



## KS&R's DIGITAL DISPATCH

**Week Ending:** November 20, 2020

### **KS&R's Digital Perspective (Original KS&R Point of View)**

#### [Developers Trending As The New 'Hard To Reach' Audience](#)

KS&R has a long history of interacting with hard-to-reach decision makers. ([ksrinc.com](http://ksrinc.com))

### **Top Stories This Week**

#### [FCC Votes To Open Up More Wi-Fi Spectrum](#)

There's going to be a little more room for Wi-Fi. ([theverge.com](http://theverge.com))

### **Products & Services**

#### [Samsung, AT&T Announce Rugged Smartphone, Tablet As FirstNet Ready](#)

Samsung and AT&T yesterday announced that its Galaxy XCover Pro rugged smartphone and Tab Active Pro tablet have been certified as FirstNet Ready, expanding the device portfolio for first responders and field workers utilizing the nationwide public-safety broadband network (NPSBN). ([urgentcomm.com](http://urgentcomm.com))

#### [Bud Light Created A Video Game Console That Chills Your Beer While You Play](#)

While everyone was busy refreshing tabs to get their hands on a PlayStation 5 or Xbox Series X, Bud Light—the ubiquitous beer brand owned by Anheuser-Busch—quietly rolled out a video game console of its own on Tuesday. ([thrillist.com](http://thrillist.com))

### **Emerging Technology**

#### [NSW Transport And Microsoft Use Machine Learning And Data To Reduce Road Accidents](#)

Transport for New South Wales and Microsoft have partnered to develop a proof of concept that uses data and machine learning to flag potentially dangerous intersections and reduce road accidents. ([zdnet.com](http://zdnet.com))

#### [IBM Scores Patent On Proposed Blockchain Consensus For Transactions In Multiplayer Games](#)

The U.S. patent, titled “Gaming consensus protocol for blockchain,” was awarded last week and proposes the model of electing a subset of any game’s users to verify transactions, and then from within that subset choosing a leader to generate a block and broadcast it to the blockchain network. ([coindesk.com](http://coindesk.com))

## **Mergers, Acquisitions, & Partnerships**

### [Nasdaq To Buy Newfoundland's Verafin For \\$2.75 Billion In Cash](#)

Nasdaq Inc. agreed to acquire Verafin, a provider of technology that fights financial fraud and money laundering, for \$2.75 billion in cash. ([bloomberg.com](#))

### [Snap Inc. Acquired A Bot-Based Voca.ai For Call Centers, And It Has Driven People To Awe](#)

According to the reports, the parent company of Snapchat, namely, Snap Inc., is planning to get its hands on AI-based voice assistants to help and support the customers with their queries.

([digitalinformationworld.com](#))

## **Industry Reports**

### [How To Overcome The Big Data Paradox And Rewire Around The Customer](#)

Today's businesses have unprecedented advantages in connecting with customers. ([forbes.com](#))