

# 4. RESEARCH LATAM AI LANDSCAPE

LATAM SingularityNET Community



## 4. RESEARCH \_ LATAM AI LANDSCAPE

The research delves into the potential fusion of AI and Blockchain in Latin America (LATAM), highlighting economic revitalization and social empowerment. It outlines AI adoption rates, user optimism, corporate integration, challenges, and specific country landscapes (Argentina, Colombia, Mexico). Opportunities for SingularityNET include leveraging tech adoption, collaborating with local entities, and offering sector-specific solutions while addressing regulatory complexities and infrastructure limitations. The strategy emphasizes community partnerships, influencer collaboration, localization, support for initiatives, and cross-cultural understanding for successful expansion in Argentina, Colombia, and Mexico.

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for **LATAM @SingularityNET Community**

Creating and growing a vibrant and high-spirited community of talented LATAM innovators for decentralized AI revolution

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<https://www.linkedin.com/showcase/snet-latam/>

<https://medium.com/@singularitynet.latam>

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# 1. Introduction

## **Unveiling the Potential of AI and Blockchain Integration in LATAM**

The Latin American (LATAM) region stands at the breaking point of a technological revolution poised to reshape its economic and social landscape. The convergence of Artificial Intelligence (AI) and Blockchain technology presents an unprecedented opportunity, a potential catalyst for transformative change with far-reaching positive impacts. In recent years, AI and Blockchain have emerged as pivotal pillars of innovation, each with distinct capabilities to disrupt industries and redefine traditional paradigms. As nations across LATAM navigate a landscape mature with potential, the strategic integration and application of these technologies hold the promise of substantial economic growth and profound social advancement.

## **Economic Revitalization through Technological Fusion**

The synergy between AI and Blockchain technologies embodies a new frontier of possibilities for economic revitalization in LATAM. AI's capacity for automation, data analytics, and cognitive computing complements Blockchain's immutable and decentralized ledger, offering a framework for enhanced transparency, security, and efficiency across sectors. It is clear that its potential impact will depend on the willingness to use the technology and the regulations necessary to make this new reality possible.

From financial services and supply chain management to healthcare and agriculture, the fusion of AI and Blockchain is poised to streamline operations, reduce inefficiencies, and unlock previously untapped potentials. This fusion not only fuels innovation but also fosters an environment conducive to attracting investment and nurturing homegrown technological prowess. Traceability and transparency are fundamental elements to open the door to the necessary financing for a region where irregularities and corruption have been the main factors in its growth and social equity problems.

## **Social Empowerment and Inclusion**

Beyond economic rejuvenation, the integration of AI and Blockchain holds the key to profound social empowerment and inclusion in the LATAM region. By leveraging these technologies, traditionally marginalized communities gain access to financial services, healthcare, and educational resources previously beyond their reach.

