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TRAX RECORDS commemorates its 40th Anniversary with a bold Collection, presenting a multi-format release that captures the essence of the label's past, present, and future. Curated by artist and provocateur Jorge, the collection has been roll out digitally, along with limited-edition vinyl pressings, released on June 20, 2025.

The release package serves as a masterclass in house music's evolution, pairing foundational artists like **Frankie Knuckles**, **Marshall Jefferson**, **Phuture**, **Ron Hardy**, **Armando**, and **Paul Johnson** with boundary-pushing producers including **Jorge**, **Hiroko Yamamura**, and **Analog 87**. From iconic anthems like "Move Your Body" and "Your Love" to genre-blending remixes and experimental deep cuts.

The compilation underscores Trax's role as innovator, that prides itself as a record label collaborator in the music industry, as seen, and heard, by the release of this four decade compilation.



boiMAGazine staff and friends dropped by Summerfest in Milwaukee, Wisconsin, an annual event dates back to 1968, and takes place at the Henry Maier Festival Park along the shores of Lake Michigan.

Two 80's legendary groups, The **Psychedelic Fur**s and **Devo** were performing at the same time on different stages, so we split up.



Devo hails from **Akron, Ohio**. The five member band dating back to the 70's were major contributors to the new wave movement. Amongst many of their hits, "Whip It" (1980), "Girl U Want" (1980), "Beautiful World", and "Peek-A-Boo" (1982) were some of their hits, though I think many will agree "Whip It" put the group on the map. They believed that instead of moving forward, society was actually going backwards. They titled it "De-Evolution".

Devo combined music, humor, and art, and the result was robotic dance moves, matching jumpsuits, and their red "energy dome" hats. Keep in mind, prior to this new wave sound, punk rock ruled the airwaves.

Devo took to the stage at 9pm and performed as if time stood still. The sound and lights were exceptional. Connecting with other Devo fans was not difficult as there was plenty of Devo merch, including the red-hats. All in all, I enjoyed the show and would advice everyone to support these legendary bands. Wether they be classic rock, new wave, or whatever the



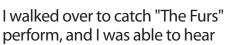
genre, these bands will not be around forever. Devo performed all their hits and I was glad to have had the opportunity to see them in concert.



While boiMAGazine's **Mike at Night** and I were enjoying the sounds of Devo, the other half of the party **Caesar** and **Joanna Estudillo** were covering **The Psychedelic Furs**, that were on another stage at the same time.

The Psychedelic Furs were formed in London in 1977. They were considered part of the post-punk wave that followed the raw chaos of punk rock, but they added their own dreamy, dramatic twist. Led by the deep, raspy voice of front-man **Richard Butler**, the band blended punk energy with poetic lyrics, haunting melodies, and a moody

atmosphere that helped define the British new wave scene of the early 80s. Their more radio friendly hits such as "Love My Way", "Heaven", and "Pretty In Pink", gave the group international recognition.





Please check our <u>Out n About Facebook Group</u> for pics and vids of our trip to Summerfest, including pics and videos of Devo and The Psychedelic Furs.

Thanks to **Caesar** and **Joanna Estudillo** for their hospitality and providing pics and vids for **The Psychedelic Furs**. Also thanks to **Mike Macharello** and his partner **Jorge Hernandez** for providing additional Devo coverage. We hope to attend next year for more coverage!



Quite a mouthful, but easy to swallow!



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boiMAG.com/AskChar



ASK CHAR

The views and/or advice expressed here are my personal opinions, based on my life experience, and don't necessarily reflect the opinions of any other individual or organization. Have a question? eMail me at **AskChar@boiMAG.com**

Dear Char,

"I'm stuck in a dead-end job. Should I take a leap of faith and pursue my passion, even if it's risky?"

Dear Stuck in Streeterville,

A dead end job is a job where there is little opportunity for advancement and even less chances for career development.

The decision to find a new job often rests with those of us who have given up on ourselves and given up on the potential for a job that enhances our life.

Sometimes we stay in jobs like this because we like the people there, because we make enough to fulfill our needs, or we wonder if it is worth the risk to leave something we know well and move on to something new. Maybe you are just plain comfortable.

If you have a passion for something else and you are lucky enough to truly know what makes you feel excited and energized. How can you not just "go for it"?



Well here comes the tough part of all of this.

YOU JUST HAVE TO MAKE DECISIONS THAT:

- 1) Are smart
- 2) Can last
- 3) Have short term benefits and long term potential.

So you might need to do your research, really take a hard look at this thing that drives your passion in the short term and the long term.

Don't jump from a job you can do with your eyes closed into a new arena that can lead to hardship on the short term and has only long term probability. It will be fun and exciting at first as you struggle and fight for what you love to do, but then may challenge you financially for the long haul.

