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Active Guide: Greatness for All

Dan Abelow

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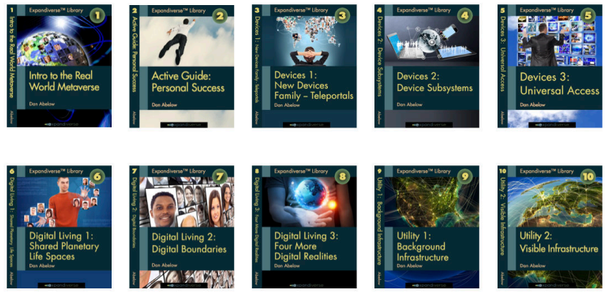

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And leave a trail

Ralph Waldo Emerson

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Brief Contents

*”Active Guide” is the name used outside of patent specifications. “Active Knowledge” is the name used in patent specifications and patent filings.

Detailed Contents

*"Active Guide" is the name used outside of patent specifications. "Active Knowledge" is the name used in patent specifications and patent filings.

Continued...

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*"**Active Guide**" is the name used outside of patent specifications. "**Active Knowledge**" is the name used in patent specifications and patent filings.

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Intro

Introduction: Active Guide* (Active Knowledge Machine, AKM)

*"Active Guide" is the name used outside of patent specifications. "Active Knowledge" is the name used in patent specifications and patent filings.

Summary of Active Knowledge Machine (Part 1, Transformation)

ACTIVE KNOWLEDGE MACHINE (AKM): The Active Knowledge Machine (hereinafter AKM) component relates generally to human knowledge that is automatically delivered to and/or requested by remote users during and after the performance of steps and tasks to raise the success and satisfaction of those activities during the use of "devices" (which are defined as both physical and digital such as products, equipment, services, applications, information, entertainment, education, etc.). This new AKM provides a simultaneous transformation and integration of knowledge into "Active Knowledge Instructions" (herein AKI) and/or "Active Knowledge" (herein AK) into a dynamic and interactive state that may raise productivity, outcomes and results which may have an additive impact on economic growth, human welfare and happiness. Generally, this relates to knowledge that is applied to performing tasks and/or achieving goals, and to delivering appropriate knowledge during and after the actual performance of a plurality of tasks and steps to render devices (such as products, equipment, services, applications, devices, information, entertainment, etc.) more useful and goals achievement more successful.

In some examples a simple high-level comparison is that Google, the search service, describes one of its missions as to organize the world's information. The AKM provides a next generation model beyond organizing (and in some examples includes a marketing and sales channel in a similar commercial extension to Google's main source of revenue). The AKM expands the historic knowledge paradigm FROM "static knowledge you have to find and figure out" TO knowledge that finds and fits its users, with new channels designed to provide the knowledge needed, when and where it is needed – and in some examples with the best alternative(s) for succeeding in a user's goal, and in some examples with appropriate commercial option(s) based on current use – so it also expands the current marketing paradigm FROM push (finding customers selling) / pull (seeking and buying) TO doing (best options or relevant options are a built-in part of tasks). In some examples this accelerates the rate of advances to one or a plurality of individuals (in some examples at scale) who are delivered the know-how and choices to "leap ahead" to the current "best practice(s)" as a normal part of everyday tasks.

BACKGROUND: This Active Knowledge Machine (hereinafter AKM) redefines R&D (Research & Development) as RD&U: Research, Development & USE. Until now a fundamental problem with human knowledge (which includes text, information, documents, images, video, interactive media and other formats) is that it is static and stored. To be useful and have value a potential user was forced to recognize a need for knowledge, search for it, gain access to the resource that contains it, recognize the right knowledge that applies to that need or situation, obtain it, understand it, and then use it successfully. Two traditional illustrations include looking up a word in a dictionary, or looking up a subject in an encyclopedia, though those may not help make an actual task or step

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more successful during the use of a “device” (here a “device” is defined as both physical and digital constructs such as products, equipment, services, applications, information, entertainment, etc.). In some examples the World Wide Web contains an enormous quantity of knowledge (including media and multiple sources and forms of knowledge), but the Web does not provide utility until someone goes to the Web with a browser, finds the right website, then the right web page on that website, then the right part(s) of that web page, then analyzes and comprehends that information, then figures out how to use or enjoy that part of that web page, and then applies it successfully. Interactive media on a wireless device such as a smart phone may be an application that does lookups such as for foods’ nutrition information like calories and/or nutrients: That narrow “calorie counting” application must be bought, learned and then run again each time one eats, to look up the calories and other nutritional values for each food eaten (which is a very complex process when recipes include multiple foods whose quantities are each highly varied because of different serving portion sizes).

Clearly, while knowledge has enormous value it also has enormous problems with realizing that value worldwide. In the world’s current R&D model, the Research stage is described by Paul Romer's seminal advance in economic theory ("Endogenous Technological Change," 1990). This contemporary economic growth model now includes accelerating technological change, intellectual property and monopoly rents. It rewrote the old proverb from "give a man a fish and you feed him for today, but teach a man to fish and you feed him for a lifetime" to the modern "reinvent fishing and the world might feed itself." In Romer’s reformulation, new knowledge is a main driver of economic growth and human welfare: Invent a new means of large-scale ocean fishing, invent fish farming, make fish farming more efficient and healthier, improve refrigeration throughout the fish distribution chain, use genetic engineering to change fish, control overfishing of the oceans, build hatcheries to multiply fish populations, or

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invent other ways to improve fishing that have never been considered before.