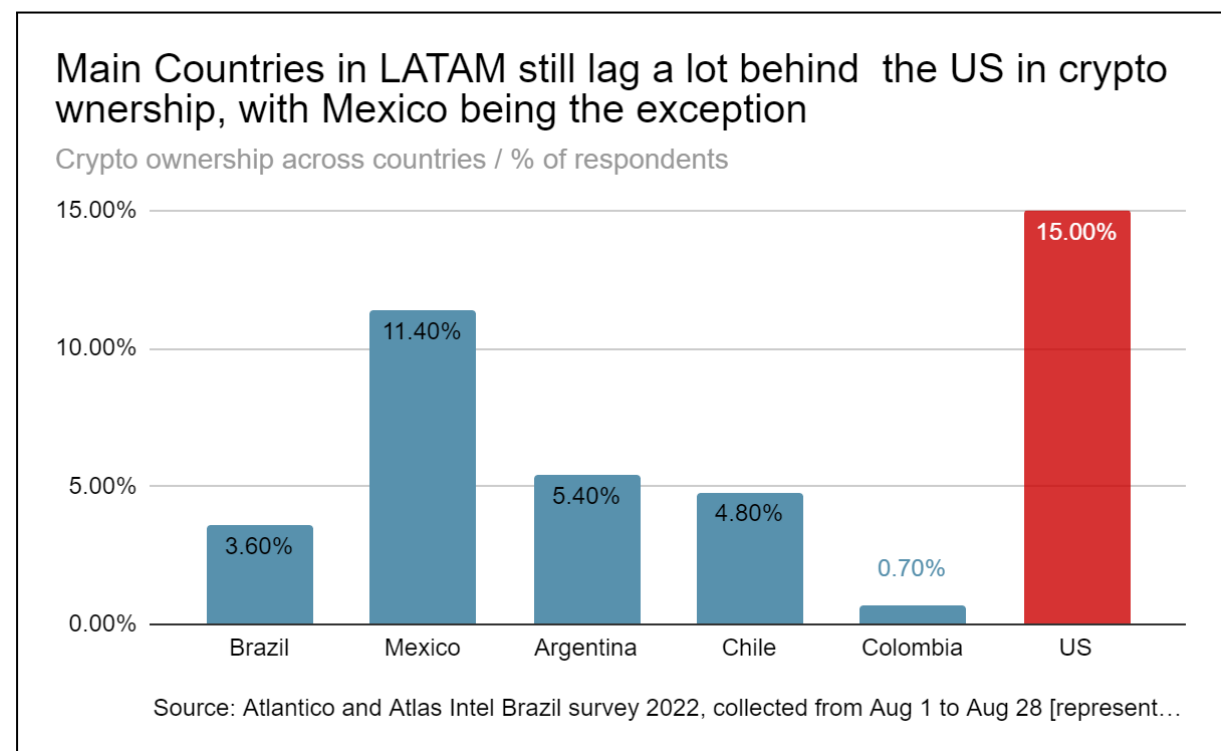
AI-driven healthcare solutions offer diagnostic precision and telemedicine access, particularly vital in remote areas. Meanwhile, Blockchain-powered financial inclusion initiatives pave the way for secure and accessible banking for the unbanked and underprivileged, fostering financial autonomy and stability.

### The Road Ahead: Realizing the Potential

As the global landscape evolves, the strategic application of AI and Blockchain in LATAM represents more than just technological advancement; it embodies a transformative journey toward inclusive growth and sustainable development.

While Latin America has a smaller crypto economy than most other regions, grassroots adoption is strong, with three countries ranking in the top 20 of the Chainalysis Global Crypto Adoption Index: Brazil (ninth overall), Argentina (15), and Mexico (16).

Cryptocurrency has become an important part of day-to-day life in many countries throughout the region, and in particular those facing currency devaluation and inflation. Cryptocurrencies have definitely brought some air into LATAM's weak and uncertain economies and political environments and although they are still far away from US crypto adoption, they are growing steadily.



## **2. Research Purpose and Objectives**

This research endeavors to explore and illuminate the myriad opportunities and challenges associated with AI development and integration in the LATAM region. By examining case studies, assessing existing frameworks, and projecting future trends, this research seeks to chart a course toward harnessing the full potential of these technologies for the improvement of economies and societies across LATAM on the path to Singularity.

Our main intention and objective with this initial AI and blockchain LATAM's research is to have an overall first glance of the LATAM scenario; key actors, activities and challenges. In order to create high quality and relevant content for our marketing and communication strategy for building our community, we first considered that a first overall research would be helpful. We believe a successful marketing campaign relies also on a relevant research market strategy, built upon the insights gained from the gathered information and based on it, develop a communication strategy to present SingularityNET and its different proposals in the region. We aspire with our efforts to add young talents to the forces of singularities, to get developers and existing projects interested in the possibilities of the SNET platform and the opportunity within the Deep Funding program. We consider it necessary to highlight the non-scientific character of this research that only intends to build a first impression and analysis of LATAM's AI and blockchain scenario. This first survey has the only intention and objective of creating a consistent marketing strategy and is built upon our personal insights and feelings around the information we manage to gather in a non-scientific way. We deeply studied social media such as Twitter and LinkedIn, held conversations with different leaders and referents of the region.

The quantitative data was gathered from reports and articles detailed in the last item of the report, Sources page #18. We also intend to continue with this research and update it periodically with new data and information we will continuously gather from every social media and Community building action. This will definitely be an ongoing and ever changing work.

