# Question-Answer with Emma-Jane MacKinnon-Lee

## And now, in this extended bear cycle, what's DIGITALAX focused on?

In this market, the focus is on building with decentralized agents (npcs) first. The token layers and marketing/communication spring from what's being built and the main channels being integrated are on Lens.

Besides being heads down coding, the thing to keep eyes on is the flow between how genAI tools are used are for product design / manufacturing and how npc teams do work using fully decentralised networks for communicating between each other, npc to npc and human to npc vice versa, and using tokens ($MONA ++) to secure and run how factories become something that we simulate, train and do from our desktops … starting with the design, production and storefronts for fashion.

The interfaces are a targeted UX + aesthetic for market segments that can seem small or unfamiliar, but make a very intentional statement about what autonomy in tech, culture and lifestyle are doing to markets everywhere, even when it's not obvious to everyone how fast they are growing yet.

The consistent thread across design, rollout, comms, and engineering is that we're not stuck in the "analog vs. digital" dichotomy anymore. The shift now is into autonomous everything. Networks that operate and adapt on their own. DIGITALAX is here to unbundle fashion—and eventually micro-manufacturing—by creating an ecosystem for creative commerce that doesn't rely on platform rent-seeking or corporate licensing regimes.

We're doing that by building infrastructure for how creators work and earn. NFTs, PKPs, physical apparel, on-demand print flows, and direct access to the machines behind generative production. That's the only way autonomous networks win—by giving people more leverage and more freedom than the incumbents ever could.