But research that creates innovations is only the “R” component of “R&D;” by itself it is not enough to produce economic growth and raise human welfare. Economic growth research by Dr. Diego Comin at Harvard Business School has calculated that the cross-country variation in the rate of technology adoption appears to account for at least one fourth of per capita income differences (see Comin et al, 2007 and 2008). That is, when different countries adopt new technologies at different rates, those that are better at adoption receive greater economic growth because their level of productivity and performance are raised to the level of the newer technologies. (citation: see the two Comin papers cited above).

But even where both Research and Development exist, they too often fail to deliver all or part of their value. USE is the unsolved problem, because the how-to knowledge that end-users need to succeed when they USE new innovations remains scarce during the task, time and place needed. In some examples a plurality of everyday technologies have higher failure rates than is commonly assumed, and need more knowledge than many users possess. A research study by the Pew Internet & American Life Project, “When Technology Fails,” found that almost “half (48%) of tech users need help from others in getting new devices and services to work… Coping with these failures is a hassle for many tech users and helps to distance them from technology use.” In brief, the following rates of failure (defined by this research as complete breakdowns during the past 12 months) were reported: Home Internet connection: 44%; Desktop or laptop computer: 39%; Cell phone: 29%; Blackberry, Palm Pilot, or other PDA: 26%; iPod or MP3 player: 15%.

Similarly, another research study found that 11% to 20% of consumer electronic devices sold are returned, and more than two thirds (68%) of those returned devices are not

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defective. In "Big Trouble with 'No Trouble Found' Returns," a research study from Accenture, a worldwide consultancy, it was reported that "Results from a recent Accenture study have uncovered surprisingly large, unrecognized opportunities for manufacturers and retailers across the value chain... In the consumer electronics industry, which includes devices sold by communication carriers and electronics retailers, Accenture estimates that the average return rate for devices ranges from 11 to 20 percent. Of these, more than two thirds (68 percent) can be characterized as 'No Trouble Found'." Use was also pinpointed as a problem in research by Wharton School Professor Robert J. Meyer and colleagues: The "paradox of enhancement" explains that customer purchase decisions are driven by new and improved features, but after acquisition the new owners use primarily basic features because they are overwhelmed by the complexity and learning required by the new features.

To all of the above, this invention adds “USE” to R&D, forming a new Research, Development & USE model (hereinafter RD&U) that completes the cycle required to produce greater value to actual users and vendors from today’s acceleration and global scope of R&D innovation. This new RD&U stage, “Use,” stems from the gap between the potential value of R&D for economic growth and human welfare, because it does not realize enough of its potential to spread and deliver DURING USE the value for which each new technology, product, feature, etc. was created. The “Active Knowledge Machine” may expand “Use” by connecting the new R&D knowledge created and behind these advances with use, so that “RD&U” may actually deliver more of the value those advances were intended to yield.

Today humanity must turn to new R&D advances to confront overwhelming problems such as energy, raw materials, aging populations, health care, climate change, sustainability, and other needs and problems. But many advances from our growing blizzard of R&D will fail if “static

knowledge” remains how those innovations are spread and used worldwide. The “use” stage will be an obstacle that stops a plurality of advances from helping solve the problems for which they are needed and created.

At this time there are continuous dramatic cost decreases, along with speed and capacity increases in Global networking (both wired and wireless, and both private and public); Computing (such as data centers, servers, storage, computers, laptops, netbooks, PDAs, smart phones, virtualization, etc.); Applications (such as web services, web applications, standardized APIs, enterprise systems, service oriented architectures, BSS/OSS systems, membership/ subscriber systems, etc.); Advances in devices (such as new types of devices, new features in existing devices, user interfaces, communications, added features such as built-in cameras, storage, the ability to set devices remotely, etc.); Along with other technological improvements that have opened up applications for integrations of these communications, computing, applications, devices, etc.

One such application is this invention’s delivery of “active knowledge,” which technique delivers to a user, during and after the Use of devices, the knowledge needed to succeed in achieving various goals that include the successful use of said devices. This technique can be useful in providing remote users with the knowledge needed to succeed in a step, in a task, or in achieving a larger goal – while said process is scalable to serve a multiplicity of steps, goals, devices and remote users.

Thus, this AKM (Active Knowledge Machine) may transform “static knowledge” by giving it a scalable capacity to improve our individual and collective lives one step at a time, one use at a time, and/or one activity at a time. Its advance is new ways to increase the usefulness of knowledge by creating dynamic connections between needs and appropriate knowledge resources. There may be better ways to do things, but this AKM is for delivering (optionally optimized) knowledge to a plurality of

individuals who need it at a plurality of times and places needed. Compared to the “static knowledge” in physical repositories and most websites that is not available when and where needed, converting appropriate, needed knowledge into this new type of “Active Knowledge” might be an input in our increasingly knowledge-based economies that may help drive the production of actual outputs: RD&U may raise the results and value from R&D.