The following chapters delve into the multifaceted dimensions of AI and Blockchain integration, aiming to provide a comprehensive understanding of the pathways to economic prosperity, social equity, and technological advancement in the LATAM region.

### **3. Artificial Intelligence in today's LATAM landscape**

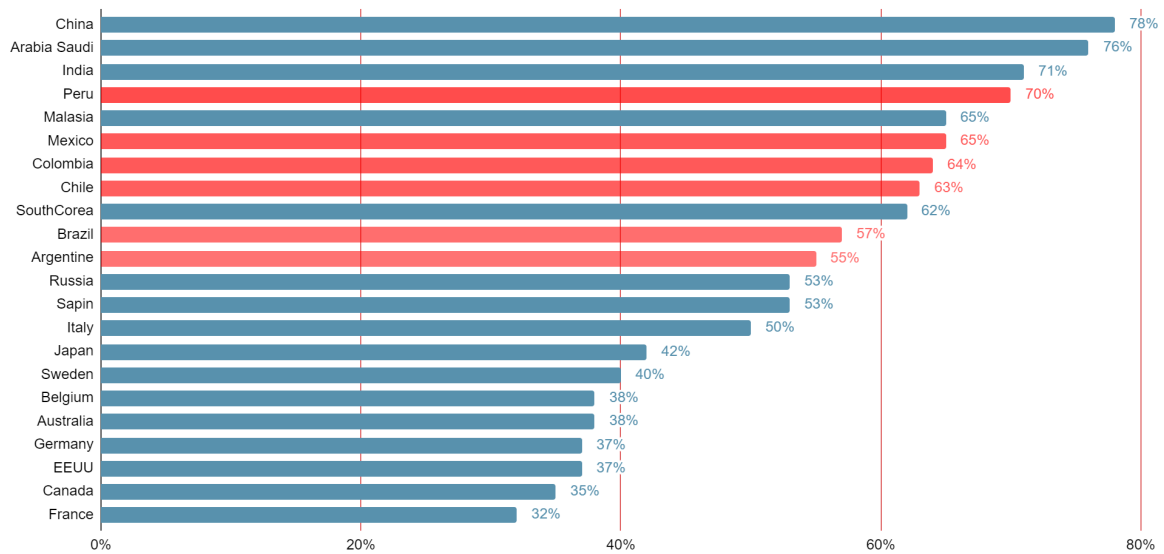
According to Forbes' 2023 article on AI-generated content in Latin America, the region is witnessing a substantial surge in AI adoption. A recent survey by IDC reveals an estimated average AI adoption rate of 45% across the region, with Brazil emerging as the leader with 63% of companies incorporating AI technologies. While various surveys have highlighted Colombia, Chile, and Mexico as frontrunners in AI adoption, our focus extends beyond quantitative data. Through our research, we discern that AI integration in LATAM is both well-distributed and homogeneous, averaging around 50% adoption among companies today, with promising rates for future prospects. Our findings also suggest that, although LATAM users exhibit optimism toward new AI technologies, particularly leveraging platforms like ChatGPT and Midjourney, there may be a deficiency in infrastructure for developing proprietary AI models and establishing AI service companies.

### **4. Latin American users optimistic about adopting AI**

The regional trend is similar to the global one, the adoption of ChatGPT in LATAM has proven to be exceptionally positive, with noteworthy statistics underscoring its popularity. According to Statista (2023), Brazil stands at the forefront among Latin American and Caribbean countries, leading the ranking with an impressive 70 million visits recorded between January 2023 and March 2023 alone. Following closely are Colombia and Mexico, both boasting figures nearing 60 million visits. These robust numbers not only solidify the platform's foothold in the region but also position Brazil, Colombia, and Mexico among the top 20 global users of ChatGPT. Collectively, they contribute 2.2%, 1.9%, and 1.7% of the platform's global traffic, reflecting a substantial and growing user base in these countries on the international stage. This trend will be constant and the growth in the use of tools as LLMs will be substantial.

