

# THE TECHNO GRIND

Sharing the news from the World of Immersive Technologies

FACEBOOK 

## Inside this issue:

Use of AI and Machine Learning in Advertising

## Facebook Changes its company name to Meta

*By Facebook*

The company says that metaverse is the next evolution of social connection. The Company's vision is to help bring the metaverse to life, so they have changed their name to reflect their commitment to this future.

3D spaces in the metaverse will let you socialize, learn, collaborate and play in ways that go beyond what we can imagine

The Company is already developing exciting new technologies that will help people connect and explore in the metaverse.

# Use of AI and ML in Advertising

*Not Just a Cadbury Ad*

Cadbury made use of machine learning to recreate the actor's face and voice to promote local stores. This Diwali, the American multinational confectionery brand has made Bollywood star Shahrukh Khan the brand ambassador of hundreds of local businesses that have been adversely affected due to the Covid-19 Pandemic.

**Predict the future & demands with AI. Find the right audience and niche for the products.**



## Learn more about Forecasting Demand Using Artificial Intelligence

