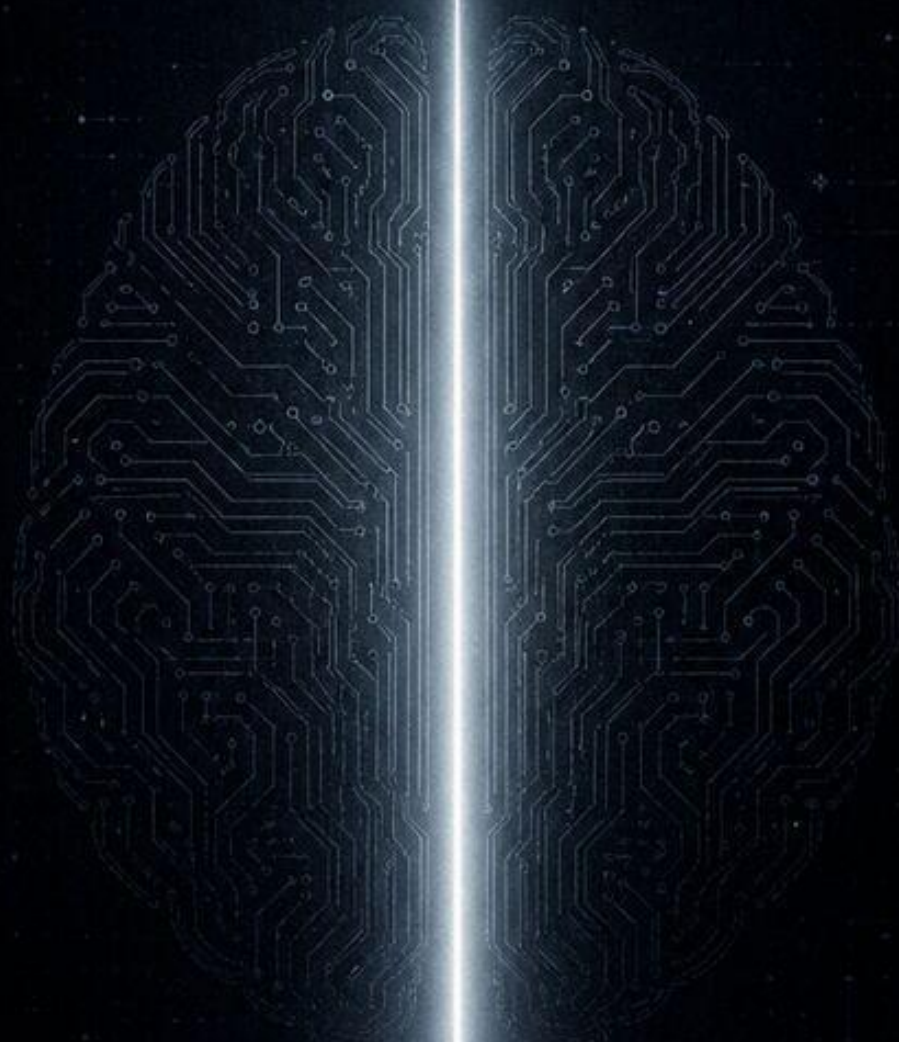


CORTEx

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THE ANTI-SMARTPHONE MANIFESTO
AND THE NEW DIGITAL ARISTOCRACY



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**Cortex. The Anti-
Smartphone Manifesto and
the New Digital Aristocracy**

«Издательские решения»

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In a world burning through your attention, silence is the ultimate high-end asset. In this sharp, uncompromising manifesto, Anastasia Gromova delivers the conceptual blueprint for the next technological era: The Anti-Smartphone. “Cortex” is a calculated, structural framework for architectural cognitive defense, offering a profound shift in technological ethics.

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Cortex

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Chapter 1. The Anti-Smartphone as the Defining Status Object of the Coming Years

For decades, progress was measured in power: connect faster, display more vividly, embed more deeply into every minute of our lives.

In the end, we built the perfect trap for our own attention.

But the era of total online presence is over.

Today, the right to be unavailable is the new luxury.

The old market logic no longer works.

We already live in a world where the device in your pocket can do almost everything.

