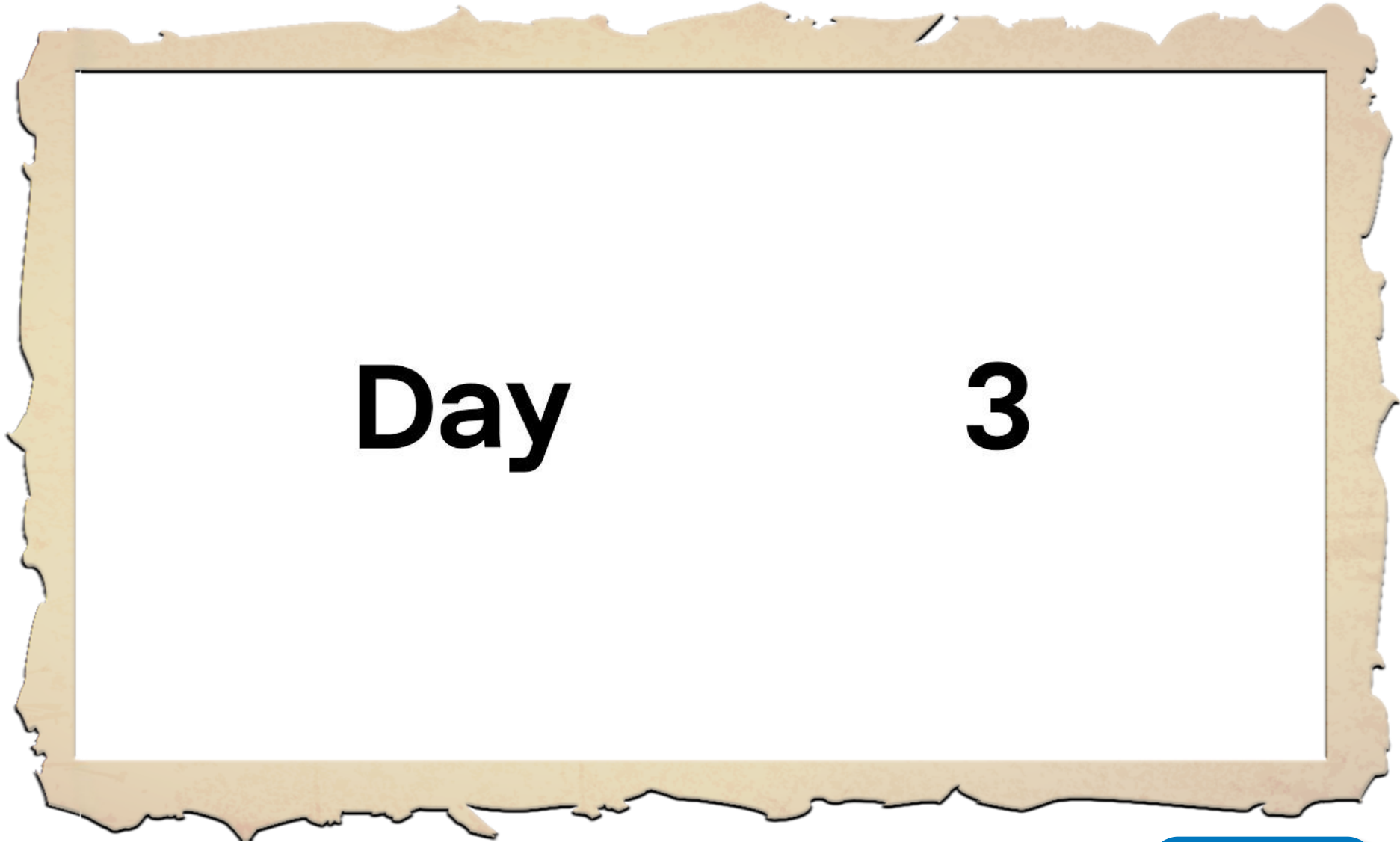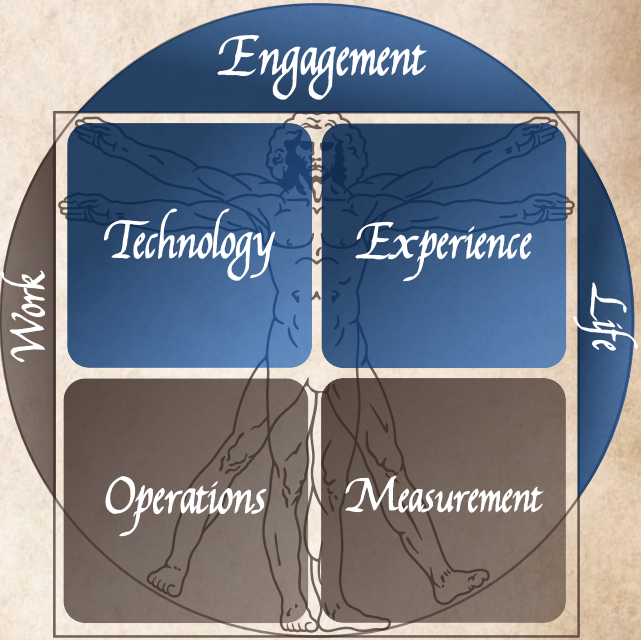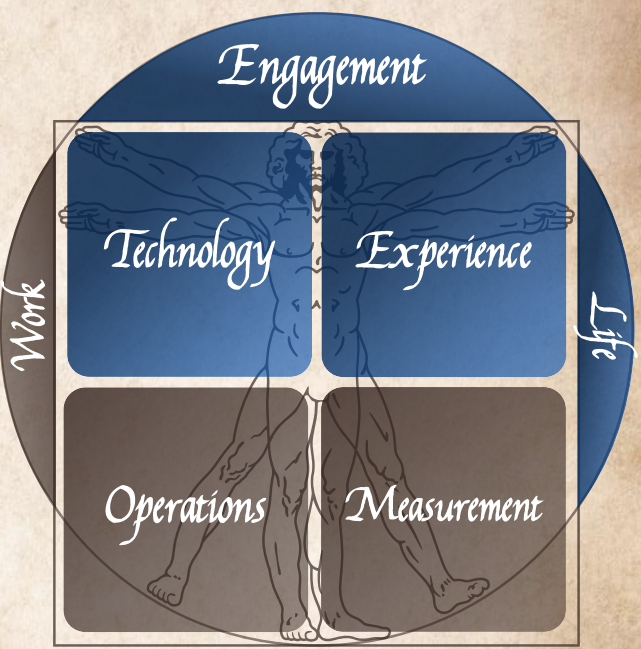