

# **NEW TECHNOLOGIES WHICH ARE USING IN NEW MEDIA**

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# NATURAL LANGUAGE GENERATION & AI- GENERATED CONTENT

‘Robot journalism,’ one of the industry’s most controversial examples of emerging technologies, lends a helping hand to journalists and publishers by interpreting and analysing data to produce content.

Try it for yourself: Go to [ai-writer.com](https://ai-writer.com) and feed their AI Author a headline, and it will do all the research and writing work for you.

## JUST FEED OUR AI WRITER A HEADLINE...

*...and it will do all the research work for you. Yes, it's really that simple!*



**It's intelligent**



**It's simple**



**It's free**

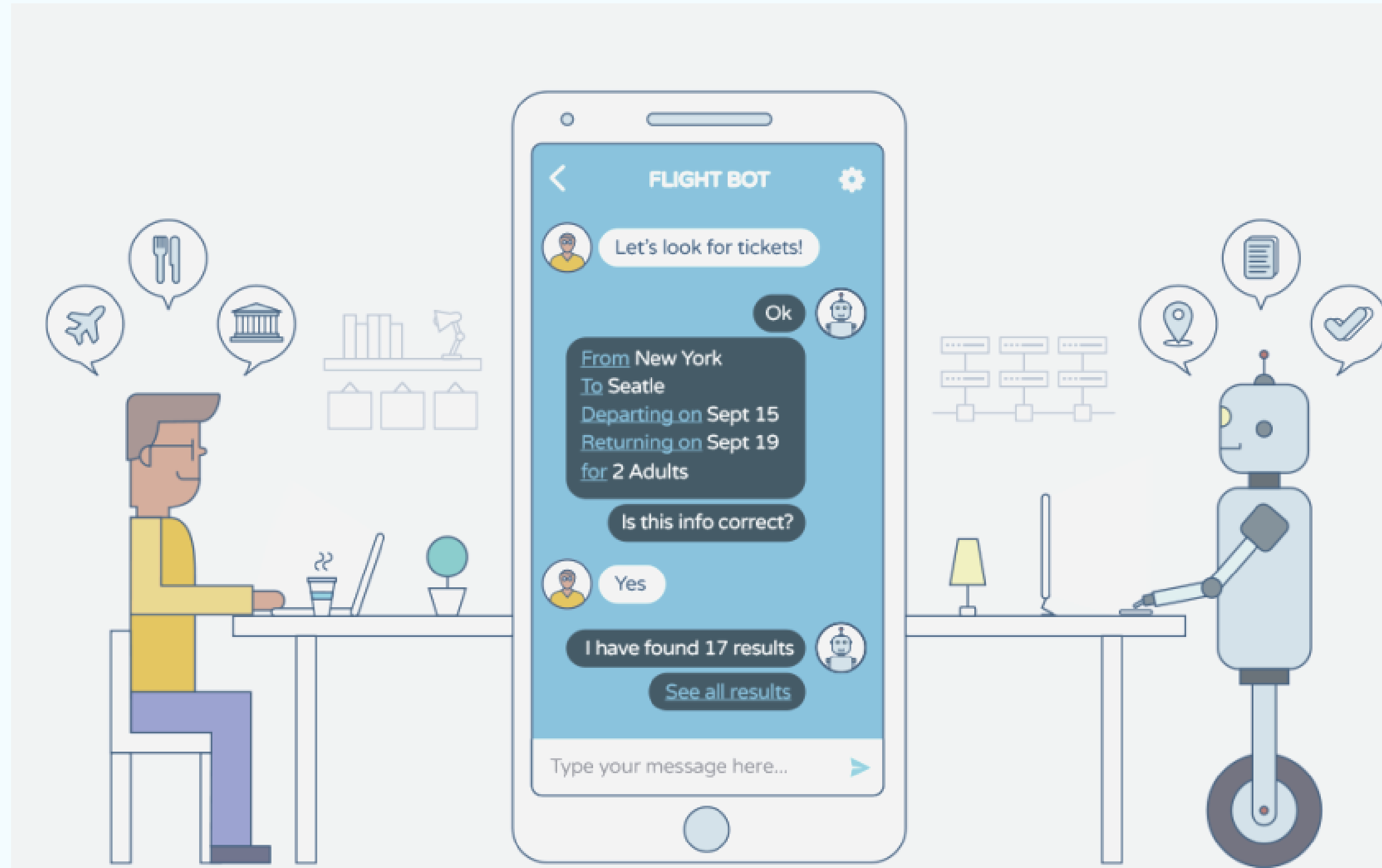
# WEARABLE JOURNALISM

THE APPLE WATCH MAKES  
GETTING THE LATEST NEWS AS  
EASY AS TELLING THE TIME.



# CHATBOTS & CUSTOMER ENGAGEMENT

Facebook is already offering to deliver businesses automated customer support, e-commerce guidance, content and interactive experiences through chatbots within Facebook Messenger.





# VOICE SEARCH & SEO

LAST YEAR, GOOGLE SAID THAT  
VOICE SEARCHES MADE UP 20  
PERCENT OF ALL SEARCHES.





# AUGMENTED REALITY & EXPERIENTIAL MARKETING

APPLE'S NEW IOS 11 OPERATING SYSTEM ON ITS LATEST IPHONES AND IPADS ARE BRINGING TO LIFE THE AR EXPERIENCE TO MILLIONS OF USERS, WHILE ITS ARKIT AND THE ANDROID ARCORE ARE EMPOWERING DEVELOPERS TO CREATE AR EXPERIENCES FOR THEIR CUSTOMERS AND BRANDS.



# VIRTUAL REALITY (VR)

FACEBOOK ALREADY HAS A VR  
DEDICATED APP  
CALLED SPACES AND CAMERA  
MAKER RED IS ALSO SET TO  
RELEASE THE FIRST VR  
SMARTPHONE CALLED HYDROGEN  
ONE.



**THANKS FOR  
ATTENTION**

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