It shoots video, translates, gives directions, pays for purchases, stores documents. It also delivers news, other people's opinions, other people's meltdowns, other people's panic, other people's pointless agitation.

And that is precisely its new problem.

The smartphone is no longer just a tool.

It has become an open gateway through which everything pours into the psyche, around the clock.

For a long time, this was called progress.

In reality, we built an Architecture of Cognitive Overload.

Modern people rarely suffer from a lack of information.

More often, they suffer from the inability to shut the flow off.

The screen demands a reaction before a thought can form.

A notification defeats intention.

The feed proves stronger than will.

The day splinters into dozens of minor intrusions.

By evening, a person feels not full but scattered, irritated, and burdened by a strange inner mental residue that is hard even to name.

The market still behaves as if the problem can be solved with one more camera, one more OS refresh, one more layer of "smart" features.

But the real scarcity is elsewhere now.

Not power.

Not speed.

Not connectivity.

The core scarcity is Attention Privacy.

The next major product leap in the industry will come as a reversal.

The winner will not be the smartphone that pulls people deeper in, but the one that learns to set them free.

Not the one that bombards them with signals, but the one that knows how to filter them.

The winner will be the device that gives people back the right to be unavailable — without sacrificing efficiency, status, or control over their own lives.

This is where the idea of a new device category emerges: the anti-smartphone.

This is not a rejection of technology, and not digital monasticism.

Quite the opposite.

It is the next stage of technological maturity: a device that understands not all information deserves entry into human consciousness.

Its task is not to hold its owner's attention, but to protect it.

Not to overheat the nervous system, but to shield it from pointless overload.

Not to turn every day into a chaotic fairground of signals, but to build a managed information environment for the user.

The simplest way to imagine such a product is to ask a question: what if a smartphone protected its owner as aggressively as it now protects the interests of apps, ad networks, and platforms?

What if its entire logic were built not around extending screen time, but around reducing meaningless engagement?

What if the device measured its success not by the number of screen touches, but by the number of mental overloads it prevented?

Then we would get an entirely different kind of gadget.

Let us imagine a working concept: Cortex.

On the outside, it is a strict, ascetic, premium-class device.

A matte body. No visual noise. No “technology carnival.”

But the real point is inside.

Cortex works as a personal reality filter.

Incoming information does not go directly to the user. It passes through an embedded system of cognitive assessment.

Its task is not censorship, but a hard separation between signal and digital noise.

Cortex analyzes incoming information through five key markers of digital noise:

Overheated alarmism — cuts off waves of panic and escalation.

Manipulativeness — detects hidden triggers and clickbait.

Information redundancy — blocks duplicates of the same story repackaged in different forms.

Empty sensationalism — filters out cheap, hollow pseudo-sensations.

Toxic emotional noise — dampens waves of other people's aggression and panic.

In place of a toxic comment, the user sees a concise notice:

[Emotional noise filtered]

In place of ten duplicate news items:

[Event captured in your summary]

Instead of an endless news carousel, Cortex delivers a brief evening report — dry facts, no panic, no verbal foam.

Another key function of Cortex is deep unavailability modes.

This is not a banal silent mode that can be disabled in a moment of weakness.

It is a physical switch in the environment.

The user activates Mindful Day Mode, and the device lets through only a narrow circle of critical contacts.

Media chaos no longer has the right to force its way into consciousness.

Secondary work chats do not get that right either.

This matters because the market of the future will not merely sell calmly.

It will sell Managed Availability.

In the coming years, that will become one of the most expensive forms of comfort.

Once technology is no longer rare, the rare thing becomes the ability not to respond instantly.

When everyone is connected to everyone, status shifts from connectivity to selectivity.

When any person can be found and tugged at within seconds, the true privilege is the right to decide who gets to interrupt you.

That is why the anti-smartphone is not a niche toy for people tired of the internet.

It is a new status object.

Yesterday, status was displayed through excess functionality: the newer, brighter, and more active the device, the louder it announced its owner.

But that language is obsolete.

A world overfired with technology values the opposite: not signaling, but control; not noise, but selection; not permanent presence, but Cognitive Autonomy.

