KS&R's DIGITAL DISPATCH

Week Ending: May 22, 2020

KS&R's Digital Perspective

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*)

Top Stories This Week

The Biggest Announcements From Microsoft Build 2020

Microsoft's annual developer conference has officially kicked off, the first yearly developer conference in the consumer tech world we've experienced online. (*theverge.com*)

U.S. Berry Producer Joins IBM Food Trust Blockchain

U.S-based California Giant Berry Farms announced it is using IBM Food Trust blockchain for its berry supply chains, according to a report by The Packer. (*ledgerinsights.com*)

Products & Services

Hulu Is Getting An Updated Look And Improved User Experience

Hulu is making changes to ensure that its platform is as user friendly as possible, by making it easier for users to find the content they want and discover their new favorite shows and movies. (*cordcuttersnews.com*)

Facebook To Launch New Shopping Feature Across Apps

Facebook Inc is launching Shops, a service that will allow businesses to display and sell products on the world's largest social network's platforms, Chief Executive Mark Zuckerberg said on Tuesday. (*reuters.com*)

Emerging Technology

These Modular Robots Self-Assemble To Make Furniture

For people with limited mobility or living space, Roombots could be a game changer. (*cnet.com*)

Mergers, Acquisitions, & Partnerships

Intel Acquires Rivet Networks, The Maker Of 'Killer' WiFi Cards

Once upon a time Bigfoot Networks was just a startup promising to lower latency with a "network gaming accelerator," before delivering its tech under the Killer wireless brand. (*engadget.com*)

Industry Reports

[Why Now Is The Time For Industry To Unlock The Full Potential Of IoT](#)
When British technologist Kevin Ashton coined the phrase "internet of things" (IoT) in 1999, the world was only just getting acquainted with the nascent network of networks and how to access and use its many applications. *(forbes.com)*