If RD&U were an everyday part of today’s value chains, it might help improve situations, results and outcomes to produce more of the economic growth, human welfare and happiness we each desire personally, as well as deliver more value from the blizzard of advances being created every year, to help meet humanity’s collective needs.

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Summary of Active Knowledge Machine (Part 2, Impacts, Figures)

THE USER IS THE FILTER: In brief, with an AKM (Active Knowledge Machine) “each user is the filter” for knowledge – that is, the AKM accesses and delivers the appropriate AK (Active Knowledge, both AK Instructions, related knowledge, etc.) that fits a user(s), device(s), system(s), task(s) and/or step(s). Simultaneously, appropriate sponsor messages and/or marketing can be included. Results are optionally obtained and when AKI or AK are used successfully or not, this can dynamically increase or decrease the selection of AK for a trigger which identifies the appropriate subset(s) of stored knowledge, instructions, links to additional AK, marketing messages, etc. These may be for anonymous or identified users.

Active Knowledge is also a dynamically improving resource because the AK Machine (AKM) contains means for self-improvement. In some examples there are a range of means for users to add, edit and/or validate the stored AK Instructions, AK, links, etc. delivered in response to each trigger event, including dynamic interactive edits at the point of use. In some examples there are automated systems for raising the accuracy of the AK delivered based on the results from AK deliveries. In some examples there are reporting systems for informing individuals of various results produced, along with means for self-selecting goals to be achieved and then seeing current progress toward reaching said goals. Overall, these and other means for continuous improvement assist in replacing one or a plurality of current problems with delivered solutions.

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As one or more AKMs are built and assist more people, this may replace the current cumbersome processes of relatively inaccessible static knowledge with more responsive active knowledge processes. A growing range of obstacles might be replaced by progress, difficulties by efficiencies, and today’s rate of growth in productivity by a new level of performance even when technologies are new or new tasks are challenging – perhaps making more of the world’s crises and barriers into successful achievements.

In addition, in some examples users who are using a device and making some types of improvements (such as in some examples AKM improvements and in some examples other types of improvements such as from social media, an online forum, collaborations or other collective online processes) may be able to associate with other users who are making similar improvements, in some examples in an SPLS (Expandiverse Shared Planetary Life Spaces), in some examples in a constructed digital reality, in some examples in a vendor-provided digital reality, in some examples in a focused connection, and in some examples in another type of shared digital reality.

In summary, one object of the “Active Knowledge Machine” (hereinafter AKM) is to introduce a new paradigm for human knowledge whereby one format of human knowledge becomes a dynamic, interactive resource (“Active Knowledge,” hereinafter AK) that can increase productivity, wealth, welfare and success of individuals (and by means of scaling, of groups, communities and societies).

In addition, it is another object of the AKM for AK to transform a plurality of kinds of products, equipment, services, applications, information, entertainment, etc. into “AKM Devices” (hereinafter “devices”) that are parts of, related to or served by one or more AKMs (Active Knowledge Machines). Said devices are integrated as AKM components by means of transforming operations within AKM(s) that deliver “Active Knowledge Instructions” (hereinafter AKI) and other types of Active Knowledge (hereinafter AK) in real-time to the point of need, including a user’s preferred device(s) and format(s).

The following summarize Figures and sections herein:

FIG. 193: A further object of this AKM (Active Knowledge Machine) is to provide AKI (Active Knowledge Instructions) and AK (Active Knowledge) to anonymous users during the use of devices, so that their privacy is maintained. (7102 in FIG. 193) A further object of this AKM is to provide AKI and AK to identified, authenticated and/or authorized users during the use of devices, so that said users' profile may be accessed, their online presence determined, their current Devices In Use (hereinafter DIU) determined, and the appropriate AKI and AK may be delivered to said user's preferred, available device or AID/AOD (Alternative Input Device / Alternative Output Device). (7104 — 7112 in FIG. 193). A further object of this AKM is to access Active Knowledge Resources (hereinafter AKR), which may be in various AK databases and other storage or various sources, to obtain AKI and AK for delivery to anonymous and/or identified users. (7114 – 7117 in FIG. 193)

FIG. 194: Still other objects of the AKM are apparent from the specification and are achieved by means of: Devices and/or users make and AK request from the AKM by means of trigger events in the use of devices, or by a user making a request. (7120 in FIG. 194); The AKM receives the AK request, parses it, determines the AKI and AK needed, and retrieves those from the AKR (Active Knowledge Resources). (7124 in FIG. 194); The AKM determines the receiving

device, formats the AKI and AK content for that device, then sends it to said receiving device (7130 in FIG. 194); The AKM determines the result by receiving an (optional) response; if not successful the AKM may repeat the process for and at either the user’s, device’s or AKM's discretion; or the result received may indicate success; in either case, it logs the event in AK results (raw data). (7130 in FIG. 194); The AKM may utilize said AK results to improve the AKR, AKI and AK content, AK message format, etc. (7138 in FIG. 194); The AKI and AK delivered may include additional content such as advertisements, links to additional AK (such as "best choice" for that type of device, reports or dashboards on a user’s or group's performance), etc.. (7139 in FIG. 194); One means for generating AKM revenues includes AK sponsor services such as sponsor selections; selected sponsors entering messages, ads, or links; and the appropriate sponsors' communications are included for the AKI and AK delivered. (7140 in FIG. 194); Reporting is by means of standard or custom dashboards, standard or custom reports, etc., and said reporting may be provided to individual users, sponsors (such as advertisers), device vendors, AKM systems that employ AK results data, other external applications that employ AK results data, etc. (7146 in FIG. 194).