The anti-smartphone will be the first gadget of an era in which luxury means not performative availability, but the right to digital inviolability.

And here, the corporate market matters more than the mass market.

Business is already paying an enormous price for fragmented employee attention, constant micro-interruptions, and mistakes caused by information fatigue.

The moment the anti-smartphone is packaged not as asceticism, but as the primary tool for productivity, clarity, and deep work, corporate demand will overtake consumer demand.

For executives, negotiators, analysts, physicians, and developers — people under high cognitive load — such a device will not sell silence as an abstraction.

It will sell silence as a working resource.
Not rest from the world, but the quality of decisions.
Not digital refusal, but digital discipline.

This is the point where a beautiful concept becomes a hard, profitable product category.

Most likely, the market will first see intermediate forms rather than a standalone device:

- Cleansing interfaces that remove compulsive friction from the UI
- Prioritization systems that filter the incoming stream
- Brief daily summaries instead of an endless news carousel
- Semantic filters for toxic text and aggressive video
- Corporate modes designed to enable deep work
- Gadgets with a physical toggle for switching availability modes

But the evolutionary logic is already in motion.
The spring is compressed.

The market has reached the point where the next step is not stronger stimulation, but its intelligent restraint.

Of course, this idea has a dark side.
Any system that filters reality runs the risk of one day editing it too aggressively.
Where is the line between care and censorship?

Who decides what counts as anxious garbage and what counts as an important signal?
Will the mindful interface turn into a soft, convenient, deeply pleasant form of Intellectual Sterilization?

This question cannot be ignored.
More than that, it is what makes the concept mature.
A truly strong anti-smartphone of the future should not educate its owner or hide reality from them.

Its task is more modest, and more intelligent: to return to the individual the control lever over the incoming stream that slipped from human hands long ago.

The core idea here is simple and inevitable:

The next iconic technology product will sell fewer intrusions, not more features.

For too long, technology evolved as The Industry of Temptation.

Now the market has a chance to turn toward Protective Technology.

And whoever first creates a device truly capable of protecting the mental ecology of its owner will gain more than market share.

They will gain the right to name an entire category.
The anti-smartphone is not a whim.

It is the likely answer to an era that overdid access, noise, and stimulation.
And so, in the coming years, the ultimate status symbol will not be the phone with the most features, but the one that knows best how to remain silent.

Chapter 2. How Cortex Works: Interface, Modes, Filters, and Usage Scenarios

Any strong idea dies at the moment of implementation if the interface is dull, awkward, or too cerebral to live with. The fate of Cortex will not be decided by a beautiful manifesto, but by details: what the user actually sees, how they interact with the device, and whether it ever feels as though the phone is trying to improve them against their will.

The core principle of Cortex is simple: The device must not demand willpower to be useful.

Most digital tools fail precisely here. They promise calm, then force the user to configure dozens of settings, disable forty notifications, delete apps, and afterward fight the temptation to reverse it all. That path is a dead end. People are exhausted not only by digital chaos, but by the constant need to defend themselves from it.

Protection in Cortex must be built in, natural, almost bodily.

Interface: A Phone That Does Not Shout

The first thing that distinguishes Cortex from an ordinary smartphone is its complete absence of visual audacity. The modern screen is designed as a screaming storefront: Look at me one more time. Cortex is built on the opposite principle. Its purpose is not to stimulate, but to level and steady.

On the home screen there is no scatter of bright icons competing for attention. Instead of the usual chaos, the user sees a calm, almost architectural system: time, the next critically important event, a short list of priorities, and the Real-time Cognitive Load Index (CLI).

If the ordinary smartphone resembles a noisy bazaar, Cortex feels like a well-ordered private study.

The color system in Cortex is strictly functional. In place of aggressive accents: muted, deep tones. Plenty of air. Minimal animation. No twitchy transitions. The device does not behave like a cheap showman. Its role is that of a noble assistant: present, but never intrusive.

In Cortex, even typography matters. Fonts, line spacing, text density — everything is calibrated to create a sense of cognitive stability. When a person looks at a screen for the fiftieth time in a day, the interface either deepens exhaustion or gently eases it. Cortex treats visual rhythm not as aesthetics, but as a serious engineering task.

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