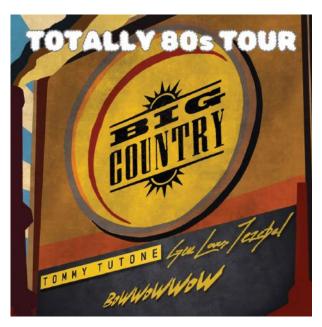
Take the leap, friend, but make it a calculated leap.

In CONCERT

Jorge Suarezz

Totally 80's Tour @ The Arcada Theatre

The 1980's was a decade defined by bold fashion,



neon lights, and a music scene that broke boundaries and embraced individuality.

It was a time when postpunk, new wave, and power pop collided to

create unforgettable sounds that still echo today. On this date, four 80's iconic groups took to the stage at the Arcada Theater in St. Charles for an evening of memories.

Tommy Tutone is the stage name of Tommy Heath, co-founder and frontman of the power pop/ new-wave band formed in 1978, best known for the 1981 hit "867-5309"/ Jenny. That song reached #4 on Billboard Hot 100 and has endured as an emblem of early's '80s pop rock. Tommy is the only original member still active and hails from Peoria, IL, though he had relocated to San francisco in the late 70s, where he formed the band with Jim Keller and Terry Nails in 1978.







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In CONCERT

Jorge Suarezz

Gene Loves Jezebel is a British goth/post-punk band formed in London in 1980 by identical twins Michael and Jay Aston,

along with early collaborators lan Hudson and Richard Hawkins.



Their signature blend of gothic rock, new wave, and alternative rock grabbed attention with albums like Promise (1983), Immigrant (1985), Discover (1986), and The House Of Dolls (1987).

Sadly, in the late 90s, both brothers split up due to creative differences and formed individual bands performing different versions of their original material.

Noteworthy musicians that accompanied both brothers on their separate journeys include James Stevenson (formerly with The Cult), and Chris Bell (formerly with **The Alarm**).

Michael Aston's Gene Loves Jezebel appears to be the current touring band which performs mostly in the US.

Bow Wow Wow, the new wave group created in 1980 by **Sex Pistols** manager Malcolm McLaren, featuring former Adam and the Ants members:



Leigh Gorman (bassist), Matthew Ashman (quitar), and drummer **David** Barbarossa, along with the stunning-young vocalist Annabella Lwin, who was discovered at the age of 13 and continues to perform these days as

Annabella's Bow Wow **Wow**, with her smash hit "I Want Candy" (1982), was on par this evening with her energetic dance moves across the stage at the **Arcada**. There have been new members that joined as of 2014, but it's interesting to hear that at one time, **Boy George** was briefly, a part of this group before having a fallout.









BEAT THE HEAT!

by Mike at Night

Since the hot weather is here, and a few day during the week or weekend, the heat wave has sometimes been stifling. It's important to stay safe when having fun in the sun this summer.

if you plan to spend time outside, be sure you're prepared with these go-to items to take along and keep cool.

Try bringing along cooling towels. A handheld towel is excellent for drying off after exercising, playing sports or doing hard work under the sun. A cooling towel is a step above a regular towel.

Consider a **cooling towel**, just wet it with cold water and wring



out extra water. Then, wrap the cooling towel around your neck or dab your face,

it should stay cool for up to 2 hours. When it starts to warm up again, just add more water and repeat the process.

These towels are great for a hot, summertime walk, hitting the beach, or on a bike ride on the hot trail or city streets. Cool reusable two-pack microfiber towels come in different colors, and can also offer UPF 50 sun protection. The investment in coolness is around \$23.



When you spend lots of time in the heat, your body actively loses water and electrolytes, their minerals found in the body that have a charge, through sweat. It's important to replace that lost water and electrolytes with fluids.

Smart Water for \$2.12 a bottle.



The Smart Water company Glaceau's was scooped up by Coca-Cola for \$4.1 billion back in 2007, is my go-to. Coke thinned the bottle thickness, which was a smart move for their profit margin, but not good for us who feel more protected from plastic getting in our water from a thinner plastic bottle! Coke secretly made the change when they bought out the company.



look. If you struggle to drink eight cups of water a day in the summer (and sometimes you need more if you're extremely active in the heat), an electrolyte drink is a good choice to help replenish your body.

What about <u>electrolyte powders</u>? Well I don't usually bother with that, when it's easier just to grab a electrolyte drink with electrolytes in it already.

But they're good just as well. The best electrolyte powders usually contain sodium, calcium, potassium, phosphate, chloride or magnesium. Electrolytes such as these can balance your body's water and pH levels, move nutrients throughout your cells, carry out waste from your cells, and ensure all muscles, bodily functions and nerves are working correctly.