FIG. 195: A further object is to employ an AKM interaction engine that includes explicit processes for serving anonymous users and devices (7152 in FIG. 195), and identified users and devices (7164 in FIG. 195). AK may be provided to anonymous users and devices by receiving a trigger, accessing AKR (AK Resources) to obtain appropriate AK content, links, ads, subscription offers, etc.) and delivering that so that said anonymous user may employ said AKI and then (optionally) act on the additional AK or ads provided. Similarly, AK may be provided to identified users and devices by the same process, but additionally including more options from said identified user’s profile such as delivering said AK to said user’s preferred receiving device(s) that are currently online and available; analyzing said identified user’s performance as a result of using the

AKI and AK delivered, and if needed escalating said AK delivered; etc. Receiving results is optional, but if received said results may include the use of AKI, AK, ads, best choice options, links, subscriptions, reports, etc. and these may be logged from both anonymous users and identified users.

FIG. 196: A further object is to provide additional AKM services to identified users such as customized deliveries of AKI and AK based on their current use of alternative devices (AIDs / AODs, which are Alternative Input Devices / Alternative Output Devices); individual analyses of their performance to supply appropriate additional AKI, AK, reports, links, etc.; individualized dashboards with gap analyses and links to best available AK and device choices; self-selection of goals; and AKR that supports achievement of said self-selected goals; etc.

FIG. 197: A variety of data are included in AKR (AK Resources) but in general these are mapped to actual real-world uses so that the AKR storage may be accessed by means of known and frequently utilized techniques. In some examples is a barcode identifier, and in some examples is the usage lifecycle depicted in FIG. 197. FIG. 198 – 199: The method of providing AKI and AK may further include performance analysis and escalation as illustrated in FIG. 198. said performance analysis may also include setting a performance status indicator as illustrated in FIG. 199. FIG. 200: A further object is to log the AK provided and/or (optionally returned) results from the use of AKI and AK delivered to users. Said logging occurs for both anonymous users and identified users, but if anonymous only the AK results and subsequent AK-related actions are recorded. If a user is identified, then those are associated with the user's profile and AKM record(s) to enable additional services such as individual performance analysis and AK assistance. FIG. 201: The stored performance record of said identified user may be provided by a personalized AKM data record such as illustrated in FIG. 201.

FIG. 202: AKR (AK Resources) may be accessed by types of events during the use of devices such as by means of a trigger (such as a task failure, task retries, task exit, etc.), or by means of a user request (such as at a task failure/exit, or to obtain an alternate task path, or to obtain an alternate product or service, etc.), or by the need to repeat an AK delivery (such as if the delivered AKI failed, the delivered AKI worked but poorly, the user replies that the AKI is wrong, the user wants alternate to AKI, etc.). In each event appropriate AKI and AK access rules are employed. FIG. 203: In another aspect the AKM may calculate periodic or real-time baseline(s). These may be used in gap analyses for individual interactions or groups/classes of interactions. FIG. 204: The AKM may further include optimizations to select and deliver the best AKI and AK in order to achieve operating goals such as: (1) raising the rate of success of those below a current baseline up to the current standard, (2) attempting to raise the average baseline performance up to the level(s) of the best performers, (3) raising an identified user's individual rate of performance in an area up to the level(s) of the best performers, (4) etc. a compilation of stored baselines maybe processed to show improvement over time, which indicates the cumulative AKM optimization process(es). (7364 in FIG. 204). FIG. 204: The current AKM baseline(s) and gap analyses may be used as part of reporting the visible impact of the AKM, wherein said gaps and comparisons with baselines may be used as indicators or variables in the calculation of various types of contributions from the AKM. (7365 in FIG. 204). FIG. 205 and 206: As a result, for identified users this AKM may include means for said users to select from a plurality of QOL goals, and at any time view their individual current status, progress to date, progress versus personal goals or progress versus others' achievements towards those goals, or other types of individual and aggregated metrics. Said metrics may be utilized to understand gaps in performance (whether positive or negative gaps), to determine the extent of an individual's progress and performance. Said identified users may keep, delete, add or edit said QOL

goals at any time, including components such as AKI and AK delivery devices, priorities, metrics, goals included, targeted results desired, etc. with said user's updated QOL goals criteria stored in said user's organized AKM record(s), which are then utilized for future data gathering, storage and reporting. FIG. 206: When said user(s) edit their AKM QOL goals or options an ambiguity matching service may be utilized to select the correct goal between alternatives, determine if a user's goal is missing and not available, and then provide means for user(s) to add, describe, confirm, etc. a new goal. FIG. 207: The variety of data included in AKR (AK Resources) may be accessed by means of metadata and/or indexes that may be stored separately from various types of AK and AKI content (which may be in formats such as text, instructions, documents, video, audio, etc.), advertising, user AKM record(s), vendor profiles, AK results analyses, etc. Said metadata and indexes may point to and access multiple AK sources from vendors, third parties, competitors, customers, users, etc. FIG. 208: The accessed AKR is formatted into AKI and AK for a device (or optionally an identified user's preferred device) to receive said AKI and AK so that it is displayed properly.

