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Catch up!



Major players



## ChatGPT comes into the office—with keys to the entire cloud

OpenAI is expanding its offer for business clients. The latest ChatGPT features are designed to simplify working with documents, make organizing meetings easier, and integrate the model with corporate systems. The new features were primarily rolled out to users of the Team and Enterprise plans. Dropbox, Google Drive and SharePoint—*connectors* are the universal key to corporate data collections. Instead of searching through folders, just ask a question and the model will point out the answer along with a quote and source. Analysis of an Excel table? Report in PDF? You don't need to copy anything, as ChatGPT sees what the user sees, respecting corporate permissions. The next new feature is record mode for the Team plan. Meetings? Brainstorming? GPT records, transcribes and creates organized notes with timestamps. The task list is automatically generated and goes straight into a document in the canvas. Analysts will also enjoy the beta version of *deep research connectors*. The integration with HubSpot, Linear and selected Google and Microsoft services allows to combine data from corporate sources with information from the internet, creating research reports and analyses. The MCP protocol enables to link a model to external tools, all within a single session. What connects these innovations? The promise that work will become faster, simpler and less tedious.

## Email bodyguard from DeepMind – the end of reading spam

Demis Hassabis (CEO of Google DeepMind) is tired of emails. So much so that he admits he'd pay thousands of dollars a month just to get rid of his inbox. At SXSW London, a vision for the next-generation mail was presented: AI tools that will learn the user's style, respond to routine messages and support making simple decisions everywhere we waste time. The system is designed to recognize repeating emails—confirmations, inquiries, follow-ups—and generate responses that match the user's context and tone. The tool is meant to be a shield that protects our attention from the algorithmic noise, like a personal bodyguard amidst spam. In a broader perspective, the head of DeepMind is calling for global cooperation, especially between the USA and China, in the development of AGI. It predicts its appearance within 5-10 years and highlights the need for the academic community to

engage in analyzing social effects. This technology has potential: from diagnosing rare diseases to modeling the effects of climate change. Before that happens, it can effectively take care of our mailbox.



## Business

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### Musk thinks differently: Neuralink's N1 implants

Elon Musk announces that he's stepping down from his role as political advisor to focus on his projects. He has reasons for that: Neuralink, his company, just raised \$650 million in the latest funding round, boosting its valuation to \$9 billion. Among the investors were ARK Invest, Sequoia Capital, Thrive Capital and Founders Fund. This money is set to speed up the development of the brain-computer interface. The N1 implant processes neural signals into digital data, allowing the user to control devices like computers and smartphones using just their thoughts. Data is transmitted wirelessly and the device is powered by an inductively charged battery. The American FDA has granted the system "breakthrough device" status. The FDA initiative speeds up the approval process for innovative medical solutions. Neuralink technology has the potential to restore lost functions and enhance human brain capabilities, opening up new prospects for medicine.

### AI-dvertising: when ads create themselves

Jeffrey Katzenberg, co-founder of DreamWorks, is betting on technology again after the Quibi flop. His fund, WndrCo, just co-led a Series A funding round worth \$15.5 million for Creatify, a platform for generating video ads. AdMax, the flagship tool of the platform, analyzes effective campaigns on TikTok and Instagram—from music to editing—and creates its own versions tailored to current trends. On top of that, it features 700 avatars, 140 voices in 29 languages and a tool for writing ad scripts. Brands can efficiently test dozens of creations, which allows to reach the audience more effectively and

increase the return on advertising investment. This fits into a broader trend—Meta has also just announced full automation of ads. AI will test thousands of ad versions on users of Facebook, Instagram and Threads, tailoring the content, landscape and even the weather to the user. Is it winter? You'll see an SUV on a snowy pass. Do you live in the city? You'll see the same model—but on a bypass by night. Why now? The pace of social media is accelerating and users' attention spans are getting shorter, so ads need to reach the audience before they scroll past.

## Catch up: world

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The Russian space agency Roscosmos has announced plans to integrate its Gigachat model—developed by Sberbank—into the computer systems of the International Space Station. AI is set to support the ISS crew in processing satellite images, boosting their resolution from 1 m to 0.5 m per pixel. The equipment needed to deploy the model will be delivered during the next Russian mission to orbit, scheduled for November 27.