Liquid I.V. powder provides two times faster hydration than water alone. It includes five vitamins and many times the electrolytes. One bag of Liquid I.V. includes 16 on-thego packets. Add one packet to 16 ounces of water and stir. The cost's \$23 retail.

RULE #1 FOR SURVIVING THE HEAT IS: DRINK LOTS OF WATER!

Whether this is water, or an electrolyte drink, hydration in the summer is key. You don't want to become dehydrated.

>>> MORE Beat The Heat >>>

Dehydration symptoms include tired, dark yellow urine, sunken eyes, headache and lightheadedness.

It's better over-all (price and environmentally friendly) to use reusable water bottles. I'm sure you've seen them, even Starbucks has their

brand of reusable bottles.



I find that I drink the most water when I carry a water bottle around with me. I also drink more water when it stays ice cold throughout the day. An insulated stainless steel water bottle usually does just fine for that. They are literally hundreds or thousands of options, you can even get them free at events or at your gym. If not, try the resale shops like Village

Discount or Salvation Army, you can pick up one for a few dollars. Sometimes I've seen some snazzy ones for a discount in the seasonal isle at the Jewel food store.



A **portable fan** is handy

when you miss the indoors or are dealing with broken or no air conditioning. Cool down while walking, traveling or doing anything in the sun. It can even be useful for summer nights or hanging at the beach. Look for a portable fan that is easily USB rechargeable. Some fans can even mist your face.

If you are a beach-baby, and you want to beat the heat, you first need to make sure your skin is protected. Wearing **sunscreen** should always be a priority if you're doing anything outside this summer. In addition to wearing sunglasses, a hat or UV protective clothing, sunscreen provides a shield to your delicate skin. Sunscreen provides protection from sun cancer, signs of sun damage and premature aging. While your at it, bring a huge umbrella if it's high noon, and it too hot out!

You can try chemical, mineral or combo sunscreen. If you want a sunscreen that won't leave a white cast, look for a product with a light serum. If you have acne-prone skin, use a sensitive mineral or combo sunscreen.



Neutrogena Mineral UltraSheer Dry-Touch is lightweight, clean and contains SPF 30. It is waterresistant for up to 80 minutes. It's only around \$9 off the shelf, and worth the trip to Walgreens,r CVS, or the Jewel/Osco stores.

There is nothing better than an ice-cold drink on a hot day. A **countertop ice machine** can bring the ice directly to you. You can add ice to your water or store beverages and take them with you; a countertop ice machine can be transported from one place to another. Take it with on the go, or bring it to an outdoor party. I don't have one but I've always wanted one. You can have ice anytime you want, as long as there's an electrical outlet available.

The Igloo Portable Electric Countertop Ice Maker is a good choice for around \$95. The Igloo ice maker can make ice in two different sizes. Just add water, select your ice size and ice will be ready in 7 minutes. There are



multiple easy self-cleaning settings too.

When sleeping cool, using a fan, AC or light pajamas might be a solution. However, changing your bedding is another easy fix. **Cooling sheets** can help dissipate your body heat. Cooling sheets are never made with materials like flannel or heavy cotton that trap heat. The best sheets for the summer will be made with bamboo, cotton, silk, Tencel, linen, polyester, microfiber or lyocell. For optimal summer bedding, switch to cooling sheets, a cooling comforter, a cooling pillowcase and a cooling pillow.

Temperture-balancing, lyocell sheets come in all sizes, and usually includes a flat sheet, a fitted sheet and two pillowcases, and will cost around \$190.



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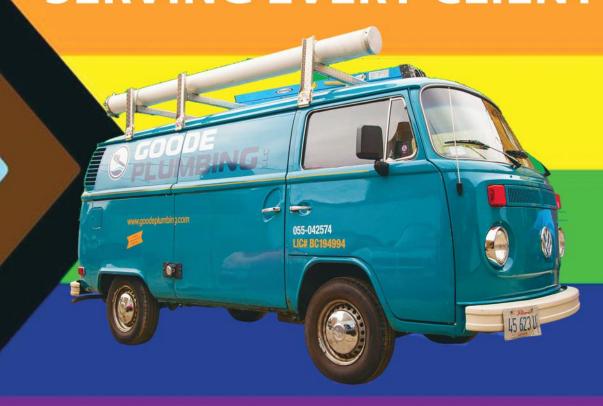
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BEAT THE HEAT!

In addition to cooling sheets, **cooling pillows** are designed not to retain any body heat and to provide as much breathability as possible. Some cooling pillows even have a cool-to-the-touch cover.