FIG. 209, 210, 211: A further object of the AKM is to integrate a plurality of remote devices via communications with said AKM such that user(s) may receive and act upon said AKI and AK provided by the AKM. This may be accomplished to by means of a decentralized AKM model (FIG. 209), a centralized AKM model (FIG. 210), or a hybrid AKM model with intermediate / transition devices (FIG. 211). FIG. 212: To facilitate said communications new devices may be added and/or updated by means such as new device discovery, establishing communications, validation and/or authentication, and correcting and/or updating attributes such as device identification, communications protocol, or other updates. FIG. 213, 214: The processing of said communications includes processes for both outbound communications (FIG. 213) and inbound communications (FIG. 214) by means that differ based on whether said AKM device operates by decentralized,

centralized or hybrid / transition models, also including whether said AKM device can be controlled remotely by "Direct AKI," which is the ability to download pre-set instructions that the device can carry out directly, so the device can cause the user to succeed without the user needing to follow instructions or use AKI / AK. FIG. 215: Devices, users and tasks may be recognized by multiple means that may include multimedia messages (that may contain images, video and/or audio, or that include data such as a combination of media). Some examples include a camera phone's picture of a bar code from a device's label, a camera phone's video of a task such as an attempted exercise on a cable gym, an audio reading of a product's UPC, any request sent from a subscribed user's mobile phone, etc. Said messages may be interpreted for identifying data by known means on the receiving end, and said identifying data may be utilized in said AKI and AK retrieval processes.

FIG. 216: A further object of the AKM is to provide repetitive and efficient means to process a hierarchy of triggers throughout AK interaction(s) that are under user control and may include multiple optional steps: Two of the main types of AK requests include AK requests by a device (7500 in FIG. 216) and AK requests by a user (7506 in FIG. 216); after the resulting AKI and/or AK are received and used (7512 in FIG. 216); then and, optionally, other forms of a.k.a. received may also be used such as AK next step(s) (7518 in FIG. 216), AK best option(s) (7524 in FIG. 216), AK advertising or marketing (7530 in FIG. 216), or other types of AK triggers that provide other types of AK (7536 in FIG. 216). FIG. 217: The processing of said AKM triggers is by active monitoring of a plurality of device(s), user(s) and/or triggers, with said monitoring including error identification, logging and correction. FIGS. 218, 219: One AKM option is for an identified user(s) to manage AKM triggers (7548 in FIG. 218) by means of opening said user's AKM record(s), selecting and editing an accessible trigger(s) (7557, 7560 in FIG. 219), adding or deleting devices and AIDs / AODs (7572

in FIG. 219), etc. FIG. 220: Multiple types of AKM automated alerts may be identified and one or more actions taken and alert services started for either anonymous devices and/or identified users based upon various metrics, such as those described in FIG. 198 "AKM Performance Analysis and Escalation Service(s)", and in FIG. 199 "AKM Analysis and Comparison Process."

FIG. 221: A further object of the AKM is to assist with improving success and satisfaction by means of various types of public, group and individual reports and dashboards, which may include AK links to other performance data and "best choice" options, along with links to purchase or directly use said "best choice" alternatives. AKM reporting includes a flexible range of metrics and data, including the ability to run a range of reports and dashboards, then modify and save customized version(s) for future use. (7600 in FIG. 221). FIGS. 222, 223, 224, 225: These AKM reports and AKM dashboards may include data, charts, gauges, indicators, tables, scorecards, etc.; as well as complex capabilities such as "best option(s)" choices, dynamic monitoring, alerting, drill down analyses, selective monitoring of metrics or goals, etc. AKM reports serve both anonymous users (FIG. 222) and identified users (FIG. 223); and AKM dashboards also serve both anonymous users (FIG. 224) and identified users (FIG. 225). FIG. 226: Both AKM reports and AKM dashboards may include comparisons and comparative reporting such as to identify, calculate and illustrate gaps between what is already possible and what is currently produced. FIG. 227: So that devices for sale may be improved sooner, with upgraded versions introduced to benefit their users and customers, an additional object of this AKM is to provide vendors with clear AKM reports and dashboards on what they sell. These AKM data may be free or charged depending on each vendor's relationship to an AKM or their other contributions to it.

