TANGENT daily

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BUSINESS NOTE

Kevin Kelly on AI as invisible background

Kevin Kelly argues in The Technium that within 50 years most AI will be invisible, spread through countless small interacting minds rather than one central brain. He calls it "a superorganism that is so vast that, like an ocean, it becomes the environment," felt rather than seen.

A seller of printables can treat that idea as a design brief: make the tool disappear into the routine it serves. A printable weekly meal planner, for example, works best when the layout is plain enough that a buyer stops noticing the page and simply uses it, which is the same logic Kelly applies to ambient AI.

Source: The Technium, Swarm Intelligence
https://kk.org/thetechnium/swarm-intelligence/