KS&R's DIGITAL DISPATCH

Week Ending: October 16, 2020

Top Stories This Week

Champs Sports: AR 'Will Absolutely Become A Bigger Part Of Shopping Behavior'
While it's unclear when physical shopping will snap back to pre-pandemic levels, retailers such as Foot Locker subsidiary Champs Sports, are experimenting with replacement technologies, including augmented reality. (*adexchanger.com*)

Disney's Major Reorganization Is Good News For Anyone Who Loves Disney Plus
Streaming was always going to be a big part of Disney's next phase, but now it's clear that Disney Plus is truly the company's future. (*theverge.com*)

Products & Services

AT&T Half-Launches WarnerMedia Ride
The launch of AT&T's in-car streaming service was so quiet it's almost as if it happened by mistake. (*telecoms.com*)

Microsoft's New Xbox UI Is Already Available On Xbox One
We're still almost a month away from the Xbox Series X and Series S going on sale, but their software experience has arrived on the Xbox One. (*engadget.com*)

Emerging Technology

Engineers Print Wearable Sensors Directly On Skin Without Heat
Wearable sensors are evolving from watches and electrodes to bendable devices that provide far more precise biometric measurements and comfort for users. (*sciencedaily.com*)

Mergers, Acquisitions, & Partnerships

IBM Lands A Big Data Deal With India's Vodafone Idea Limited
Telecom operator Vodafone Idea Ltd (VIL) announced on Tuesday it has picked IBM to deploy and manage its big data platform across its network. (*fiercetelecom.com*)

Twilio Confirms It Is Buying Segment For $3.2B In An All-Stock Deal
Twilio today announced its biggest acquisition to date, spearheading a stronger move into customer data management alongside its existing API-based tools for building and running communications services. (*techcrunch.com*)

Industry Reports

[Marketing's Role In The Innovative Applications Of IoT](#)

The benefits of the Internet of Things wireless sensor network — fusing the digital world with the real one — are becoming well known around the world. *([forbes.com](#))*

[Homeland Security Funds 5 New Projects Exploring Blockchain Technology](#)

The Homeland Security Department tapped one U.S.-based and four international blockchain companies to explore the emerging, record-keeping technology's potential to help refresh how the agency conducts operations. *([nextgov.com](#))*