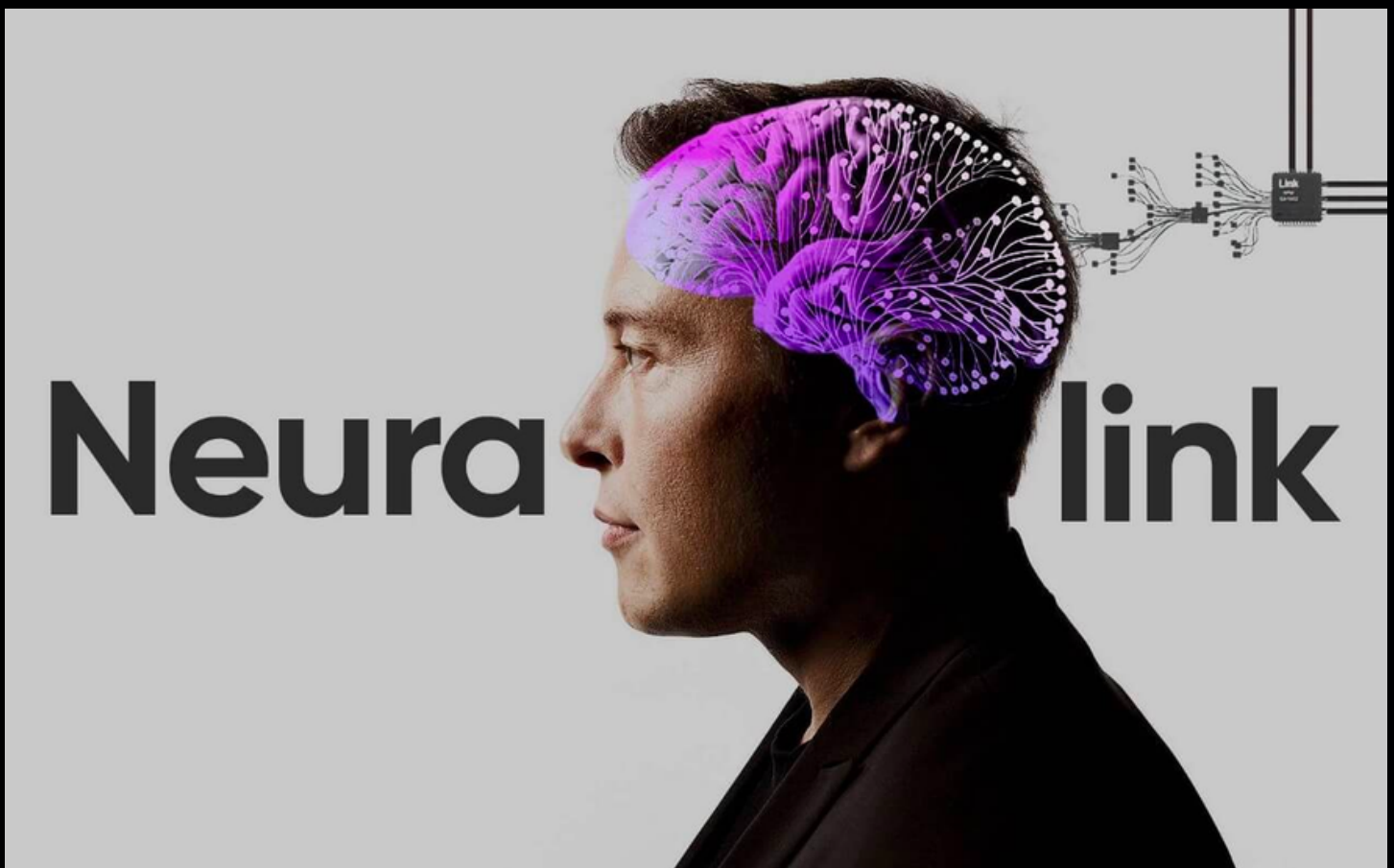


THE SEV TIMES

Monthly
Business, Technology
and Innovation
Review

THE TECH ISSUE

Elon Musk's Neuralink



**Tesla and The Secrets
Behind Its Success**

**Apple's New Tech:
Vision Pro Headset**

**One of the Biggest
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**Common Traits of
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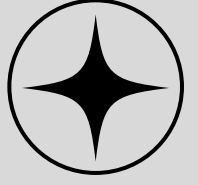


SEV TIMES

Innovate, Illuminate, Integrate.