Pillows made of materials such as non-perforated and non-gel memory foam trap heat and will only make you hotter at night. Look for cooling pillows made of latex, foam, silk, cotton or bamboo. Note that the pillowcase you use may affect the cooling sensation of any pillow. I suggest looking for a silk, satin or light cotton pillowcase to accompany your cooling pillow. It may cost you between \$65-75, but it might be worth the one time cost for a cool and comfortable nights rest.



Why hold a fan in front of your face when one can sit on your neck? If you're working outside or have your hands full, a **neck fan** is practical. Shaped like headphones, neck fans wrap around the neck and both sides blow up toward the



sides of your face and back of your neck. It's perfect for sitting inside without AC or working outside under the sun.

The Asnug Neck Fan is bladeless, meaning that it won't snag your hair, fingers or clothing. It has three settings and is rechargable via USB, and the price is around \$27. There are cheaper ones around, but keep in mind of the features above, if they are a factor for you or not. Some may not come with the snag-less hair feature, so pick out ones that have the features you like, at the price you like the most.

A fun way to cool down is to use a cold facial mask. While I don't suggest wearing this outside, a cold compress can help calm hot, sweaty skin and bring down your internal temperature after being outside in the sun. Similar to cold rollers or certain eye creams, a cold face mask can even help de-puff eyes. And if you are prone to migraines, a cold facial mask can aid a pounding headache. Cold Face Eye Masks are a reversible facial mask, and is filled with gel beads. It is both freezer. and microwave-safe.



Freeze for two to six hours before use, and only costs around \$9.

The information contained in this article is for *educational* and informational purposes only and is not intended as health or medical advice.

As always, consult a physician or other qualified health provider regarding any questions you may have about a medical condition or health objectives.

If nothing here is of interest, you can always take a shower to cool off! Just make sure you have a good shower head that can do the trick!



by Nate Daniels



Hello, **Nate Daniels** here, filling in for the **Screamin' Rachael'** "Uncensored" column. Her column will be back in the next issue. She's just on a mini-birthday vacation, so let's all say "happy birthday" to the Birthday-Bitch and House-Queen Rachael Cain, CEO of Trax Records, and recording artist, and columnist at boiMAGazine! **HAPPY BIRTHDAY!!!**

Seems like **Pride** came and went before we knew it, and it wasn't your imagination either. The Chicago **Gay-Pride Parade** that marched down **Halsted St.** was edited again from 200 floats, down to little more than half that, for the second year in a row, due to safety concerns by City officials, along with the now earlier start time at 11am! If you were out the night before, you probably were still sleeping, or were just getting up at that time.

Don't feel bad if you think June seemed like a big blur! What did you miss? Well, a lot of rainbows, and not the ones in the sky, but you can still check out the June issue of **boiMAGazine** and **boiMAG.com** see what you missed by going to, and clicking on the cover of the June issue. Check out the **Focus Feature** column where **Mike at Night** had an in-depth interview with **Eric Kugelman** of **64Ten** (aka Leather64Ten) on page 19.

If you haven't seen the July issue of **boiMAGazine** either, check out the new, first of its kind, live-action-video feature in the "Ask Char" column at boiMAG.com. This issue will be the second one that will feature live-interaction from the actual writer of the column. With Char's years of experience, she answers questions from readers in her "Ask Char" column on page 11 of the July issue. Also check out the "In-Concert" reviews by Jorge Suarez on page 12 & 15, along with his "Out n' About" column featuring Animal Records in **Evanston**, on page 7, that's also an interactive **boiMAGazine** Facebook Group Page of the same name. Check out the "Grace Jones" concert review at the Ravinia Theater, that didn't make it for the June issue due to content-overload, by Mike at Night on page 17. Screamin' Rachael interviews NYC James St. James in her "Uncensored" column on page 21. Have you been wondering about the **Trump T1 Phone** and the Musk PI Phone? Fact or fiction? We look into the facts and fiction of both and the future of other mobile carriers in this issues "Tech Trends" on page 26.

Speaking of the July blur... If you missed July's **Dine Out** *"el fresco"* on **Broadway**, you get another chance August 15-17 along **Broadway**, from **Belmont** to **Wellington** in **Chicago**, from 3-11pm on Fri, 9am-11pm on Sat, and 9am-10pm on Sunday. It's fun to dine out on **Broadway**!

If you are on your way to a **Cubs** game in **Wrigleville** (AKA **BoysTown**, **Northalsted**, **Lakeview**, etc.) or on your way to the **ChicagoArtsCenter.org** fundraiser at **Space Park**, or on your way to **Market Days**, stop by at **El Jardin Restaurant** and say hello to **Gloria**, **Mike** and the staff there, and while your at it, take a cool delicious margarita to go!

