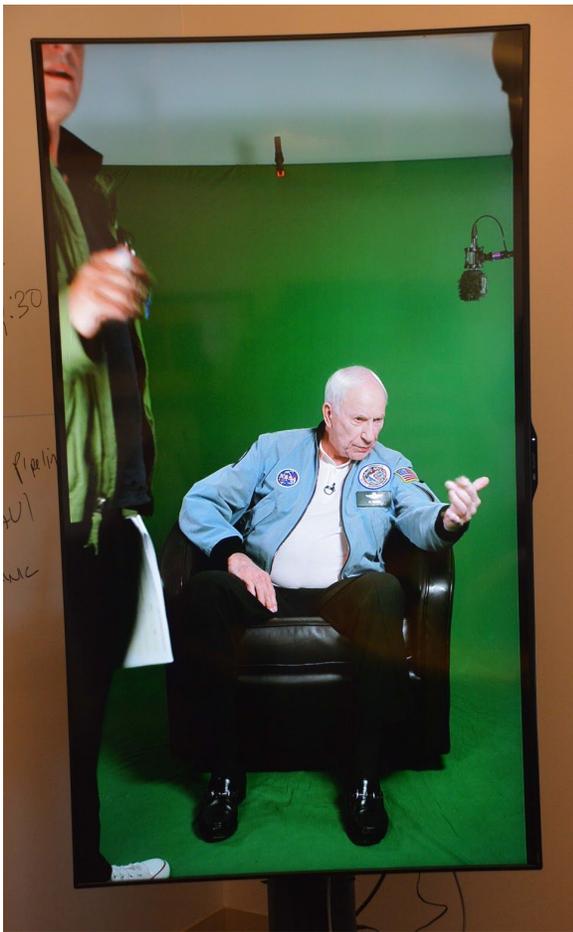


# AI-Driven Technology to Deliver One-on-One Conversations with Iconic Figures

Notre Dame Academy High School Rocketry students interview  
Apollo astronaut Al Worden

Kathy Griffis and Danielle Schlei | October 17, 2018  
Notre Dame Academy, Los Angeles



Col. Al Worden. | Photo by Danielle Schlei

Housed on the second floor of The USC Institute for Creative Technologies' Playa Vista building, exists the diminutive recording studio of "1 ON 1" where Apollo astronaut Colonel Al Worden, now in his 80s, sits in front of a green screen fielding questions from NDA students.

1 ON 1 and USC's ICT have partnered to create technology that brings story-telling visionaries, such as astronaut Al Worden, to you. Any inquisitive person can use 1 ON 1's interface, anytime, anywhere, to pose questions to their "hero" and experience AI-generated, FaceTime-like responses.

Worden flew on Apollo 15 – one of six NASA missions to successfully land humans on the moon – and he is one of a mere 24 individuals who have flown to the moon. Worden also holds two Guinness World Records – he is the one person who has been the most isolated

from any other human being and the first person to walk in space outside Low Earth Orbit.

Not one to shy away from technology, Col. Worden is all-systems-go for the launch of this new brand of AI learning.

1 ON 1 is the brainchild of intellectual property expert Susan Josephson, who enlisted the help of Vault Media's President & COO, Larry Bracco, father of Cameron Bracco, NDA Class of '22. Their vision is a platform, the 1 ON 1 app, that creates realistic, AI-driven conversations with iconic figures. Their short list of interviewees not only includes Apollo astronaut Al Worden, but other visionary rocketmen such as Elon Musk and Jeff Bezos.

**These awe-inspiring encounters will incite multi-generations to go further, ask questions, discover the unknown & expand their horizons.**

*- 1 ON 1*

Key to creating these realistic conversations is anticipating the kinds of questions the public would ask. Fandom at its best. Bracco and Josephson recorded 60 hours of Col. Worden's responses to nearly 2000 questions asked by individuals from 9 years old to over 60 years old. Questions and answers form the rich database from which the AI technology creates the virtual experience.

During one afternoon, Notre Dame Academy students, who build and launch model rockets through NDA's STEM Pathways Program, posed over 50 of their own questions to Col. Worden including:

*"Do you watch SpaceX launches? Did you ever think it would be possible to reuse a 1st Stage?"*

*"Do you think we should go to Mars?"*

*"In a poem on your website, you write that you were 'born at 39.' How did your experiences as an astronaut lead to that birth? How does poetry help you express that rebirth?"*

*"Do you have any suggestions on how to increase the number of females in engineering?"*



Miranda and Jessica from Notre Dame Academy Los Angeles with Col. Worden  
Photo by Danielle Schlei

ICT is renowned for research technologies that blend immersive experiences with entertainment arts. Central to ICT's mission is conducting research that promotes knowledge and education.

Last year, ICT demonstrated the power of interactive storytelling by creating technology to drive an exhibit, "New Dimensions in Testimony," at the Illinois Holocaust Museum and Education Center. The exhibit displays holographic-like images of 15 Holocaust survivors who, in theory, can answer thousands of questions posed by audience members.

Developing technology that allows a user to participate in on-demand, seemingly authentic conversations with iconic figures certainly pushes forward the engagement aspect of learning. At this moment in time, 1 ON 1 is looking toward connecting all of us with not only Al Worden, but legendary artists such as Paul McCartney and Elton John.

In the meantime, you will have to wait until this AI-driven technology has been realized, perhaps next year, to "video chat" with Col. Worden and find out his responses to questions asked by the NDA students!

**While technology alone may achieve a great deal, when blended together with story and character, the experience becomes all the more engaging.**

*- USC Institute for Creative Technologies Strategic Vision*