The earthly perspective looks no less ambitious. German financial regulator BaFin has implemented AI into market monitoring systems to boost the efficiency of detecting abuses and suspicious trading patterns. The new analytics module, integrated with an alert system last year, has already improved the accuracy of findings. According to BaFin president Mark Branson, it's part of a broader plan to rebuild trust in the institution after the failure to supervise Wirecard in 2020. This time it's the algorithm that's supposed to build credibility—not just human judgment.

Infrastructure stands in the background of these actions, and it's the focus of Microsoft's latest investment in Switzerland. The company will allocate \$400 million to expand and modernize four data centers around Geneva and Zurich. The increasing demand for cloud and AI solutions is forcing a larger operational scale, but also a greater control over data location—especially in regulated sectors like finance, health and administration. Microsoft also emphasizes that the investment is accompanied by a broader initiative to support small and medium-sized enterprises, as well as AI and digitization training programs.

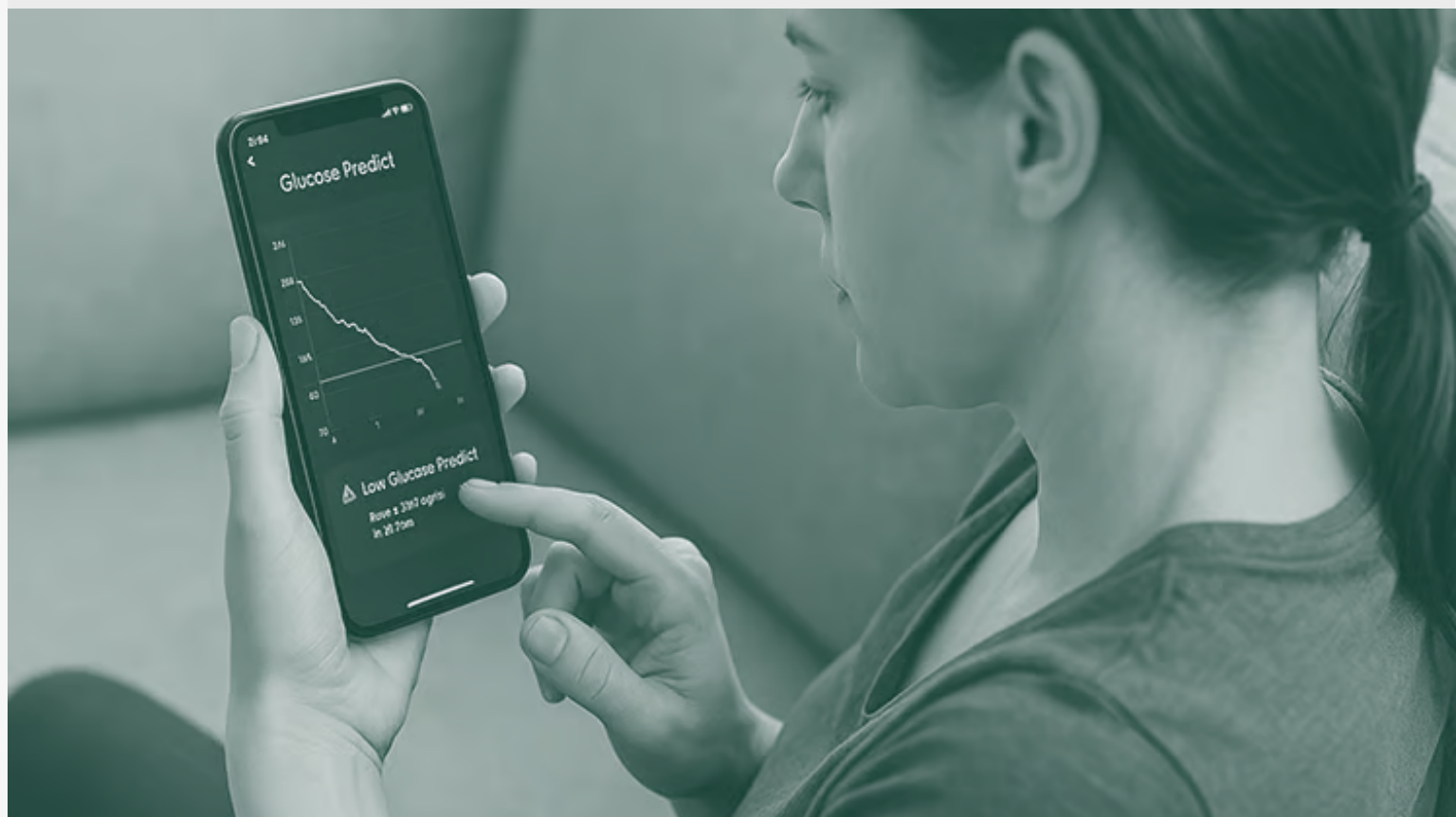
## **Tesla under supply pressure while the rest of the market keeps steady**