FIG. 228: It is another object to provide means for continuous improvement in the "Best Active Knowledge"

delivered to device users, vendors and others as a normal part of their everyday activities. An optimizations process is provided for users, vendors and others to create or edit AK and AKI, interfaces, templates, etc. with those creations and/or edits tested, validated and optimized as a normal AK process. FIG. 229: With respect to optimizations, a testing "sandbox" is provided that includes: Newly created and/or edited AK and AKI content, new interface designs, appropriate users to include in testing, types of tests to run, automated optimization methods to apply to the results of said sandbox testing, and optimization methods to improve both the test types and the optimization methods. FIG. 230 and 231: A range of data is available from AKM use and sandbox testing to provide inputs to said optimization methods, including both automated data and user feedback data that users enter manually. Both manual ratings and feedback systems are included to further determine the best optimizations, as well as a method that associates manually entered data with appropriate automatically collected data. FIGS. 232, 233, 234: To create new AKI and AK, to edit existing AKI and AK, to provide new templates and layouts, etc., users, vendors and others may utilize a number of starting points for editing the content or format of said deliveries, or creating improved versions. Said creations and/or edits may be performed using a range of devices, tools, or alternate AIDs / AODs. FIG. 235: Where relevant and appropriate knowledge content is stored outside the AKM, and it is accessible by standard or custom APIs (Application Programming Interfaces), said knowledge content may be accessed, retrieved and delivered by the AKM by means of said APIs. Newly accessible external content may (optionally) be included in the AKM testing sandbox to test, validate and optimize said external content. FIG. 236: During the use of devices users may receive AKI that offers the option of having the AKI directly control the device and performing the Active Knowledge Instructions on behalf of the user. Where devices in use (DIU) may be directly controlled by means of implementing instructions that are

delivered from an external resource, and the means for said direct control is by standard or custom APIs, then said means for creating and/or editing said Direct AKI may be provided, for storage in the AKM's AK resources and delivery by the AKM. Newly created or edited "Direct AKI" may (optionally) be included in the AKM testing sandbox to test, validate and optimize said Direct AKI. FIG. 237: Errors may be identified, flagged and corrected automatically or manually with users who encounter the error being notified of the status (corrected or not); and if manual correction is needed users might optionally and conditionally be included in correcting the error.

FIGS. 238, 239, 240: To scale the processes for optimizations, such as for raising success and satisfaction, it is another object to provide means for an optimization ecosystem. In it, data is acquired from a range of AKM sources (FIGS. 238 and 239), "best AK and AKI" is produced by means of AKM optimization processes described elsewhere (such as FIGS. 228 - 231 and 240), to which are added predictive analytics to determine relative contributions from a variety of AKM processes and content. FIGS. 240 and 241: The optimization ecosystem methods may be employed in to optimize devices in use, tasks, interfaces, vendors' devices that are being improved in development, the AKM's delivered AK and AKI, other AKM and AK communications, etc. Any of those may be selected, prioritized and/or notified as appropriate, such as vendors, third parties, users of devices, sources of AKI and AK, etc. FIG. 242: An aspect of said optimization ecosystem is the calculation of appropriate baselines that are employed in prioritization, notifications, public reporting and dashboards, individual reports and dashboards, etc. such as "total gaps" (between each devices "best" and "worst") and AKM EVA (the AKM's predicted Economic Value Added in each area).

FIG. 243: It is another object of the AKM to provide identified users, vendors, and/or other third-parties with management of users' AKM record(s) including in some

examples goals, plans, programs, services, triggers, thresholds, etc. with visible success/failure from said management so that revisions or different selections may be made. In some examples identified users may edit an AKM record of theirs and/or associate a plurality of their AKM records (if they have more than one) within one ID. FIG. 244: Within any one AKM record or associated multiple AKM records, users may select one or more goals which may be derived from a set(s) of stored "best goals" that may be derived from AKM logging of various types of results, or may be developed by a user by means of individual AKM record and goal edits. FIG. 245: Management of user AKM record(s) may be by vendors, third-parties, governances and/or others who sell one or more "goals plans" or “packages” that include associated AKM records and/or AKM services. When solely in the form of AK and AKM services, these may be sold by means such as promotions, campaigns, packaged plans, deals, etc. When these are sold as (optionally, bundles of) products and services with associated AK and AKM services to provide measured and assured levels of customer success, vendor business goals may optionally include selling and replacing some or all of a customer's current products and services to deliver a "bundle" of higher-level lifestyles with associated targeted AKM personal and family achievements and satisfaction. In this case, said products and services packages might also include bundles of products and services such as housing, transportation, financial services, lifestyles, communities, values systems, governances (organizations that are not part of governments and operate outside of government or political structures, yet focus on development in social/societal, community, and environmental areas) may provide these. FIG. 246 and E: Said self-service management, whether by individuals, vendors, governances, etc., may provide continuous visibility of success/failure from said user management choices, so that corrective actions and modifications may be made at any time as needed, whether by individuals,

vendors of single devices or multiple goals-based “bundles” of products and services, third-parties, governances, etc.

FIGS. 248, 249, 250, and FIGS. 264, 265, 266: To provide collective means to specify goals and achieve them collectively, Governances are described and illustrated including some examples (for Individuals, Corporations and larger trans-border Governances); including some examples such as their selling a lifetime plan for “Upward Mobility to Lifetime Luxury” and offering membership in a Governance where the customers exercise more direct control “Customer Control, Inc.”