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FROM THE EDITORS



WHAT IS SEV TIMES?

Welcome to the SEV Times, your monthly gateway to the forefront of business, technology, and innovation. This magazine is created by our own innovation center X-Zone. In this dynamic magazine, we aim to dissect the business world, shed light on the latest technological marvels and groundbreaking innovations that shape industries globally. Whether you're a seasoned entrepreneur, a tech enthusiast, or a curious mind seeking insights into the future, SEV Times is your trusted companion. Join us on a journey through the cutting-edge developments, strategic insights, and transformative trends that define the intersection of business and technology, as we strive to keep you informed and inspired in the fast-paced realm of modern commerce.



ONE OF THE BIGGEST SCAMMERS IN THE GAMING INDUSTRY: THE DAY BEFORE

BY ALI LIBER E.



Three years ago, a promotional video was released on YouTube for an upcoming game. This video belonged to a "Survival MMO" game called "The Day Before". It was being developed by a Russian studio called Fntastic, and there's no denying that the footage released three years ago, claimed to be from the game, was tremendous. The game, which looked magnificent with its aspects of fighting zombies in New York City, trying to survive with friends, and interacting with the surroundings, quickly made its way into the industry. Soon, it became a production that everyone was talking about. So, what happened to "The Day Before", which became the most anticipated game on platforms like Steam after a long wait? The Fntastic company announced that it went bankrupt four days after the game's release, leaving players with a game full of bugs and glitches. So, what led to the downfall of the game? What happened during the production process, and most importantly, were the players who bought the game scammed?

When "The Day Before" was first introduced, the promises were enormous. From graphics to gameplay, the story to the promised entertainment, the game looked amazing. It quickly gained popularity as well. However, the first doubts arose from Fntastic itself. Fntastic had always been producing low-budget games and even those funded by crowdsourcing. However, the game they were developing was able to challenge almost every game in the industry. Of course, the lack of experience of the production company also raised some doubts. But, Fntastic managed to cover up these doubts quite nicely. When several more videos were released after the initial announcement, people felt somewhat relieved.



This time, claims emerged that the released videos were not gameplay videos but merely animations, and the real gameplay was not as smooth. Players, who claimed that the scenes in the videos were stolen from other game trailers and even movie scenes, brought their concerns back to the forefront. When the release date of the game was postponed three times in total for 1.5 years due to various reasons, suspicions reached their peak. With the sharing of a gameplay video that was far from the initial footage, people lost their faith in the game. The game looked very unpleasant with its poor graphics and clunky gameplay. It seemed like the game was regressing rather than improving over time. However, the production company did not lose faith in the game. They continued to claim that the game was real and would be great when it was fully finished. The Day Before finally met with players on December 7, 2023.

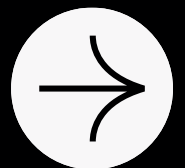
With the heads size of buildings, zombies overlapping each other, people falling under the world... The Day Before even made its release in a terrible state compared to its latest footage. Naturally, people criticized the game severely, and those who purchased it demanded their money back. Steam couldn't remain silent about this and announced that anyone who bought the game in early access could get their money back if they wanted. This prevented a major scam. Fntastic, on the other hand, went bankrupt. So, what do you think? Was Fntastic malicious, or were they only inexperienced? Will we face more scenarios like this in the future?

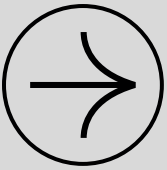
TESLA AND THE SECRETS BEHIND ITS SUCCESS



As you know, Tesla is unveiling and releasing new vehicles day by day. They recently opened their first stores in Istanbul, Ataşehir. Since Tesla started selling in Turkey, they have achieved good sales figures. We have also started to see many Teslas on the roads. However, considering the economic crisis in the country, it is confusing why the sales of products like Tesla, which are not necessity-oriented and do not market themselves as such, are high. It raises questions why luxury products are outselling alternatives that are cheaper or even half the price. So, how do you advertise a product that is not a necessity? How do you make people want it, and how does Tesla do it?

BY ALİ LIBER E.





“So, how do you advertise a product that is not a necessity? How do you make people want it, and how does Tesla do it?”

