



Age-Friendly AI

The Spirit of Radio



One hundred years ago this year, Ireland's first radio broadcast crackled to life. For generations, the "wireless" was the heart of the Irish home.

Inspired by 1950s radio design, **The Spirit of Radio** looks exactly like the one that sat in your family's sitting room. But this radio holds a surprise.

Tune the dial and you'll find traditional radio stations, just as you'd expect.

Keep tuning and you'll discover something past generations could never have imagined - an AI mode that plays music, conversations and podcasts on demand.

If a radio could broadcast the perfect programme just for you, what would it sound like?



The Spirit of Radio blends AI-generated content with human-curated playlists - and lets you hear the difference.

Browse stations using tactile tuner dials and see your selection using a modern e-paper display. Inter-station static noise adds to the atmosphere.

A "**Magic Eye**" display – a tuning feature of antique radios - glows green for human generated content and red for AI-generated content, allowing you to visually see the blend of old and new, whether it is playing traditional human-curated radio content or AI-generated podcasts.

Behind the music and chat on **The Spirit of Radio** are real human recommendations gathered from Irish venues across the decades. This is a reminder that long before algorithms decided what we'd enjoy, people did.

AI in Modern Media

Artificial Intelligence is transforming how we create and consume media.

Generative AI tools (like ChatGPT) can now generate music, video, text and images. It can be hard to tell what is human-made content. AI-generated musicians, artists and influencers are becoming increasingly common.

AI also shapes what we watch and listen to. Streaming platforms (like Netflix and Spotify) use AI recommendation systems to suggest films, music and books based on what we've already enjoyed.



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