## Latin American users are adopting AI more enthusiastically than the rest of the world.

Respondents regarding "products and services that use AI have more benefits than disadvantages"



Sources: IPSOS and World Economic Forum - Attitudes towards Artificial Intelligence [2022]

## 5. Companies AI adoption

In the rapidly evolving landscape of corporate priorities, artificial intelligence (AI) has emerged as a focal point, with 54% of corporations currently deeming it a board-level priority and a staggering 80% anticipating its continued prominence in the future. The corporate realm is actively engaging with AI through various applications, with 74% emphasizing user interaction and 47% directing its capabilities towards optimizing sales and marketing strategies. As this technological wave sweeps across industries, 53% of corporations are proactively assembling dedicated teams to oversee the integration of AI, with a noteworthy 22% constituting teams of six or more individuals. Among the manifold aspirations associated with AI adoption, corporations express particular enthusiasm for leveraging this technology to enhance operational efficiency (74%) and craft tailor-made, personalized solutions (45%). This palpable embrace of AI underscores its transformative potential in reshaping the corporate landscape.



## **Examples of the use of artificial intelligence in companies in LATAM**

**Process Automation:** Companies use AI-based technologies such as robotics and computer vision to perform tasks such as object movement and pattern recognition.

**Data Analysis:** Another use of artificial intelligence in businesses is focused on analyzing large amounts of data to discover hidden trends. This can be achieved through the use of machine learning techniques that enable companies to detect patterns, allowing them to make better decisions and improve their workforce efficiency.

**Customer Service:** Companies leverage AI to enhance customer service. For instance, chatbots can be employed to answer frequently asked questions or provide technical assistance.

**Marketing and Advertising:** Artificial intelligence is an excellent tool for enhancing advertising campaigns. For example, machine learning techniques can be used to identify patterns in user behavior and offer personalized ads.

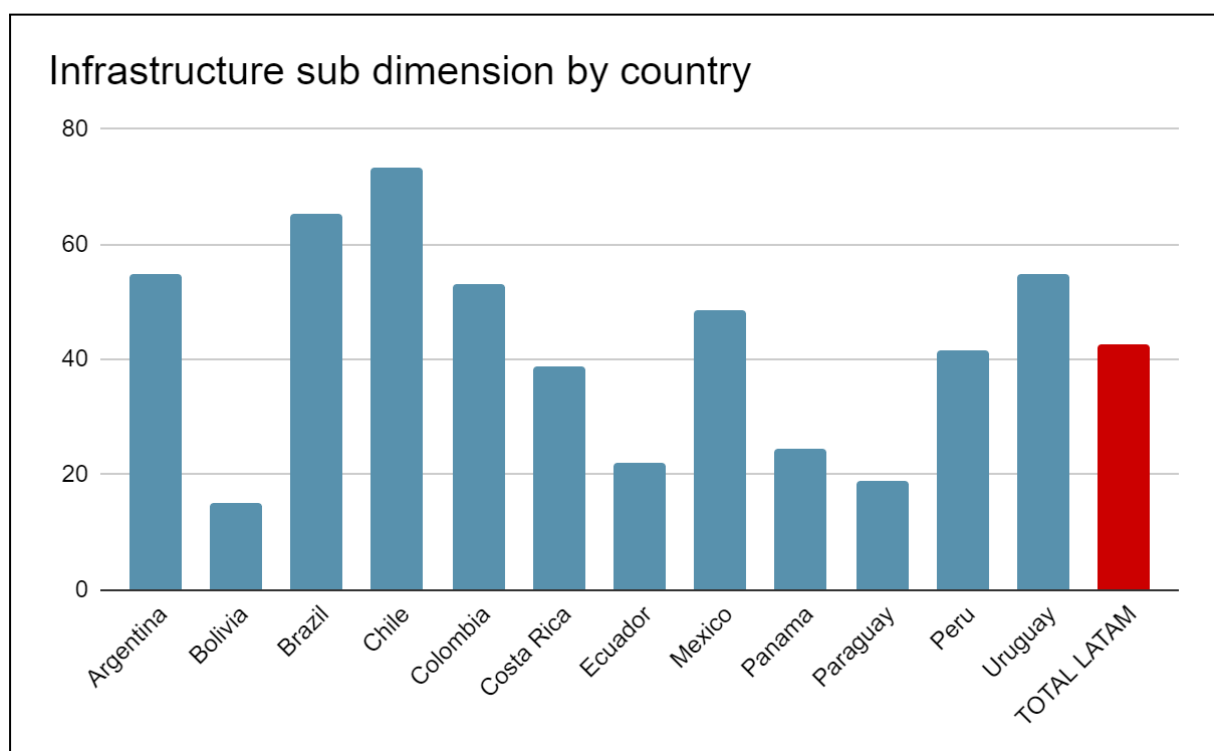
## **6. Obstacles and Challenges in LATAM's AI development**