There are several reasons for Tesla's success in the industry. One of them is Tesla shaping the market with the innovations and what it brings to the industry. They incorporate features that were not widely used before, such as automatic driving systems and high-performance electric motors, into their vehicles. They create models that other companies would want to develop their own versions of and challenge them to compete. They also have successes in the American market with their pricing strategies and eliminating dealerships.

They also establish their marketing strategies very well. At this stage, Tesla is strategizing like another leader in another sector, Apple. Tesla is trying to establish brand loyalty just like Apple. They make consumers stick to the products and not turn to other alternatives. They achieve this with simplicity and usability. As we get used to the products, the interfaces and designs of other products start to seem strange, and we don't turn to them. We start to meet our needs in that field only from that single brand.

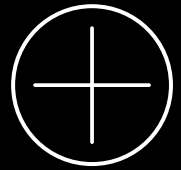
Another method they use is blurring the line between desire and necessity. They can present our desire as a necessity. Even if your product is new and usable, as long as it is a lower model, they make us feel disadvantaged and direct us to a higher model. This way, they can maintain continuous sales.

The prestige of Tesla vehicles in society is also important. Tesla's founder, Elon Musk, has a great contribution to this. Owning a product that not everyone can have makes us all feel special. Tesla vehicles also have such a feature. It shows you as a status holder. Since attracting attention is human nature, people prefer a prestigious car over a car that offers higher performance at the same price.

Tesla is progressing steadily towards becoming the Nike or Apple of the car sector as it adopts the strategies of leading companies in different sectors. Sales figures in different markets also support this success. If interest in the brand does not decrease, there is no doubt that it can become the leading company in the sector in a few years.

So, what do you think? Can Tesla sustain this success?

ELON MUSK'S JOURNEY WITH NEURALINK

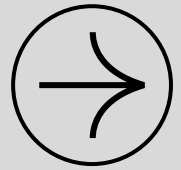


FIRST CHIP HAS BEEN IMPLANTED IN
HUMAN BRAIN



BY ZAHARA A.

“The idea is to implant a chip in the human brain to potentially treat conditions such as Alzheimer's, dementia, and various mental illnesses.”



Elon Musk, one of the foremost entrepreneurs of our time who is known for groundbreaking projects such as; SpaceX, Tesla and SolarCity, is once again in the spotlight with his long awaited yet controversial Neuralink project.

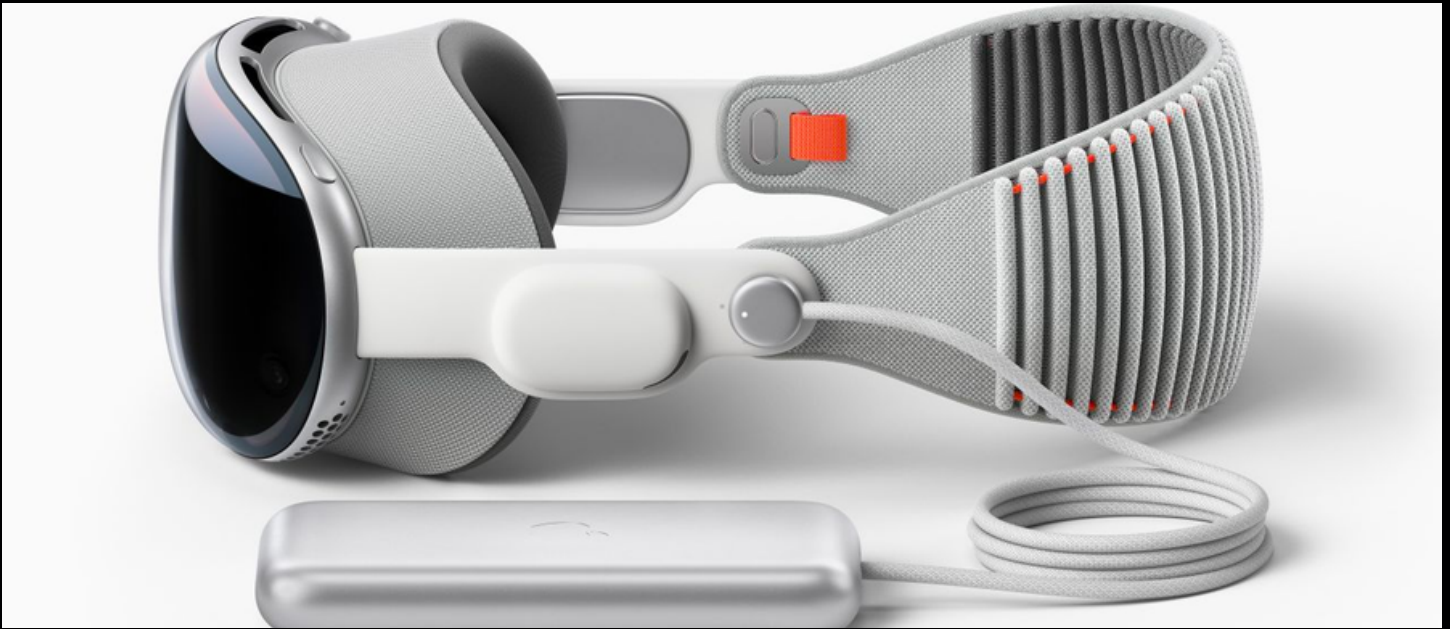
With a deep interest in science and technology from a young age, Musk made his Entry into the business world with his first venture Zip2, and later gained recognition in the financial sector as one of the founders of PayPal. As the founder and CEO of SpaceX, he demonstrated his fascination with space to the world. Also, simultaneously he established Tesla which revolutionized the automotive industry with electric vehicles. Now, the Neuralink project which was founded in 2016 is back in the spotlight with intriguing developments.

