

# KS&R's DIGITAL DISPATCH

Delivered in your mailbox weekly, the *Digital Dispatch* serves as an aggregator of key news stories in the technology and media space that may be of interest to you and your organization.



## Why The Media Network Craze Is Just Getting Started

Companies ranging from big-box stores like Walmart and Target to niche and local players are rushing to stand up offerings that combine aspects of ad sales, technology and commerce.

[Learn more](#)



## IBM Adds Side Order Of NLP To McDonald's AI Drive-Thru Chatbots

IBM says it is rolling out its natural language processing software to a greater number of McDonalds' drive-thrus months after buying the automated order technology unit from the fast food chain, along with the team that developed it.

[Learn more](#)



## These Drones Could Give You 5G Networking After The Next Hurricane

AT&T has begun upgrading the drones it flies into disaster areas with 5G networks, an improvement that's expected to increase the chances your phone can send a text message or download evacuation plans when conventional mobile networks collapse.

[Learn more](#)



## Microsoft And Volkswagen Project Shows Promise For Augmented Driving

A partnership between Microsoft and Volkswagen will use the HoloLens 2 mixed reality headset as one of the key components of future mobility concepts.

[Learn more](#)

## ABOUT US

KS&R is a nationally recognized market research firm that provides clients with timely, fact-based insights and solutions through industry-centered expertise. For more information, please visit [www.ksrinc.com](http://www.ksrinc.com).

Click [here](#) connect.

## Want to read more?

[Our Insights](#)