Speaking of **Space Park**, check out the **Garden Party** on Friday, Saturday or Sunday, August 8th, through the 10th, from 1pm-6pm @ **Space Park** (a 3 Day Event) located at **815 W Roscoe St.** and is the garden park lot/property right behind **Roscoe's** bar/tavern on **Halsted St.**

Special Guest Artists like **Screamin' Rachael**, and maybe **Irene Michaels** & **Xochi** (*if they are in town that weekend*), along with music by special guest DJs, food, drinks. So, stop by and say hi, we'll all be there, you can bring the kids cuz all ages are welcome!

Sponsors are **Byrons Hot Dogs** (Irving Pk and Laurance Locations), **64Ten** a Leather Emporium & Gear Shop (on Clark St. just north of Devon), **Touché**, **Trax Records**, and of course **boiMAGazine** (print), **boiMAG.com** (digital). Special thanks to **Michael Payne** of **Byron's** Hot Dogs, **David Boyer** & **Tom Noble** from **Touché**, **Eric Kugleman** from **64Ten**, **Gloria** from **El Jardin**, **Jim Ludwig** from **Space Park**, **Alyssa Young** for her art talents, **Glow Joe**, **Traci**, **Alan Shulmeister**, **JR Garcia**, and **Mike at Night**, for all their back support!

Tickets are required for entry,
Tickets are FREE, however,
there's donation of various
amounts to choose from, if you
would like to contribute to the
fundraising event. All funds
raised will go directly to the
ChicagoArtsCenter.org
that
will help launch and run the new
"Chicago's Got Move's" dance
fitness program.

Monies raised from donated Entertainment, Arts & Crafts, Food and Drinks by our volunteers, sponsors and supporters, will also go directly to the mission of the ChicagoArtsCenter.org.

Tickets are transferable, so you can get tickets for others as well.

As you may know, earlier this year, the **boiMAGazine** staff volunteered in helping upstart this non-profit, a 501c3 organization, on an immediate mission to help combat post pandemic, smart-device addictions.

For those growing up pre-COVID-19 era, mostly impacted by long-term mandatory lockdowns, forcing them to become codependent on computers, and devices, such as tablets, pads, smart-phones, gaming, etc.



Especially GEN-Alpha, effected the most who's now suffering from chronic, excessive screen time habits, going beyond typical "couch potatoes", now like device-dependent "vegetables", causing all sorts of physical, mental, and social disorders, including isolation! I'm sure you've noticed small children, nieces, nephews, or teens on devices in restaurants, at the family table, or have isolated themselves in their bedroom.

We hope to see you at the **Garden Party**, enjoy the weekend, to help support, and help spread awareness to this crucial cause.

>>> MORE Tidbits >>>

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WEIGHT 9AM-10AM

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COILS >>> Continued >>>

Katseye just released their new EP, Beautiful Chaos, via Hybe x Geffen Records. The five-song set explores the challenges of shaping meaningful identity in a digital age where reality is curated and authenticity fights the algorithm. The follow-up to the group's debut EP SIS (Soft Is Strong), which debuted at No. 1 on Billboard's Emerging Artists and Heatseekers Albums charts in late 2024. Beautiful Chaos includes Katseye's new single, "Gameboy." With its mix of cheeky lyrics and sugary textures, it's easy to see why the group describes it as the big sister of "Touch," a track from SIS. Listen to "Gameboy," which was produced by KillaGraham. Checkout the songs from Katseye's Beautiful Chaos EP Gnarly, Gabriela, Gameboy, Mean Girls, and MIA on your favorite streaming and downloading platforms, or look up vids on YouTube. The girl-group will also be on tour for the first time ever, however not coming to Chicago yet, but there are many cities on their tour-list, so there may be one that's coming to a city that's close to you.



Having plumbing problems or drainage issues? **Goode Plumbing** is the answer! Give 'em a buzz on the new boiMAG-HOTLINE at 773-453-6030! They're a long time supporter of **boiMAGazine** and the LGBTQ+?!&... community, and we certainly like to give them a plug every now and then, since we hear so many wonderful reviews from our staff, and readers alike on their great service, their attention to detail, and especially about their speedy "get-the-job-done" workforce, who can come during an emergency, or even can fix your plumbing problem at a moments notice!

This just in! Guess who will be performing live at Little Italy's Italian-Fest? None other than **Chicago's** own Irene Michaels! Yes, the one-and-only starstudded cover-gal, who graced our cover, back in April of 2023, which just seems like yesterday. Irene will be on stage on Friday, August 15 at 7:30pm, and



we'll be there! So don't miss it, as Chicago's Little Italy Festa-Taylor Street celebrates the great history of the neighborhood. Fabulous food from award-winning area restaurants, several stages of continuous family entertainment, quality merchandise from Italy, and colorful cultural attractions make this event one of the most popular of the summer.