So, what is Neuralink? The idea is to implant a chip in the human brain to potentially treat conditions such as Alzheimer's, dementia, and various mental illnesses. The company's fundamental goal is to merge the human brain with artificial intelligence with the help of this chip. The chip has a radius of 23 mm and has been tested on various animals, although it is known that over 1500 animals died during these tests. Despite this, Elon Musk expressed his desire to begin human trials as soon as possible.

Elon Musk, who had been awaiting FDA approval for a long time received the green light in May 2023, and applications for human trials were opened in recent months. It is known that thousands of people applied for these trials. In late January 2024, Elon Musk announced that a Neuralink chip has been inserted in a human brain for the first time. Musk mentioned that the individual's recovery process was progressing well and emphasized that the project is promising. He also revealed that the first product from Neuralink is called "Telepathy". According to Musk, this product would enable the control of electronic devices such as phones and computers simply by thinking. Musk stated that the initial users would be individuals who have lost limbs. Additionally, he added, "Imagine if Stephen Hawking could communicate faster than a speed typist or auctioneer. That is the goal." The company aims to implant chips in more than 22,000 people by 2030, with the goal of reaching 11 individuals within this year.

The commencement of human trials by Neuralink has generated incredible excitement in the fields of science, technology, and business. However, this revolutionary step also brings forth questions and discussions. What are your thoughts on this journey?

APPLE'S NEW TECH: VISION PRO HEADSET



Apple made a new product called Vision Pro headset that hit the stores on February 2nd 2024. The reality headset hit the stores at Apple Stores all around the USA. The first day it went on sale, the CEO Tim Cook welcomed the customers waiting in the line, while shaking their hands and taking selfies with them at the New York City flagship store.

There were approximately 200 people from all around the world at the line waiting to buy the new product. After the release, CEO Tim Cook called it “The most advanced consumer electronics device ever created.” It is a major release since the Apple Watch was released 9 years ago. Even though it’s one of the most advanced electronics, it will be a very hard sell as it has a very high price tag of 3.499 Dollars.

The headset has a 256 Gb storage space, prescription lens inserts for the device will be available starting at 149 Dollars and reading lens inserts start at 99 Dollars. Totally, it can cost up to approximately 4.600 Dollars. The Vision Pro Headset will be tethered to a battery near to the size of an iPhone, having a battery usage time of 2 hours and 30 minutes on a single charge.

The Apple Vision Pro headset essentially turns the world into a giant screen. Inside this headset, there are two very advanced screens with around 23 million pixels to recreate the outside world as a virtual one for the wearer of the headset. The 12 cameras all around the headset, combine with these fascinating screens to create a real-time passthrough video.

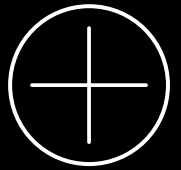
Passthrough, which can also be found on the Meta Quest 3, allows the user to see the real, outside world while wearing the headset. Basically, the wearer will be able to see the real world outside them right through the headset, as if the headset weren't there. So, you can see the room you're sitting in and even interact with other humans.