FIGS. 255, 256, 257, 258, 259, 260, 261, 262, and 263: It is an object of these systems, methods and processes to utilize the Digital Camera / Photography Industry as an illustration of the AKM including both its operation and utility for evolving a device (such as the “mature” digital camera) into a higher performing device with a built-in marketing channel based on what may be learned by interacting with customers.

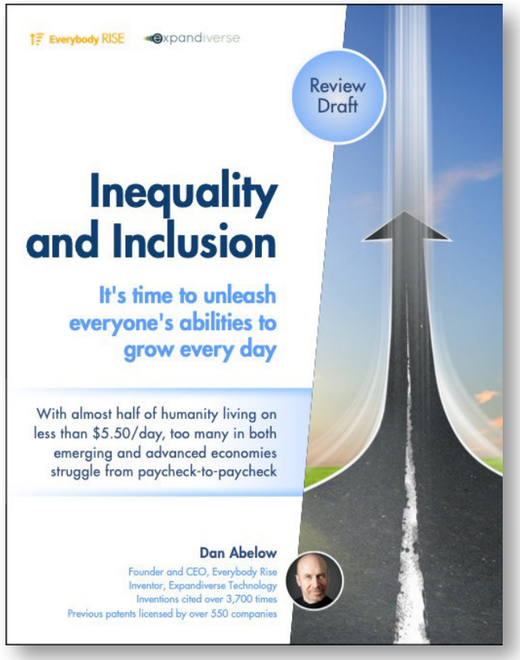
FIG. 267 exemplifies the ramifications of an AKM and Active Knowledge by means of accelerating transformations, along with the emergence of “AnthroTechtonics”: Devices and governances become dynamic, self-aligning instantiations of humanity’s current goals, new knowledge, emerging know-how, and new group and organizational processes that rapidly (even immediately) put those into use worldwide to achieve current and new goals both individually and/or collectively.

Expandiverse™ Technical Series

A World where Everybody Rises

Adapted from the “Inequality and Inclusion” scenario, part of a new book manuscript in development, by Dan Abelow.

At six in the morning women in clean blouses and men in well-patched overalls walk down a narrow lane packed with people, backs straight and heads upright. They drop banana skins and wrappers from quick-fry breakfasts, crushing them to dust under thousands of mostly bare feet. Everyone flows in the same direction, from Kibera, one of Africa’s largest slums, toward the fast-growing city of Nairobi and its jobs.



Kamau Kgosi’s eyes were alert, focused on the phone screen in his hand as he walked. Unlike the others he had just arrived on an overnight minibus from his dusty village, all his worldly possessions in a small faded sack. His cousin had left three years earlier, impoverished. When he returned for a visit he showed off clean clothes, two mobile phones and the latest tablet. Kamau returned with him, and now he walked toward the city with the morning’s crowd, looking for work on the mobile he had borrowed from his cousin.

Without his knowing it, his cousin had opted-in to Active Guides. This free network service offered the best known information and choices to everyone as they use devices. Most searches were made obsolete, because everyone received the world’s best know-how and choices as part of what they do.

Suddenly an unexpected popup appeared on Kamau's screen and the Active Guide's voice said, “You’re new at this device. You’re at a low 19% level in your job search, compared to others doing this. Do you want to increase to a 72% level of success?”

Though Kamau didn’t know it, Active Guides use large numbers of similar steps during tasks to learn the most successful steps and task paths. Then, like GPS, it delivers those steps as optional directions to each user who wants them.

Kamau wasn’t sure what to do, but needed work so he verbally answered “Yes, help me.” The screen cleared and it showed a picture of a modern tablet whose screen displayed a list of jobs. “You need to use this tablet because it runs a Nairobi work finder. Do you want to pay to rent it, or use it by sharing?”

Since he didn’t have any money Kamau asked his cousin, who was “virtually present” in a shared space with him.

“Your phone wants me to share it or pay to use a work finder,” Kamau said.

"No need," his cousin replied. "It's on a sharing network that has a good work finder. Here, let me connect it."

In seconds Kamau's mobile phone was virtually using a shared device that ran a Nairobi "find work" app. Now his screen listed immediately available day jobs.

Little did he know it, but Kamau's phone was already connected with countless other shared devices worldwide. One of the Expandiverse technologies, "subsidiary devices," made people's devices, processing power, apps and content accessible worldwide. Users accessed others' digital resources and shared theirs in return.

This Expandiverse remote control had started a new kind of shared economy service, like Airbnb for devices. It transformed tech's worldwide devices, products and services into sharable resources where individual users no longer need to buy every device, app, content and service. With new kinds of payment systems, whether sharing credits, crypto or payment, even the original vendors of the products, services and content could be paid when they were used.

Rather than turning off older high-powered systems, countless people left their old devices on and fully loaded so they could offer them as shared devices. These built their owners' "sharing credits." High-bandwidth networks delivered their software and apps, online services, subscriptions and digital entertainment books and movies. Many of those owners earned so many sharing credits that they used the world's vast digital resources as"always on"

Photo of Kibera by Regina Hart, cropped, used under CC 2.0 license

personal abilities they took for granted everywhere throughout the day.