The June 5 session unfolded with selective capital rotation. Tesla saw a sharp drop of 14.26% at a record volume, which might signal a revision of expectations for future cash flows, or a shift in sentiment towards risky assets. Microsoft (+0.82%) continues its upward trend, nearing its annual high. Amazon (+0.33%) and Alphabet (+0.25%) remained stable, while Meta (-0.48%) saw a slight correction. Apple (-1.08%) and NVIDIA (-1.36%) experienced technical pullbacks. The market differentiates exposure, favoring companies with predictable revenues and attractive multiples.

Symbol	Company name	Last price	Change	% Change	Market time	Volume	Avg Vol (3 month)	Market Cap
AAPL	Apple, Inc.	200.63	-2.19	-1.08%	4:00 PM EDT	54.96M	61.82M	2996.57B
NVDA	NVIDIA Company	139.99	-1.93	-1.36%	4:00 PM EDT	227.63M	273.65M	3414.02B
MSFT	Microsoft Company	467.68	+3.81	+0.82%	4:00 PM EDT	19.90M	23.85M	3476.05B
GOOG	Alphabet, Inc.	169.81	+0.42	+0.25%	4:00 PM EDT	24.81M	26.05M	2051.63B
AMZN	Amazon.com, Inc.	207.91	+0.68	+0.33%	4:00 PM EDT	33.92M	50.26M	2207.26B
META	Meta Platforms, Inc.	684.62	-3.33	-0.48%	4:00 PM EDT	12.56M	17.50M	1721.36B
TSLA	Tesla, Inc.	284.70	-47.35	-14.26%	4:00 PM EDT	278.74M	124.06M	917.01B



## Science / Culture



### Glucose Predict: AI prevents hypoglycemia

Every 5 minutes, a sensor sends data, and AI analyzes patterns and predicts glucose levels for the next 2 hours. IBM and Roche just introduced Accu-Chek SmartGuide Predict—an app that lets diabetics react before their sugar levels hit dangerous highs. The system works with a continuous glucose monitoring sensor. The "Glucose Predict", "Low Glucose Predict" and "Night Low Predict" features send out warnings of glucose drops, including during sleeping, up to 30 minutes in advance. In clinical trials, the system achieved an average relative error of 9.2% and 99.8% of the results fell within the safe zones of the Parkes error grid. The app has been approved for use in Europe for adults with type 1 and 2 diabetes who are on flexible insulin therapy. Simultaneously, IBM and Roche have developed a research tool based on the Watsonx platform that automates the analysis of clinical data by linking glucose levels with participant activity. As a result, the quicker identification of patterns can help develop new therapies.

## Newsroom without people: Virtual presenter for 92 News

Pakistani news channel 92 News announced the debut of the country's first AI-based anchor. A virtual Urdu-speaking journalist will provide both real-time updates and previously prepared materials. The station called it "a bold step into the future of journalism." 92 News is joining the group of broadcasters testing AI in newsrooms—following China, India and Kuwait, where virtual presenters run 24h services. The technology is tempting: lower costs, greater efficiency and no delays. Virtual presenters operate non-stop, eliminating pronunciation errors. Besides, they can be updated in real time. However, the reactions are mixed. Supporters praise the innovation, while critics fear its impact on journalists' employment and point out AI's limitations—it lacks context assessment, empathy or ethical decision-making abilities. The question remains: will other media decide to take a similar step?