Developing artificial intelligence (AI) in the LATAM region faces various obstacles and challenges. One prominent challenge is the limited infrastructure for AI research and development such as supercomputers and data centers, hindering the creation of sophisticated AI models and systems. Additionally, there is a shortage of skilled professionals with expertise in AI, exacerbating the difficulty of advancing AI initiatives. Financial constraints and a lack of substantial investment in AI projects pose further hurdles, limiting the region's ability to compete globally in the AI landscape. Ethical considerations and the need for robust regulatory frameworks also emerge as challenges, as the responsible and ethical use of AI requires careful oversight. Overcoming these obstacles requires concerted efforts in education, infrastructure development, and fostering an environment that encourages innovation and collaboration in the AI field.

The following graph from the Latin American Artificial Intelligence Index explores the Infrastructure Sub Dimension considered as the overall technological coverage of countries, focusing on connectivity, data processing capabilities, and the availability of technological

devices in the population. The underlying assumption is that higher technological coverage and accessibility in a country contribute to the development of an ecosystem conducive to the adoption of artificial intelligence (AI) systems.

At the regional level, the Infrastructure sub dimension achieved an average score of 51.45. While there are countries with divergent results, this sub dimension demonstrates high homogeneity. Chile leads the scores with a performance of 71.32, followed by Brazil and Argentina with scores of 62.32 and 59.29, respectively. Chile's primary advantage lies in the penetration and advancement of digital infrastructure, characterized by high average download speeds and a significant percentage of the population with internet access. The results highlight varying degrees of development in digital infrastructure across countries in the region, with Chile standing out for its robust performance in this sub dimension.



## 7. Argentina:

**AI Landscape:** Argentina has a growing AI ecosystem, with government support and initiatives fostering AI research and development. There's notable progress in sectors like healthcare, agriculture, and finance, with startups and universities driving innovation.

**Key Communities and Influencers:** Groups like Argentine Association of Artificial Intelligence (AAIA) and organizations such as CONICET (National Scientific and Technical Research Council) and INVAP (Argentine high-tech company) contribute significantly. Influencers like Mariano Sigman, a neuroscientist, and AI researchers from institutions like Universidad de Buenos Aires and CONICET are notable.

In the last year, relevant communities such as SAIA @SAIA\_AR were formalized, focused on connecting and enhancing AI in Argentina, thinking about ethics and the common good. Led by development specialists Alexander Ditzend, today represents the country's AI developer community.

Argentina's AI landscape is showing promising signs of growth with various opportunities emerging in the short term with good prospects for 2025.

### Opportunities in Argentina's AI Landscape:

**Healthcare Innovation:** AI applications in healthcare are gaining traction.

Opportunities exist for AI-driven diagnostics, personalized medicine, and health data analytics. Partnerships between tech companies and healthcare providers can lead to innovative solutions.

**Agriculture Optimization:** Argentina being an agricultural powerhouse, AI can play a significant role in optimizing crop management, pest control, and yield prediction. Precision agriculture technologies and AI-driven analytics offer short-term prospects.

**Financial Sector Enhancement:** AI's potential in fintech and banking was on the rise. Opportunities lie in fraud detection, risk assessment, and customer service automation. Collaborations between financial institutions and AI startups can drive innovation.

**Government Initiatives:** Argentina's government was fostering AI development through initiatives and funding. Short-term opportunities include partnerships with government-backed programs for AI research and development projects.

**Startup Growth:** The startup ecosystem was flourishing. Short-term opportunities revolve around investment in AI startups, mentorship programs, and collaborations between established companies and startups to drive innovation.

**Talent Development:** Argentina has a pool of skilled professionals. Short-term opportunities exist in AI education and training programs to bridge skill gaps and nurture talent for the burgeoning AI industry.