Even though this technology is very advanced and has been promoted very well, the question on everyone's minds is "Is it so good that I want to look at the world around me through screens instead of with my own eyes?" Nobody knows what looking at the world through a screen and only a screen could do to someone or any of their relationships.

A group of researchers at Stanford's Virtual Human Interaction Lab have been trying to figure out an answer. These researchers tested multiple headsets with passthrough video capabilities including the Apple Vision Pro. They explored the psychological impacts of living a life through a screen by wearing these headsets for hours at a time, even venturing out in public to try things like riding a bike or eating a meal while looking through a computer. Their findings were shared in a paper which basically concludes that wearing the Vision Pro anywhere but their own homes can be dangerous.



ENHANCING STUDENT LEARNING WITH CHATGPT



CHATGPT CAN ENHANCE STUDENT LEARNING BY PROVIDING PERSONALIZED ASSISTANCE AND FOSTERING CRITICAL THINKING THROUGH INTERACTIVE DIALOGUES.



Chat GPT

BY DURU Ö.

“In the realm of education, ChatGPT emerges as a powerful tool, reshaping the landscape of student learning through its interactive and dynamic capabilities. Leveraging natural language processing and a vast repository of knowledge, ChatGPT enhances student learning by providing personalized assistance, fostering critical thinking, and creating a collaborative learning environment.

One of the primary ways in which ChatGPT elevates student learning is through personalized support. With the ability to understand and respond to individual queries, ChatGPT serves as a virtual assistant, offering tailored explanations, clarifications, and guidance. This personalized interaction helps students navigate complex subjects at their own pace, addressing their unique learning needs and reinforcing understanding.

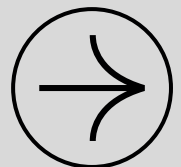
Moreover, ChatGPT plays a pivotal role in promoting critical thinking skills. By engaging in dialogue with the AI, students are prompted to articulate their thoughts, ask probing questions, and explore various perspectives. This interactive process not only deepens comprehension but also cultivates analytical skills and encourages a more profound understanding of the subject matter. ChatGPT serves as a conversational partner, challenging students to think critically and develop a more nuanced approach to problem-solving.

Additionally, the collaborative learning environment facilitated by ChatGPT enhances peer-to-peer interaction. Students can share their insights, discuss ideas, and collaborate on projects with the assistance of the AI. This not only fosters a sense of community but also exposes learners to diverse perspectives, enriching their overall educational experience. ChatGPT thus becomes a catalyst for collaborative learning, breaking down geographical barriers and promoting knowledge exchange among students globally.

In conclusion, ChatGPT emerges as a transformative force in student learning, offering personalized support, fostering critical thinking, and creating collaborative spaces. As technology continues to play an integral role in education, the interactive capabilities of ChatGPT contribute to a more engaging and enriched learning experience for students.”

Written by ChatGPT

ChatGPT helps students in every way possible, it can give personalized assistance, foster critical thinking and even write essays just like this.



COMMON TRAITS OF COUNTRIES WITH GOOD ECONOMIES

“IT IS ECONOMIC POWER THAT DETERMINES POLITICAL POWER, AND GOVERNMENTS BECOME THE POLITICAL FUNCTIONARIES OF ECONOMIC POWER.”

Jose Saramanaga states, “It is economic power that determines political power, and governments become the political functionaries of economic power.” Good economics indisputably are a strength symbol in front of other countries and for one’s own country. Therefore, countries try to have and maintain great economies for a better stand with the world powers. While achieving a fine state of the economy is hard, two required traits should be practiced to accomplish it: democracy and good international relations.