## Lights, camera, action: 5 days of chaos at OpenAI on the big screen

In November 2023, Sam Altman was suddenly fired by the board, only to return to his position a few days later amidst a corporate coup. These 5 days of chaos at OpenAI are set to hit the big screen—with a dash of satire and a pinch of salt. Amazon MGM Studios is preparing a film called "Artificial" about the behind-the-scenes of this company crisis that echoed through Silicon Valley. Luca Guadagnino will direct the movie, while Simon Rich, a former Saturday Night Live writer, penned the script. The comedic tone of the production suggests that "Artificial" will expose the behind-the-scenes world of AI not as a heroic epic, but as a high-stakes farce with poor communication. Andrew Garfield is being considered for the role of Sam Altman, Monica Barbaro as the then CTO Mira Murati, and Yura Borisov as Ilya Sutskever, the co-founder of OpenAI who played a key role in Altman's dismissal. Filming kicks off in the summer of 2025 in San Francisco and Italy. "Artificial" joins the growing wave of AI movies alongside titles with Anne Hathaway and Joe Wright. But this one's different: less predictions about the future, more absurdity of the present. In a world where artificial intelligence is finding its voice, irony speaks up.





## 80% accuracy in reading a dog's soul

Barking, licking, scratching, eating and drinking—Fi Series 3 Plus tracks every dog behavior with 80% accuracy. The latest smart collar integrates with Apple Watch, giving owners a complete picture of their pet's activity: steps, sleep, and potential health issues detected by AI. The new GPS module has double the signal sensitivity of its predecessor, ensuring precise location tracking. Tracking your pet in the woods or at the beach? No problem. The Apple Watch app matches the mobile version: it displays data about sleep, steps, food, and even processes veterinary bills and insurance policies. Everything in real time, without needing to reach for your phone. The collar has an IP68 waterproof rating, meaning it can withstand immersion in salt water up to 50 meters. It also features LED lights for night walks and a battery that lasts up to 3 months on a single charge. It's available in five sizes and four colors, from neon yellow to muted gray. What's the business model? Subscription from \$14 a month with no collar costs. This digital guardian for your four-legged friend is for those who want to know if their dog is sleeping peacefully before it starts scratching at the door.

## VR/AR on the battlefield: Meta Quest is heading to the testing ground

Meta and Anduril Industries are working on EagleEye—a set of rugged goggles for the US army. They are AR and VR combined, with a focus on survival, rather than entertainment. The system is designed to improve soldiers' orientation in the field and enhance their safety: integrated sensors detect drones from a long distance, identify hidden targets and synchronize with AI-supported weaponry. Reality Labs technology is responsible for lightweight and durable goggles, while artificial intelligence developed by Meta collaborates with Anduril's autonomous software. EagleEye can monitor soldiers' health in real time and instantly transmit data to the team. Both companies submitted a joint bid in a Pentagon tender worth \$100 million, as part of a larger project to modernize the US army worth \$22 billion. Anduril became the main contractor after Microsoft didn't meet expectations with its previous headset. In the background: Palmer Luckey, founder of Anduril and creator of Oculus Rift, is teaming up with Zuckerberg again. After a controversial depart from Facebook in 2017, their paths crossed again. Not for Meta Quest, but for the battlefield—not the one in the comments, but the real-life one.

## Catch up: Poland

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Scientists from Poland and Spain have developed a new method for planning radiotherapy that generates more than one irradiation plan. Instead, the AI-driven system offers multiple scenarios at once, considering various medical and technical priorities. The oncologist picks the best—faster and more effectively. The solution, currently being tested at the National Institute of Oncology in Warsaw, might soon become the standard. This is especially important given the rising number of cases and the staff shortage.