**Ethical AI Practices:** Emphasizing ethical AI practices could be a significant opportunity. Collaborations focusing on responsible AI development and ethical frameworks can ensure sustainable AI growth.

**Short-term Focus (2024-2025):**

- **Industry-Specific Solutions:** Targeting key sectors like healthcare, agriculture, and finance with tailored AI solutions can yield quick results and establish a strong foothold.
- **Collaborations and Partnerships:** Encouraging collaborations between academia, startups, and established companies can expedite AI innovation and deployment in various sectors.
- **Regulatory Support:** Advocating for supportive policies and regulations conducive to AI development and adoption can accelerate progress.
- **Investment in Research & Development:** Allocating resources for R&D in AI technologies will drive innovation and competitiveness in the global market.
- **Skills Development:** Short-term focus should be on upskilling and reskilling initiatives to meet the demand for AI professionals and ensure the workforce is equipped for the evolving landscape.

Argentina's AI landscape presents ample opportunities for growth and development in the short term for the SingularityNET platform and business model, emphasizing sector-specific solutions, collaborations, regulatory support, investment in R&D, and skills development. These strategies can leverage Argentina's strengths and position it as a key player in the AI landscape from 2024 to 2025.

## 8. Colombia:

**AI Landscape:** Colombia has been investing in AI, with efforts to leverage it in healthcare, agriculture, and finance. The government supports initiatives to promote AI research and startups, but the ecosystem is still developing.

**Key Communities and Influencers:** Organizations like Colciencias (Administrative Department of Science, Technology, and Innovation) and universities like Universidad de los Andes and Universidad Nacional de Colombia are active in AI research. Influencers such as Diego Mesa, an AI researcher, and communities like AI Colombia foster discussions.

### Opportunities in Colombia's AI Landscape:

**Healthcare Innovation:** Similar to many countries, Colombia's healthcare sector offers significant opportunities for AI applications. AI-driven diagnostics, telemedicine, and health data analytics present short-term prospects for improving healthcare accessibility and efficiency.

**Agricultural Advancements:** Colombia's diverse climate and agricultural richness make it ripe for AI-driven solutions in precision farming, crop monitoring, and supply chain optimization. Short-term opportunities lie in collaborations to enhance agricultural productivity.

**Financial Inclusion:** Colombia's growing fintech industry could benefit from AI in credit scoring, fraud detection, and personalized financial services. Partnerships between traditional financial institutions and fintech startups can drive innovation.

**Government Support:** The Colombian government was supportive of tech initiatives. Short-term opportunities exist in collaborations with government-led programs for AI research, smart city projects, and public service enhancement.

**Education and Talent Development:** Colombia has a growing pool of tech talent. Short-term opportunities include investing in AI education, creating specialized programs, and fostering collaborations between academia and industry to address skill gaps.

**Environmental Conservation:** Colombia's rich biodiversity presents opportunities for AI-driven environmental monitoring, conservation planning, and sustainable resource management.

**Short-term Focus (2024-2025):**

- **Health-Tech Solutions:** Focus on deploying AI in healthcare, especially telemedicine and data analytics, to improve healthcare outcomes and accessibility, especially in remote areas.
- **AgriTech Innovations:** Collaborate with agricultural stakeholders to implement precision farming and supply chain optimization solutions for improved productivity and sustainability.
- **Financial Inclusion:** Work towards AI-driven solutions that enhance financial services' accessibility and tailor them to the needs of underserved populations.
- **Government Partnerships:** Collaborate with government initiatives to drive AI adoption in public services, smart city projects, and regulatory support for tech innovation.
- **Talent Development:** Invest in AI education and training programs to nurture local talent and bridge skill gaps, fostering a robust workforce for the evolving AI landscape.
- **Sustainability Initiatives:** Emphasize AI applications in environmental monitoring and conservation to address Colombia's ecological challenges.

Capitalizing on these short-term opportunities in healthcare, agriculture, fintech, government collaborations, talent development, and sustainability efforts can drive Colombia's AI landscape forward from 2024 to 2025, contributing to its technological advancement and economic growth bringing a great opportunity for SingularityNet to explore partnerships and expansion of its platform and spin offs.