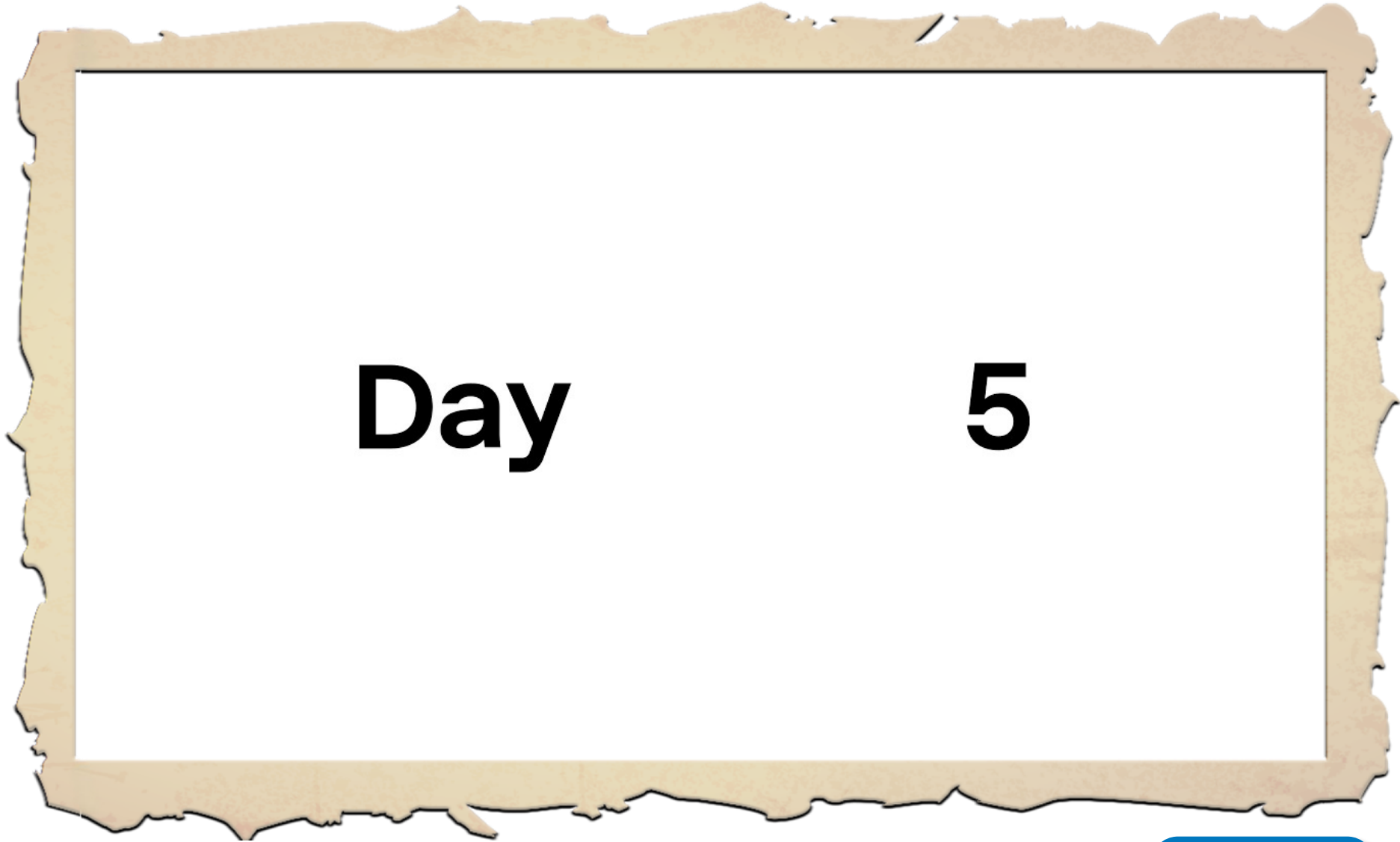
Santa Mode & Video in Advanced Voice—12 Days of OpenAI: Day 6

