

Dear Sir, For more information I recommend my website www.voicestechology.com.

The Internet is a database of records, and everybody uses a search engine like Google to extract the records related to their input. The records are in all forms of media, video, photo, print, and audio and are contributed by citizens, corporations, governments and social organizations from all over the world, from now and the past, while its rate of increase is still exponential. Although they can bring amusement or knowledge to the searcher, these records are lifeless information, and can be true, false, entertaining, offensive or incomplete. Every individual now is more informed, because they can access a nearly 100% proportion of the collective knowledge of humanity. They can search what is weather in Timbuktu, what year was Abraham Lincoln born, who was the first Australian Prime Minister, where is the coldest place, how a tap works, get a sense of what they'd like to do on a visit to Phnom Penh Cambodia and how it is to be there, find out about Brad Pitt's life growing up, estimated net worth, and enjoy viewing his different hairstyles, fashions, beards and families, or how cavemen lived. This widens the knowledge gap between those who choose to seek more knowledge and those who are more passive, because they engage more fully with the opportunity. We tell Google our key requirements, and in a split second it finds related contributions which are far too numerous for us to completely review. The information is centralized and accessible but is limited by the ability of the searcher to understand, and entities choosing to not contribute. You will not find out what I had for breakfast today, what Larry Page learnt yesterday as his company continues its research, and Facebook has no contact or office location information on its homepage. A Medical Practitioner can search what percentage of population have A+ blood type, while an Oncologist can find the most up to date published results of a new drug's clinical trial, and a technology reseracher has the most leveraged capability to access more information than anybody else by building search engines and artificial intelligence that reads and makes sense of the whole internet. Just as every citizen has more knowledge now than ever, so it is true of highly qualified and specialized professionals, and this is an accelerating force in their collective knowledge, research and development. More informed individuals communicate their knowledge to others and this accelerates the rate of new knowledge increase, it is true of 2014 compared to 2000, as it is 2000 compared to 1900, and it widens the gap between the most and least specialized in the community. The state of the art methods in existence today that can search the internet are a lot more advanced than when I first started using Google in the late 90's. IBM has developed and possesses Watson, a highly functional device, which beat two all time champions at the quiz show game Jeopardy. Over 3 episodes Watson answered 66 questions correctly and 9 incorrectly. The type of answer required is provided, and some examples(question/answer) are:

- Milorad Cavic almost upset this man's perfect 2008 Olympics, losing to him by one hundredth of a second : *Michael Phelps**
- She "Died in the church and was buried along with her name. Nobody came" : *Eleanor Rigby**

- It was the anatomical oddity of U.S. gymnast George Eyser, who won a gold medal on the parallel bars in 1904 : *Missing a leg****leg*("missing a leg" is an incorrect answer because "leg" was correct,)
- Disneyland opens & the Peace symbol is created : *1950's*
- 4-letter word for a vantage point or a belief : *View*

So despite Jeopardy's verbal communication and atypical approach to asking a question, Watson is able to combine an evaluation of information to be searched, with the search and extract a single required answer from the information that relates. This is the most highly evolved publicly known search engine, because it had to narrow down, taking account that some stored information was untrue, partial and unclear. It can interpret quiz show questions(input), choose then comprehend the relevant records(data), with a universal memory(the internet) so it is a game show champion. It has however far wider applications, and becomes an owner of all the knowledge in the whole history of the world, because of its speed, memory and communication skills(responding to human requests, and sifting through printed material). I don't know if it can write essays explaining subjects, but this would be the next incremental human like step forward, and it is already a form of Artificial Intelligence. IBM have website information outlining this development, and CISCO is said to have the "Internet of Everything" although not much else is said publically, we hear nothing from Apple or Microsoft, and Google have a wide range of projects, but have not publically informed that they have search engines more sophisticated than what we use daily, or what stage their Artificial Intelligence projects are at. There is significant advancement at the quantum level because this is the basis of our free will. Just as individuals and medical practitioners have more knowledge today, then it is true in many multiples for technology researchers because their work is to find methodologies to extract and interpret Big Data and become custodians of all our collective knowledge and behaviour. The difference between Big Data and computing in the past is that the internet has information on every aspect of life, many individuals, communities and institutions, so to know it and interpret it is why the search engine has evolved to Watson. That we surf on the web, is also new behaviour and another source of information which Big Data analysts learn from, with sample sizes so large their reliability is like an election. Technology companies such as Google and Facebook, who aggressively accumulate big data from the internet, do not provide their own contact details. Google's website provides no email address or discussion about their "Chinese walls" or internal compliance procedures. One significant consequence of this, is the lack of auditing capacity, for big data to accumulate on their activities. At the very least the public should view and categorize them, just as they view and categorize the public, and the quest to succeed at Data Mining is where the intuition of quiz champions still beats Watson. Humans have mined data since the dawn of time, so the new challenge is to systemitize it, so the technology of developers can optimize their searches, on all the information which is and will become available. Throughout the past research has sought to correlate clues provided by partial data with a desired outcome. In medicine the hunch that German measles would inoculate Smallpox, when Issac Newton came up with gravity because an apple fell on his head, in Government that the community interest is best served by setting a minimum wage, than allowing purely free forces to set it. There is a massive gap, between a