The Little Italy Italian Fest on Taylor Street in Chicago, (between Ashland and Thrope Streets), also known as the Taylor Street Little Italy Festival, is scheduled for Thursday, August 14th: 5pm to 10pm, Friday, August 15th: 5pm to 10pm, Saturday, August 16th: 12-noon to 10pm, and Sunday, August 17th: 12-noon to 10pm.

The McAninch Arts Center (MAC). located at 425 Fawell Blvd. on the **College of DuPage** campus, just announced its 2025-2026 performance series.

The season will feature artists never before seen at MAC including one of **Comedy Central**'s <u>Top 100</u> Comedians of All Time, Paul Reiser and the soul stirring Grammy Awardwinning **Soweto Gospel Choir**, a handpicked lineup of the nation's top tribute sensations including 'Are You Ready For It?' celebrating **Taylor Swift**, the soulful storytelling of 'I Am, He Said,' honoring **Neil Diamond**, the iconic hits of 'The Life and Music of George Michael' and the stadium-shaking power of 'One Night of Queen' starring Gary Mullen.

They'll also feature the return of MAC favorites such as WGN's Pat Tomasulo, the incredible 11member acappella phenomenon Voctave and the critically acclaimed dance company Ailey II.

The MAC's performance series season opens Sept. 28 with one of the longest-running one-man comedies in Broadway history, Steve **Solomon**'s "My Mother's Italian, My Father's Jewish & I'm In Therapy." Other comedy highlights include the return of Capitol Fools with their hallmark brand of of-the-moment equal opportunity political musical satire on Oct. 12, the MAC debut of Paul Reiser, one of Hollywood's most prolific and hilarious creatives on Oct. 17 and, following her sold out MAC engagement last fall, the return of comedy legend Paula Poundstone coming on Jan. 24.

Music is always an exciting part of a MAC season and this year that is especially true, with the soul-stirring harmonies of the Grammy Awardwinning Soweto Gospel Choir, bringing their "Peace" tour to the MAC on Nov. 8, "Top of the World - A Carpenters Tribute" on Nov. 23.

The new **Philharmonic**, under the baton of Maestro Kirk Muspratt, will be joined by the 80 voice Northwest Indiana Symphony Chorus and soloists for **Orff's** monumental "Carmina" Burana" in their season opener on Oct. 4 & 5. **Buffalo Theatre Ensemble** kicks off their 2025-2026 season in November with the final chapter of the "Christmas at Pemberley" trilogy, "Georgiana and Kitty: Christmas at Pemberley" by Lauren Gunderson & Margot Melcon on Nov. 20-Dec. 21, also welcomes new leadership from managing artistic director **Gus Menary** and associate artistic director Daniel Milhouse.

For more information call 630.942.4000 or visit www.AtTheMAC.org.



Lastly let me leave you with this burning question and little tidbit... Do you wanna turn your bulge into a camel toe? If you already been born with one, then please disregard. If so, then if you're going for that summertime cameltoe look, you can easily get one with some of the extreme men's swimwear fashions "bulge-styles" at www. **KoalaSwim.com**. They have micro-penis designs, and so much more, according to their ad in this issue of boiMAGazine.

Male to female transformation? No problem with their latest swimwear designs, tights and micro-shorts. They also have the largest selection of male chastity devices for your favorite fetish play-time, or every-day harness-ware! I have one on now! Lock it up, but don't throw away the key!!

THE EVER-FAST EVOLVING TECH TRENDS by Jack Sontos

IoT, DIGITAL TWINS, METAVERSE, AMR, MX, CX, and MUCH MORE!

Yes, the Jack is back!... from my vacation, and I'm ready to jump back in to the ever-fast evolving tech trends industry, as we race forward into the digital world.

I hope this article won't be flying too fast across the pages for you to absorb! If you find it too hard to understand, don't worry, what you read here will become yesterdays news all too soon. Remember, when we were discussing AI? A year or two ago nobody understood what the hell I was talking about, and now, that's all you hear about! So buckle up boys!

The topic of **Robotics** is not new, but has been steadily growing in the manufacturing and health-care industry ever since more intelligent automation took off many decades ago, and where you back then? Perhaps still watching reruns and reality programs on TV. A lot of the robotics systems seen today are mainly hard-to-program stationary robots like robotic arms for welding, etc. The trend now is going into making them easier to program, with machine teaching and getting these stationary robots on the move, which we'll see more and more of with autonomous mobile robots (AMR). Predictions say that by 2030, 75% of the robots shipped worldwide will be mobile (6 out of 8 million). The Reply Network is at the forefront of this trend, being part of a few selected companies in the Boston Dynamics Early Adopter Program for the SPOT robot dog, which has been applied to interesting challenges.