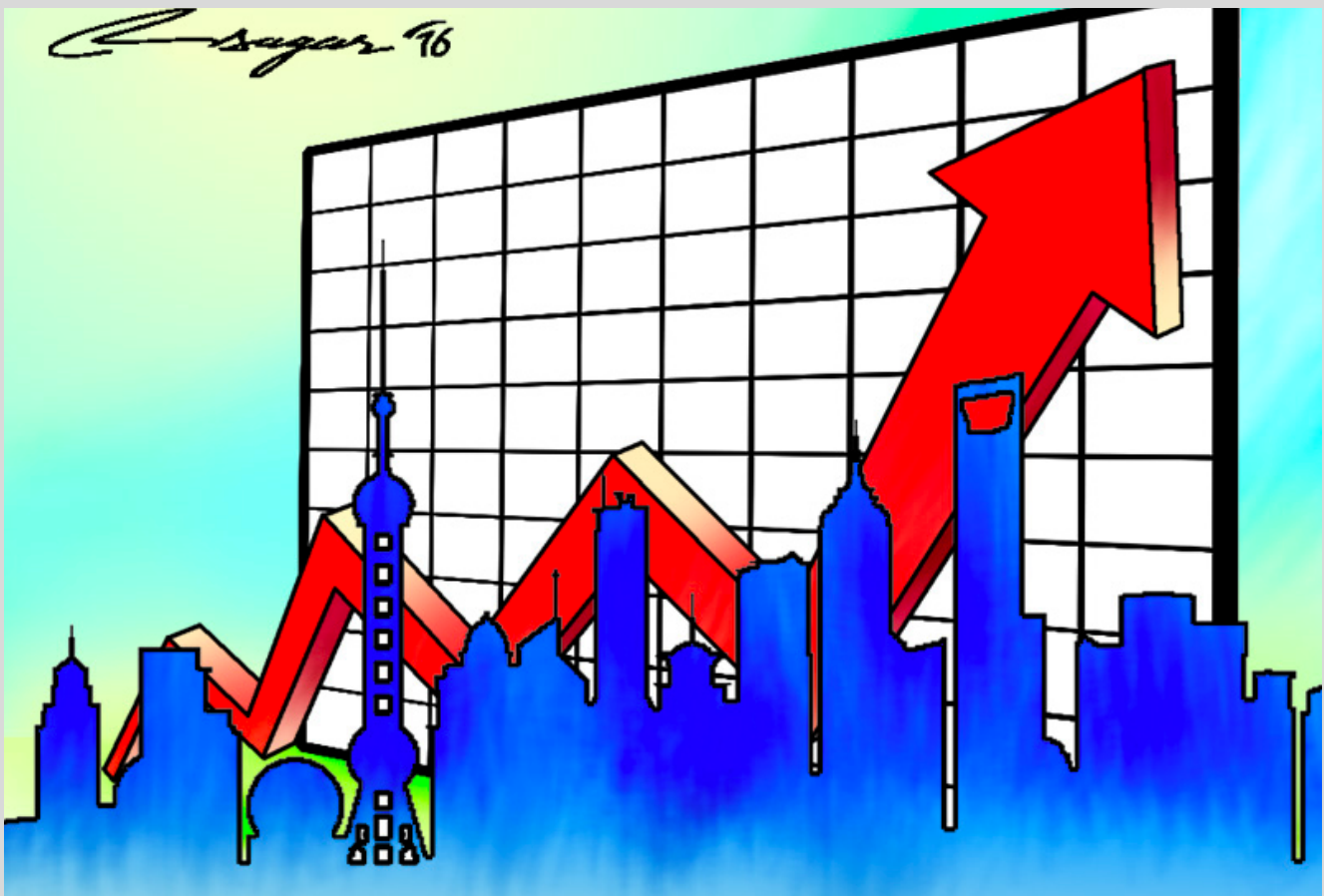
One of the key factors that enhance the country’s economy substantially is having and practicing democracy truthfully. “One big reason democracy is successful,” says President Biden, “is that it unleashes human potential.” Democracy helps to expose the capacity of people, which results in various developments, one being a country’s economy. Individuals can freely express themselves within the bounds of the law and their differing opinions in democratic countries where people have legal rights and entitlements as well as civil rights and liberties that are protected. People feel secure about their possessions, which suggests that democracy encourages economic expansion.



BY SALIHA NİLGÜN B.

Moreover, the significance of foreign policy in economics is invaluable. Having good international relations with other countries will allow you to trade internationally in the most efficient way. This would improve the economy considerably since exports have a crucial role in establishing a country's economy. Therefore, to make exports, one country must have good international relations with other countries, especially with its neighbors. Countries with the best economies in 2024 also have good international relations, which permits them to support their economy more. All in all, this highlights the importance of international relations.

In conclusion, the implementation of democracy and a good foreign policy are essential elements for a country to achieve and maintain a good economy. Democracy supports the economy by letting its citizens realize their potential and creating a safe environment in which they are protected by laws simultaneously, resulting in human development and country development, one factor being economics. Good international relations allow countries to make international trade comfortably again, resulting in the country's improvement in terms of its economy. Even though many things impact a country's economy, these two highlighted values are the most critical ones.





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