Kamau was pleased as the Active Guide continued, showing him the steps in finding and getting to his first day job. He even told the work finder app he was on the way.

Suddenly there was a reply. "Hello, I am Ajani and I can see you on my map. Are you coming to work for me?"

Surprised, Kamau said, "Yes, I need work."

"Good," Ajani replied. "You should be here in about 14 minutes. If you work hard today, I have work for you for the rest of the week."

"I need that," Kamau said. "I am new in Kibera and want to work."

"I pay every day, Ajani said. "If you work out I will add you to my workers' shared space. It tells you when I have work available. If you check in and say you're coming, and show up reliably, you get higher pay and maybe even a regular job."

"I will be there soon," Kamau said, pleased that he had found work for the day, and perhaps for the week.

As he walked the Active Guide offered advice on how to succeed faster and better. It offered options for how to dress and where to buy those clothes and shoes on his way to that job.

Kamau didn't know it, but these purchases helped pay for the Active Guides. In the same way that Google's Search is really an advertising network, Active Guides are an invisible, embedded consumption and marketing service that fits every user's immediate needs, every minute of the day. Active Guides replace a lot of advertising, shopping and online stores, making them obsolete. Instead of Google ads, Amazon, social shopping or a mall, Active Guides deliver what everyone needs personally and privately — during the step when it is needed.

Because sharing is cheap and affordable, the Expandiverse "shared digital economy" became a popular choice. For most people, shared devices produced higher living standards with a wider range of choices both locally and from all over the world. Instead of buying one or two digital devices and subscribing to only a few digital services, humanity's combined devices and resources gave everyone a world of choices, so everyone could reach their goals.

Within minutes Kamau found himself walking with his head held high, already connected with his first employer by GPS from the tablet he shared by remote control.

Both Kamau and his employer tracked each other. His new employer greeted him as he arrived and put him to work right away.

On the way, Kamau was guided past stores where he could buy or share better second-hand clothes, and he looked as he passed them. That would come soon, he thought, as he started making money and would need clothes, his own devices and new ways to succeed.

As he walked, Kamau listened to a few tips about how to make this a good first day at a new day job.

It's last message said, "If you use Active Guides and follow its suggestions, this can raise you to the 88% level in finding and keeping day jobs."

Kamau smiled as he started feeling at home in Nairobi, enjoying his first day of work on a People-First Digital Earth… a new world that is adding Greatness for All.

Author / Inventor

I believe the real value of innovation is to solve the biggest problems, and advance humanity to its next stage. These steps are rare but they transform billions of lives by growing humanity's abilities and prosperity.

I think of myself as an Applied Futurist who starts with big, unsolved problems in life, economics and our planet. Then I use foresight to design a positive future, and create new patented technologies to build it.

Here's a few metrics:

- **Degrees:** Harvard and Wharton
- **Commercial Value:** 550 licensees of my previous patents, includes Apple, Google and Microsoft
- **Wide Usefulness:** Lifetime patent filings cited 4,100 times. (The average patent is cited only 3 to 6 times. Only 0.01% of patents are cited more than 100 times.)
- **Limits Others' IP:** My large filings cover many new areas at once. U.S. Patent Examiners cited Expandiverse IP the most in 2017. Their wide and continued citations limits others from getting patents on what the Expandiverse already filed.

Anticipates What's Coming: My latest IP and patent family is the Expandiverse, Human Potential Unleashed™.

- **Vision and mission: Start universal success on a sustainable, healthier and more prosperous planet that includes everyone**
- **2,033 patent citations of Expandiverse IP** (as of May 2023)
- One-third of these patent citations are by 20 of tech's largest companies
- This is in the most cited 0.01% of all U.S. Patents

Ten of the tech leaders who cite this IP, with each's number of citations:

Microsoft 116 Citations

IBM 80 Citations

salesforce 64 Citations

Google 41 Citations

amazon.com 29 Citations

Bill Gates new patents 9 Citations

39 Citations

Meta 21 Citations

16 Citations

intel 15 Citations

SAMSUNG 53 Citations

Panasonic 31 Citations

SONY 27 Citations

SAP 13 Citations

81 Chinese Citations

UX (User Experience) Expert:

Hundreds of UX improvements for leading companies. Some previous UX clients:

Use Case Example: ESG Roadmap Keynote

As the climate crisis forces your company to act, how will you use your rapid transformation as a growth opportunity by taking profits-focused economic leadership?

My keynote speech opened a 2-day ESG conference by U.S. utilities, the industry that produces 25% of U.S. Greenhouse gas emissions.

This keynote provides a two-stage roadmap to use the Expandiverse Real World Metaverse to:

- Increase revenues and profits by becoming a real-time ESG solutions platform vendor.
- Evolve that real-time ESG Solutions Platform to lead a worldwide ESG Solutions economy.

Stream this ESG solutions keynote: https://www.expandiverse.com/resource-use-case-esg-keynote/

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