Day 6

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Engagement

Technology

Experience

Work

Life

Operations

Measurement
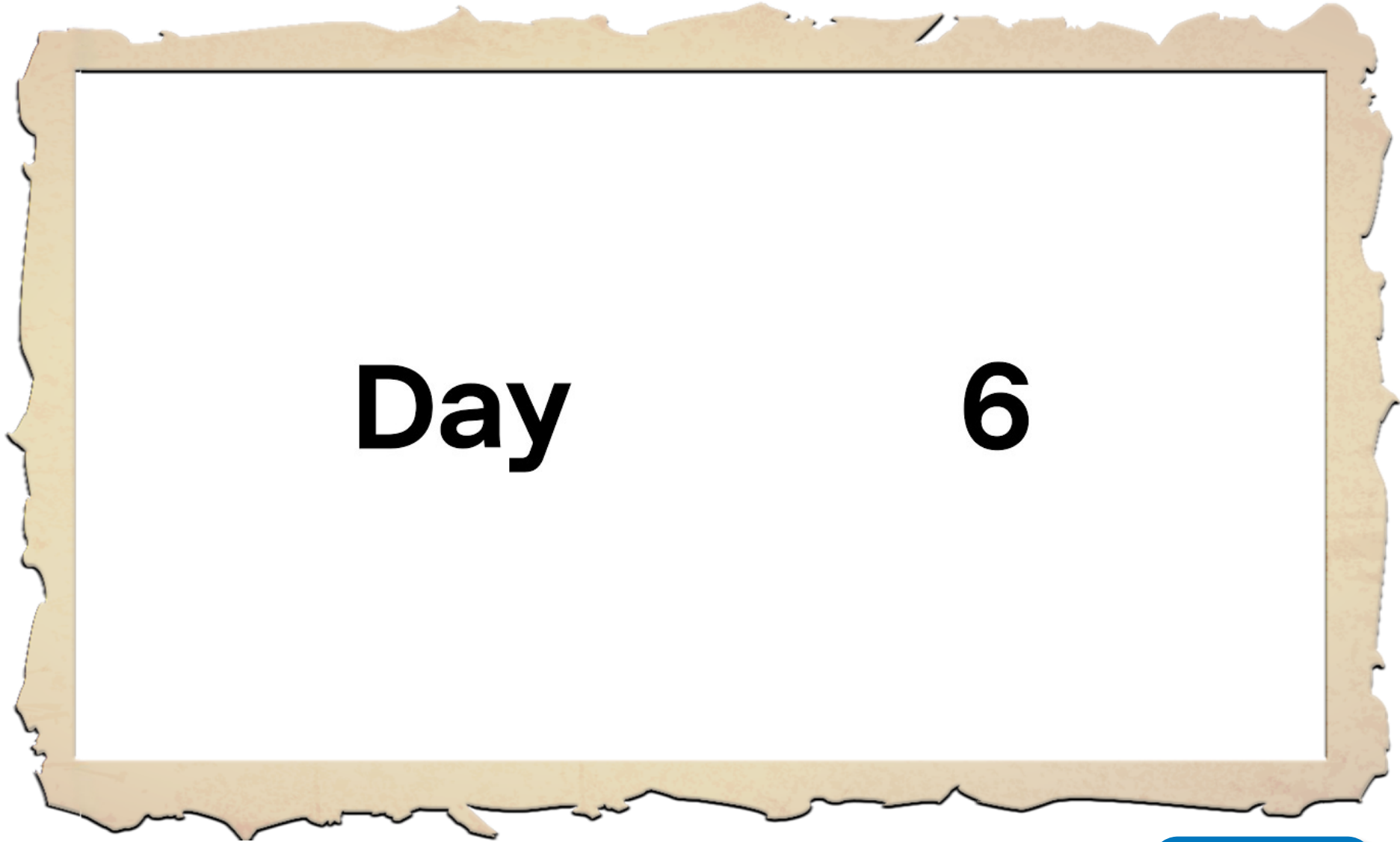
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