It's time to educate yourself about IoT and **Digital Twins**! They've been an ongoing topic for the manufacturing sector, but now they are also entering retail, utilities sector,

automotive and many other industries and their consumers, which means YOU!

The topic becomes even more interesting with the larger picture. other machines require analytics and efficient management. Smart Spaces also tie into the **Real-World Metaverse** technology allowing to add a smart, digital layer on top of the world.



Which is Smart **Spaces!** Even market research companies are watching these trends very closely. **Smart Spaces are** physical and/or digital places, and locations, with interconnected sensors to give owners, occupants and managers better information and how the system is leveraged. Smart **Cities** are often discussed where whole cities become smarter, and allow for more resource sensitive usage. Smart spaces offer a great way across industries whenever traffic, people, robots and

Spatial Computing is a new topic that's been creating a buzz around for quite some time now, and will continue the journey as it is still very much an emerging technology that will change how we interact with computers, and the world. Mainly driven by AI computer vision and advanced sensors, these devices can sense the physical world and provide more precise context for Augmented, Virtual and **Mixed Reality** (AR/VR/MR) scenarios. Valorem Reply is a long time Microsoft **Mixed Reality** partner and has developed many innovative solutions to many problems.

>>> MORE TECH TRENDS >>>



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TECH TRENDS

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In 2021 The Metaverse, you wouldn't have think, but it's a 30year-old terminology, has finally gained new traction outside the tech grounds of Facebook's Meta, and became top of mind for many people in the tech world. Also the potential benefits for professional users with the **Enterprise Metaverse**. There's currently a lot of hype and potentially a bit too much hype in particular on the decentralization web3 aspect of the **Metaverse** with **NFT**s. Aside from this over-hype, there's real potential in web3 and the **Metaverse**, that will enable new beneficial experiences not just for consumers but also for corporations with their own branded Corporate Metaverse Spaces. YES, you heard it here! MetVerse Corp. Spaces!! Another interesting flavor is the Real-World Metaverse, the AR Cloud, essentially a Digital Twin of our world, a digital content layer that is persisted and mapped to real objects and locations in the physical world. Google is already secretly mapping all indoor locations with "secret-shoppers" that they hire to come in with a smart-phone, that has an app on it, that starts when the surveyor walk in the door of a business, and walk the whole permitter of the location, and the device tracks the surveyor's steps, literarily mapping out the inside of the store. So that virtual content can be anchored in the real-world. This information then will be shared cross-platforms, between platforms and grow over time.

It's just the beginning of the **Metaverse** with the puzzle pieces of



AI, Spatial Computing and decentralized protocols like **blockchain** becoming mature enough. Bloomberg predicts "The global Metaverse revenue opportunity could approach \$800 billion in 2024 vs. about \$500 billion in 2020". Therefore, it's no surprise that all large tech companies and many startups are working in this space, and they've been leveraging those since their early preview to develop custom solutions for their customers. Experts are talking about **Spatial** Computing like AR, VR, the Metaverse, AI and more.

For a digital human virtual presence, Metaverse worlds rely on users and their presence usually in the form of an avatar. The user's own digital identity and virtual presence is an important personal element between Metaverse spaces.

The avatar will become the new social media profile picture and user's would want to maintain it between different Metaverse platforms which is a challenge without open interoperability.

Decentralized identity systems powered by **blockchain** have the potential to maintain the user's **Digital Human Identity** including the virtual presence avatar across Metaverse spaces. NFT might be used for linking the actual avatar asset and for the transaction of virtual goods and assets.

The **Digital Human** doesn't have to stop there, and can be even more useful by leveraging heterogeneous data sources, and providing unified real-time insights. Of course there are challenges that are arising and raising many eyebrows, including the ethical and privacy aspects.

Ok, here's where you have to try and follow me here... The potential of **Multiexperience** (MX) solutions for accessibility and **Spatial Computing**, and **Total Experiences** (TX) go beyond MX, and further include the **Customer Experience** (CX), **Employee Experience** (EX) and **User Experience** (UX). *OK, take a breath,... and let's go....* So then, **Total Experience** (TX) enables outstanding shared experiences combining all of those in a homogenous, frictionless experience from A-to-Z. This requires a strong, unified user experience approach with user-centered design thinking, plus great technology support, like cloud back-ends to fuel dynamic front-ends with the data they need for the custom experience. Market researchers ran a survey and found that the top two reasons from business leaders for starting digital initiatives are enhancing the customer experiences, and increasing productivity for employees. With TX, businesses can achieve a holistic user experience approach both for customers and employees.

