

BUKSI

Young Lions Preselection by NUKU



THE TASK

To introduce the wonders of digital solutions to Mákmartalóc's citizens who are completely new to this world.



THE SOLUTION

Could be a home assistant, because it is already matching how they are communicating: IN SPOKEN WORLD.

BUT

There are no fully functioning Hungarian speaking home assistants yet.
(Google is the only company that is even thinking about making one.)



THE SOLUTION 2.0

We will transform Mákmartalóc's weakness into strength to put them on the digital map.

BEING A DIGITAL ILLITERATE DOESN'T MEAN NOT HAVING A VOICE.

A voice, which can help the whole country as well.



INTRODUCING BUKSI



HOW IT WORKS

BUKSI is a simplified home assistant by Telekom, designed to fit the homes and needs of the citizens of Mákmartalóc.

A voice driven gadget that can introduce the elders the basic functions of the internet, what are relevant to them e.g.: weather forecast, bus schedule, recipes, reading the news...

He is able to hear what their owner's ask and answers it as much as he can, with some imperfection of course.



TEACHING EACH OTHER

Asking their questions also means making an ever growing database of Hungarian expressions, which can be priceless for teaching the AI behind any assistant.

Also we can mix the voice from the different sounds of the citizens to create the ultimate Hungarian voice.



WHY ARE THEY START USING IT

By this method, we have a simple solution to introduce the basic functions of the internet to the elder citizens of the village in a way they are already familiar with AND we also give them a mission, to teach things to BUKSI, and be part of something huge.

And we will make sure they know how important their mission is, with classical content in local mediums, in regional newspapers and TVs.



IMPACT ON THE WORLD

And of course the country, maybe the world, is going to hear about the folks of Mákmartalóc, who are teaching our gadgets to speak Hungarian.

Showing not just for themselves, but all the other villages the wonders they can do with the help of digital.



NEXT STEPS

The more data, the better, so after the pilot project of Mákmartalóc we make BUKSI available for other villages as well.

This way we can introduce home assistants to more and more Hungarians, which could make our country a more promising market to tech companies, so they might team up with Telekom and probably we can sooner hear Siri singing “Tavaszi szél vizet áraszt”.

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