## 9. México:

**AI Landscape:** Mexico has a burgeoning AI landscape with advancements in various sectors like automotive, healthcare, and finance. Government initiatives and partnerships with academia and industry drive AI growth.

**Key Communities and Influencers:** Groups like the Mexican Society of Artificial Intelligence (SMIA) and institutions like UNAM (National Autonomous University of Mexico) and Tecnológico de Monterrey lead AI research. Influencers like Hector Robles, an AI researcher, and organizations like AI Network Mexico are influential.

Mexico's AI landscape has been dynamic, offering various opportunities for growth and development in the short term, from 2023 to 2025:

### Opportunities in Mexico's AI Landscape:

**Automotive Innovation:** Mexico has a robust automotive industry. Short-term opportunities exist in AI-driven advancements such as autonomous vehicles, predictive maintenance, and supply chain optimization, enhancing efficiency and competitiveness.

**Health-Tech Advancements:** AI applications in healthcare were gaining traction. Opportunities lie in telemedicine, medical imaging analysis, and personalized medicine, aiming to improve healthcare accessibility and outcomes.

**Financial Services Enhancement:** Mexico's financial sector is ripe for AI adoption. Short-term opportunities include AI-driven fraud detection, personalized financial services, and risk assessment, fostering financial inclusion and security.

**Government Initiatives:** The Mexican government was supporting tech innovation. Short-term opportunities exist in collaborations with government initiatives for smart city projects, public service enhancement, and regulatory support for AI development.

**Manufacturing Optimization:** Mexico's manufacturing sector could benefit from AI-driven solutions for process optimization, predictive maintenance, and quality control, boosting productivity and competitiveness.

**Talent Development:** Mexico has a growing pool of tech talent. Short-term opportunities include investments in AI education, specialized training programs, and collaborations between academia and industry to meet skill demands.

**Short-term Focus (2023-2025):**

- **Automotive Technology:** Focus on AI applications in the automotive industry, especially in autonomous vehicles and supply chain optimization, to enhance efficiency and innovation.
- **Healthcare Solutions:** Deploy AI-driven healthcare solutions, emphasizing telemedicine and medical imaging analysis, to improve healthcare accessibility and quality, especially in underserved areas.
- **Financial Sector Innovations:** Develop AI-powered solutions for financial services, focusing on fraud detection, risk assessment, and personalized financial products to promote financial inclusion and security.
- **Government Collaborations:** Partner with government-led initiatives for smart city projects, public service enhancement, and regulatory support, fostering a conducive environment for AI innovation.
- **Manufacturing Efficiency:** Implement AI-driven solutions in manufacturing for process optimization, predictive maintenance, and quality control to boost productivity and global competitiveness.
- **Talent Cultivation:** Invest in AI education and training programs to nurture local talent, bridge skill gaps, and build a skilled workforce for the evolving AI landscape.

By focusing on these opportunities in automotive technology, healthcare, financial services, government collaborations, manufacturing efficiency, and talent development, Mexico can accelerate its AI growth and technological advancement from 2024 to 2025, contributing significantly to its economic and technological progress. This is presented as a favorable scenario for the expansion objectives of SingularityNet in the region, exploring potential partnerships and alliances in one of the countries with the greatest economic and demographic development in LATAM.



## 10. The Future

Let's explore possible scenarios and areas of commercial development for SingularityNET in the medium and short term within the LATAM region.

LATAM shows a growing appetite for technology adoption. SingularityNET can capitalize on this momentum, offering AI-as-a-Service solutions to businesses looking to optimize operations and innovate. Possesses a burgeoning tech talent pool. By engaging and empowering local developers, SingularityNET can foster partnerships and collaborations to enhance its platform and offerings. Emerging Markets The region presents untapped opportunities across various sectors. SingularityNET's diverse AI services can address specific industry needs, from agriculture and healthcare to finance and logistics, providing innovative solutions in underserved markets.

Diverse regulatory frameworks across LATAM countries might pose challenges. Adapting to and navigating through varying regulations regarding AI and data privacy can be complex and time-consuming. In some areas, infrastructure limitations may hinder widespread technology adoption. Access to stable internet connectivity and technological resources might be uneven across the region. The AI market in LATAM is becoming increasingly competitive. SingularityNET may face competition from both local startups and established international players, necessitating strong differentiation strategies.