Another equally necessary kind of support is being developed by the platform *TwójPsycholog* (Your Psychologist). The new CEO, Krzysztof Sienicki, plans to develop an AI assistant feature that will help users understand their own needs, choose the right therapeutic path and support their loved ones. With over 5,000 specialists in its database, the company is building a mental health support ecosystem where AI acts as a contextual advisor that's fast, always available and tailored to real-world problems.

At the same time, PWN Publishing launched MEDICO PZWL—a digital platform created with doctors, medical students and residents in mind. MediChat is an AI assistant that answers clinical, educational and therapeutic questions, relying solely on verified sources. MEDICO integrates 150,000 documents, from scientific journals to pharmaceutical data, and boosts features such as a drug interaction database, recommendation generation, diagnostic tools, a multimedia area, and exam sets.

AI in Poland doesn't just stop at the medical sector. Tequipy, a startup founded by former Revolut employees, just raised over 3 million PLN. The company already serves over 100 clients from USA, UK and Saudi Arabia, offering comprehensive IT equipment management—from delivery, through service, to recovery. The expanding AI system is set to take over repetitive tasks: monitoring orders, assigning access to applications, optimizing costs, as well as providing hardware recommendations based on trend analysis and security.



## Learn

### TERM

**Keygen** is short for "key generator". It's a computer program that generates unique activation codes or serial numbers that the software uses to verify the legality of copies. These keys are needed to activate the full version of the software, which usually has more features than the trial or demo version.

### TOOL by Karolina Ceroń

Microsoft launched Bing Video Creator, based on the Sora model. The tool allows you to create short, 5-second videos based on a simple text description, and it's free! Just download the Bing app on Android or iOS, type in what kind of video you want, like "sunset over the mountains", and AI will create a dynamic vertical clip in 9:16 format—perfect for TikTok or Instagram. There are two modes: the standard (free) mode and the fast mode, which speeds up generation using Microsoft Rewards points. Every new user gets 10 free accelerated generations.

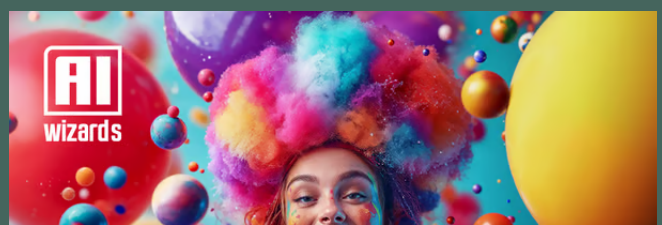
### PAPER

"Wait... let me rethink." Sounds familiar? This is a popular trick in prompting language models—adding a pause to encourage deeper thinking. However, the authors of the study [Does Thinking More always Help? Understanding Text-Time Scaling in Reasoning Models](#), show that this method can be a double-edged sword. Indeed, the first extension of the reasoning process does improve the answer's accuracy. But too long deliberations lead to... overthinking. Models start to ramble, and accuracy drops. By means of a simple probabilistic model, researchers explain that each subsequent "thought" increases entropy, that is, the uncertainty of the answer. As a result, we seem to have more options, but the risk of error increases. Instead, the authors suggest parallel thinking—not just one extended path, but several short, independent ones. Instead of stretching out the process over time, the model generates several approaches and picks the best one through majority voting. The result? Up to 22% better efficiency with the same token budget. Conclusions? AI models, just like people, don't always benefit from repeatedly analyzing topics. It's the diversity of perspectives that matters, not the length of the inner monologue.

### EVENT

After a warmly received first edition, AI Creative Fest is coming back on June 11 with even more knowledge and ideas. The program includes 13 expert talks on the future and practice of AI, 10

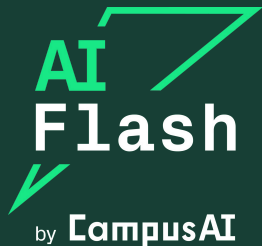
thematic zones for discussions and tool testing, plus unique attractions such as a guided tour of the Legia Stadium and vouchers for a match. This event is for those who want to stay up-to-date with technological changes in marketing,



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