Unrolled thread @ukc10014

Good threadball below about Epic/Apple - maybe corporate strategy also metastasises as companies age? Disruption gives way to planned obsolescence and lock-in. (1/n)

2/n: As a visual artist working with @UnrealEngine, I recall thrill of iOS SDK, so fresh in 2008; or X11/Mosaic, and more specialised toolkits I found @MIT_CSAIL . There was a sense of possibility (seductive 2D/3D graphics, sensors, ubiquity, seamless web/network integration)

3/n: The twist with UE I guess is the radical openness (open source code, relatively inclusive licensing) that Apple explicitly avoided, as well as UE being primarily a software platform that is basically hardware-agnostic.

4/n: Whether the metaverse (pace @xenogothic) is Sweeney's lodestar here, Epic's clearly after non-game markets (see the series Ben cites): simulation, as in military training (Farocki, Sherry Turkle on Los Alamos' immersive H-bomb sim), or…

5/n: … the UE website's case-study VR-based drug development allowing researchers to travel & manipulate molecular space. UE opens potential of a project I did for @AndrewWLo in 1994 where traders used VR to navigate multi-dimensional risk spaces of derivative portfolios.

6/n: Interfacially, UE offers Blueprints, a node-based coding environment that is easy-to-use but rigid, but I'm more excited by being able to drop into C++, and access APIs like HTTP calls (totally opens up Web access + IoT a la @Razer + market datafeeds).

7/n: Curiously, haven't found an API for AI/ML libraries, but there is a more traditional tree-based animation already packaged.

8/n: In sum, Epic is continuation of web-ideas (SDK, networked access to objects, etc.) & commercial practices. It potentially is an OS that supports almost everything. It might well 'grow the pie'.

9/n: Probably will have the side-effect of further removing pleasure-work-monetised self boundaries i.e. imagine trading platforms implemented as games @RobinhoodApp .

10/n: Moreover, UE's current open/inclusive model could be easily shut, hence is quite different from the GNU variety of open. Lastly, I'm intrigued by notion that in an automation (kind of along Robin Hanson lines) world: we have less to do, gaming becomes this soporific,...

11/n: an opiate for the masses that delivers engaged time-spending, but belief, tribal identity. Gaming stack also is an economic tool (disbursing the dole, say) and...

12/12: ...a surveillance one (so imagine Tencent's 40% stake in Epic translating into WeChat integration and therefore access to user data). Not saying that is or will happen, but it seems like a conceptual, and reasonable, extension of other trends today.