Partnerships with local businesses, governments, and academic institutions can be a strategic move. This collaboration can facilitate market entry, adapt solutions to local needs, and navigate regulatory landscapes effectively. Targeting specific sectors like agriculture, healthcare, and finance can yield quick wins. Tailoring AI solutions to address sector-specific challenges and collaborating with industry leaders can open significant opportunities. Investing in AI education and awareness programs can create a foundation for widespread adoption. Training and supporting local talent can pave the way for long-term partnerships and adoption of SingularityNET's services.

In the medium and short term, SingularityNET's success in the LATAM region will hinge on its ability to navigate regulatory complexities, leverage local partnerships, and offer tailored AI solutions. By addressing challenges while capitalizing on advantages and opportunities, SingularityNET can establish itself as a leading provider of AI solutions in LATAM's burgeoning tech landscape.

## 11. Final Thoughts & Content Guidelines

One of the first issues that caught our attention, perhaps one of the most relevant, is the clear distinction and gap between the world of Artificial Intelligence and the world of Blockchain. We found that there weren't any AI centered Communities, Web 3 Communities are centered around blockchain which of course makes sense as this technology is the enabling piece for Community and Governance building. And, although we do found AI leaders or referents in social media holding Twitter Spaces for example, we noticed that this element, the intersection between AI and blockchain technology that SingularityNET provides might be a novelty and a standing point to create engagement and awareness around SingularityNET mission and vision.

Another standing point that arose from the research was the LATAM's open minded towards AI technology and its advances, the high adoption rate regarding the rest of the world and the optimistic attitude towards decentralization technologies and wide cryptocurrencies adoption. Young latin americans are showing open and flexible towards this strong cultural changes and are specially aware of the importance of decentralizing hierarchical systems and bureaucracies. Also, we noticed a very interesting welcoming attitude from the first interactions with active referents of the Web 3 LATAM universe. Latin America is definitely a fertile land to seed and grow a powerful and high-spirited Singularity NET LATAM Community.

The content strategy will be focused on drawing attention and highlighting the enormous opportunities in the field of AI for independent Latin American developers who work from home for foreign companies and emphasizing the importance of the decentralization of this tool. We will also emphasize the unique opportunity to be part of this decentralizing revolution through the intersection of blockchain and AI, pointing to this as our added value as a Community.

First month will be mostly introductory, we will be introducing SingularityNET to the LATAM developers community and showcasing key aspects of the Deep Funding program in order that whenever any interested person wants to have any information in Spanish just can reach us and have a clear understanding of every aspect of SingularityNET project. We want to be a central hub of clear information in Spanish as we are aware of limitations regarding language barriers for many Latin americans.

## **Engagement Strategy:**

To integrate and engage with these communities:

**Community Partnerships:** Collaborate with local AI communities, universities, and research institutions by organizing workshops, seminars, and hackathons.

**Influencer Collaboration:** Engage with key influencers for outreach and knowledge-sharing through webinars, podcasts, and joint projects.

**Localization:** Tailor content, materials, and platforms to suit the local language and preferences of each country.

**Support Initiatives:** Provide support for AI initiatives, startups, and research programs to foster growth within the AI ecosystem.

**Cross-Cultural Understanding:** Understand and respect the cultural differences and nuances in each country to effectively engage with diverse communities.

For SingularityNET's expansion, tapping into these communities, supporting local initiatives, and collaborating with influencers and organizations could significantly bolster presence and impact across Argentina, Colombia, and Mexico.

Our goal in the next phases will be to participate representing SingularityNET in different local and regional events, including inviting our CEO Ben Gerz to participate in any of the national or regional events to be held during the next year. Another important long-term objective will be to continue developing this study with future market research and updates to ensure the possibility of creating a tailor-made strategy with accurate insights for effective engagement along the road. The details of our interpretation of the resulting data from the research and annex is addressed in the complete content strategy attached [4. CONTENT STRATEGY LATAM COMMUNITY \_ 121223] on the deliverables on this first milestone of the SingularityNET LATAM Community proposal.

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