technology developer's power with internet, searching and interpretation, and anybody else. Employing a relatively few medical, scientific, business people, advertisers legal, engineering specialists they will leverage their capability far above pharmaceutical companies, medical associations, businesses and others, and Google recently announced the Baseline Project to link gene's, technology, and the human body. Just as Bill Gates was the richest person in the world, the next generation of young billionaires will increasingly dominate, because communities are fulfilled by providers of knowledge, and built around what works e.g. Facebook for communication. This used to be the role of Government by giving individuals their freedom, but understanding their needs as a community, based on fact and engagement. This is an era where ownership of this becomes inexpensively scalable and therefore affordable to criminals and terrorists. At some future point Government will need to take responsibility for these technology applications, to remain relevant and to represent the interests of society. It is winner takes all for the companies, and Yahoo has fallen far behind Google, while a new generation can evolve rapidly with a tangential development to it's predecessor, e.g. Google vs Microsoft. The sports and entertainment industry has been long like this. Tom Cruise face and name is recognized in a movie, which attracts a global audience to see a film for \$15. He gets paid \$20m when his talent is no more than the best actor in any Broadway Show, yet they struggle to make ends meet. It's good for him, but there's little opportunity for other professionals. Tangential opportunities however may exist for only a limited number of generations, and Facebook has used it's uniquely privileged feedback to create a huge advertising revenue business in just 2 years. Competitors and employees will lose, consumers will win and so will Mark Zuckerberg.

Our behaviour is reflective of our attitude and needs, so this is a feedback process, where the technology companies fine tune their product, to match the preferences of their users as measured by the Big Data. The role of government is to identify community needs, and to centrally plan and adjust, the outcomes of free society. It is to evaluate and improve how a society of individuals, families and workers can optimally and happily function. It requires social information and knowledge to form the reasonable basis of the decisions it takes, and a large part of this, is rapidly shifting to technology companies, as they gather this data more precisely than ever before. We become a new society, where we understand ourselves more clearly, because are tastes are precisely catered to, both individually and collectively. As physical beings we are made up of living cells, and we each have a living attitude and desire, which aggregates to form organizations, and ultimately society, itself a living creature which has contradictions and complementary skills and passions. The dominant technology companies will drive, how individuals and society become as well understood as possible, and are steering us along this road right now using the upper hand they have, in the existing and growing knowledge base. A community has leaders and the masses, the leaders direct according to their policy, with the goal of harmony and a higher wealth and income for themselves. They need the support of the masses who want a basic life which meets their needs, but have fear that the leaders will mismanage. Society works when all the individuals are satisfied with their and other's relative position, but can become destabilized by greed and envy. I have talked above about Big Data, Data Mining, the Internet which are tools and representations, but there is also robotics, Artificial Intelligence, avatars, chatbots who you can speak to, and brain projects all interacting

in this development process, with quantum computing being the foundation, because quantum mechanics is the element of universal life and matter. It is where man made tools(computers) converge with mind and soul, life and matter, thus crediting humans as creatures who have evolved back to harness almost all the deep forces which created them. This is how the human free will accelerate the evolutionary process, beyond relying on successful mutation.

New Technology is evolving in many ways, and below are some websites which provide information on different cutting edge aspects. The key areas relate to facial recognition, human expression, artificial intelligence(as discussed above), creative technologies, computer biological modelling, data mining and robotics. It is about trying to replicate and model, the human condition - body and motion, mind and sensing, feeling, thinking and physiology(e.g.immune system), as well as understand society as a living organism too. This has raised issues about privacy and the individual vs society, as well as leadership already, and raises the question what fundamental truth do all these above developments(and the insights they reveal) converge on.