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WHAT ARE MEMORIES WORTH, REALLY? A RARE CONVERSATION WITH THE FOUNDER

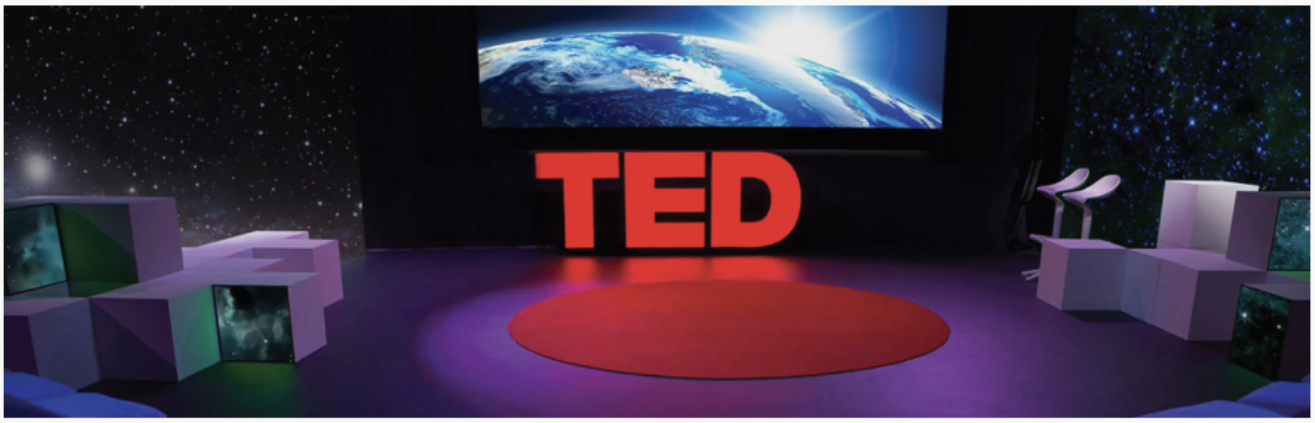
When Elianne M first pitched the idea of a Memory Encoding Machine, most investors laughed at her. A device capable of extracting, encoding and circulating human memories felt closer to science fiction than reality. However if one were to take a real look at the fast paced world they live in, they would see 3D food printers that scan your nutrition intake, paralysed patients controlling computers with their thoughts, driverless taxis quietly threading through traffic, everywhere around them. Don't they already live in science fiction? The line between the impossible and the everyday has been quietly redrawn for some time now. 10 years later, MEM is in full motion and the world is swept. Yet the technology was never the hard part.

"The real question was never whether we could share memories. It was whether we should, and what we lose when we do." Elianne M

It is a question that has come to define both the network and the philosophical unease running beneath its rapid expansion. But what keeps the system working is its ability to fill the societal and economic gaps that already exist. Consumerism has begun to soften where memory exchange is most active, as people grow reluctant to surrender pieces of themselves for goods that once felt essential. Status symbols have lost some of their pull, replaced by a quieter pride in what one has chosen not to trade away. And in the wider culture, compassion has begun to grow, with strangers coming to understand one another across class and generation through memories they would never otherwise have shared.

“This was always the intention. We did not build a marketplace,"

"We treated memories as something sacred, because they are. We did not want people losing them to impulse, and we did not want a culture that asks people to keep buying things they do not need. So the system was built to honour both sides. People pause before they purchase. And when a memory is shared, it is shared with care, with intention, and with the knowledge that someone else's life will be richer for it."



MEMORY CIRCULATION BREAKTHROUGH SLOWS SPREAD OF UNAMED ILLNESS AMID RISING CASES

An illness has caused growing public anxiety and localised disruption over the past week, as uncertainty around its spread continues to affect communities. Health officials have reported a sharp rise in confirmed cases across the UK, with London seeing 20 patients admitted to intensive care within just five days.The illness is characterised by severe headaches, persistent fever, and respiratory complications, with data indicating that individuals over the age of 50 are more severely affected.
However, amid the escalating situation, a breakthrough in disease tracking and early detection is beginning to shift response efforts. Patients held in intensive care have started circulating detailed memory logs through Memory Encoding Machines and donations, contributing data to support medical analysis.

Thus far, encoding specialists at St Thomas' Hospital have identified three symptoms present in all patients: muscle stiffness in the neck, a metallic taste in the mouth, and mild pressure behind the eyes, occurring simultaneously. They have additionally uncovered that the illness typically progresses to its most severe stage approximately two weeks after contraction and henceforth, early identification of these initial symptoms is proving essential, with targeted antibiotic treatment significantly reducing the risk of deterioration when administered in time.

"This is a crucial breakthrough" an NHS spokesperson noted. "Experientially observing the disease has been extremely helpful in identifying patterns we would not have otherwise been able to detect soon". Tomorrow, a public health notice will be issued, including early self-monitoring for cognitive symptoms. Hospitals are also encouraging wider participation in memory donation programs to further strengthen the data pool.

TENSIONS EASE BETWEEN SINGAPORE AND MALAYSIA AS MEMORY EXCHANGES CONTINUE DURING TALKS

Tensions between Malaysia and Singapore had begun to escalate following disputes over control of the Johor–Singapore Causeway, a densely populated transport corridor connecting the two countries. In recent days, however, the situation has eased after civilian memories were gathered from those living along the border. The shared accounts include firsthand experiences of evacuation routes, overcrowded shelters, and instances of miscommunication between armed patrols and civilians at various checkpoints.

"After thorough review of moments where escalation could have been avoided, new protocols have been put in place to reduce unrest and encourage more productive negotiations."

In several cases, the memories revealed how minor misunderstandings, such as unclear signals or language barriers, led to unnecessary confrontation. Officials suggest that exposure to these shared experiences has introduced a more human dimension to the discussions, contributing to a noticeable reduction in tensions as talks progress.

HARVARD LEADS THE WAY AS MEMORY ENCODING BECOMES THE DEGREE OF THE DECADE

When Harvard University announced its Bachelor's programme in Memory Encoding and Cognitive Ethics three years ago, applications outstripped places by nearly forty to one. This year, that figure has climbed to sixty. The course has rapidly become one of the most competitive degrees in the world, drawing students from over ninety countries and prompting similar programmes across the UK, Europe, and East Asia.

What makes the degree so sought-after is the access it grants. Graduates are among the only people permitted to enter the Human Archive, the global repository of encoded memories used in medicine, policy, and diplomacy. The Archive is divided into six divisions, Physical and Mental Well-being, Safety and Risk, Relationships, Civic Reform, Personal and Cultural Identity, and General, and students must specialise in one before they are cleared to access it. The course combines neuroscience, computer engineering, philosophy, and policy. Students spend their first two years on the foundations of memory formation and retrieval before choosing their division and completing a year-long ethics residency.

"Ten years ago, we were arguing about whether memory should be shared at all. Now we are training the people who will decide how. That is a different kind of question, and a heavier one."

Other institutions are racing to catch up. Oxford and Cambridge launched joint Memory Studies degrees last autumn, while the National University of Singapore has opened the world's first Master's in Memory-Based Conflict Resolution, drawing on the country's recent diplomatic experience. In Berlin, Humboldt University is piloting a programme focused on refugee testimony and historical archives.