BUSINESS NOTE

A World Model Arrives in Genie4

Kevin Kelly, writing in The Technium, reports that Google's Genie4 amounts to "a genuine world model," citing real time generation, volumetric 3D navigation, and language prompts. The post presents the release as a new generation of world simulation rather than an incremental update.

A seller of printables can test scene ideas inside a simulated space before committing to a final layout, walking through a room or setting at different angles to check how a design reads. A printable party backdrop for a fall gathering, for instance, could be drafted and viewed in three dimensions before the file goes to the shop.

Source: **The Technium, Weekly Links, 10/30/2026**
https://kk.org/thetechnium/weekly-links-10-30-2026/