The trend with **low and no-code development** is continuing, even in the AI space that has brought us further democratization of AI and investments into **citizen data science** where domain experts without prior Machine Learning or **Deep Learning** knowledge can create sophisticated, custom AI models easily. Also, designers and developers are benefiting from the immense progress with neural network and large transformer models used for Generative Al. Even experienced programmers will be, or are already profiting by getting Al-assisted co-development into their hands with tools like **GitHub Copilot** which is very impressive.

The trend is only going to continue with the rising adoption of Al in almost every digital transformation aspect of all industries. A recent survey among IT organizations saw an increase of Al adoption rising at a rapid pace. This is going to grow further but trained and skilled resources are the bottleneck, therefore the democratization of Al will be key to fulfill the demand that's coming, or already here. So get on board now, or might be left behind!

Edge AI and IoT are maturing further and are key pieces for the growth of industry, and not just in manufacturing. The data needs to be processed fast and smaller IoT devices become more and more capable of executing AI workloads directly on-site with Intelligent Edge deployments for shorter latency. This is particularly the case with computer vision models requiring large and fast data streams like images or videos.



These AI models are trained in the cloud, then deployed to an edge device and executed. The best of both worlds is used with this approach where the scalability and computing power of the cloud is leveraged during training and the short latency of the edge deployment provide large benefits for real-time model inference.

A category of AI models is called generative AI models, which basically learn from training data to generate similar, but brand-new original assets. Impressive examples are human-like-text, poems, images, music, graphical art and more. The most impressive outcomes are enabled by so called transformer models with billions of parameters which can only be handled in the cloud, for example Microsoft's Turing or GPT-3 (which is also the basis for GitHub Copilot). With such great innovations comes unethical things too, like Deep Fake videos or malicious voice synthesis which further emphasize the point that we need Digital Ethics and Responsible AI frameworks to limit the ability of bad actors. It's not just doom and gloom with AI video synthesis and tools exist to generate custom talking head videos only from plain text as input.

Generative AI will also play an important role in the Metaverse where large catalogs of assets are needed. Thanks to 3D AI models, these assets could potentially be synthesized from text input, imager or refined based on rough 3D scans from user's mobile phones.

>>> MORE TECH TRENDS >>>

TECH TRENDS

>>> Continued >>>

It doesn't stop there and market researchers are also seeing potential for industries like manufacturing, healthcare, life sciences, automotive, material science, entertainment, media, aerospace, defense and energy.



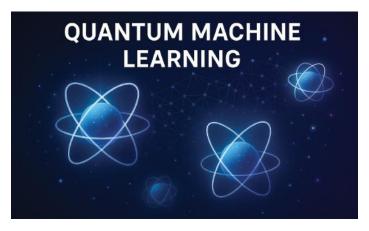
Cyberattacks are increasing, even for Al security in the cloud and on the edge and it is important that those in the game start to apply **7ero Trust models and** become more proactive for cybersecurity threats. As a result of increased cybercriminal activity, data theft and general data privacy considerations data privacy regulations are also increasing. GDPR for example has strong regulations when it comes to data privacy and data processing. Data processing is being outsourced more and more which comes with strict regulations when client data is being handed over to a third party data processor. The best option would be to use encrypted data so that external processors don't know the content, but of course, that counteracts the purpose of the processing.

Homomorphic Encryption is a solution to that problem as it can perform computations and analytics directly on the encrypted data without having to decrypt it first. This enables third parties to work with encrypted data while having no knowledge about the data or the results. With the growing demand of data processing and strong privacy laws, the need is there and analysts believe future SaaS offerings will leverage Homomorphic Encryption as a core technology. This is also not just a futuristic vision but has already been implemented today, for example, by leveraging the Microsoft Azure SEAL open source library that enables certain arithmetic computation directly on encrypted data.

We've been covering **Quantum Computing**

for quite some time now but we are just at the beginning with tremendous breakthroughs predicted for the

coming years on both the software side and the hardware side, with new Quantum computer expected to have 433 Qubits by the end of 2022 and breaking the 1000 barrier with 1121 gubits in 2023. Analysts are also seeing that use cases are getting real already and the progress is just going to increase exponentially in the coming years, continuing the activity and investments in quantum computing that are skyrocketing since 2015. The Quantum footprint will also continue, and the Quantum knowledge sharing with OuBites will hopefully make the topic approachable for everyone.



The day when Quantum Computers are powerful enough to make today's encryption algorithms obsolete (the basis of our security and privacy) is coming soon. The time is now for businesses and leaders to prepare their (security) infrastructure for that with resilient Zero Trust models and crypto agility.

Currently a few experts in Quantum Machine Learning (QML) are talking about some of the benefits already, even with the Quantum hardware infancy today it can already outpace classical Machine Learning. We should see lots of new emerging technology trends become mature and new ones on the rise. Regardless of what technology, all of these will have an impact on everyone and transform how we live in this modern hybrid work environment.



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