

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.



AT&T, T-Mobile, Verizon And More Form Alliance For 6G Leadership

5G networks may be in the early days, but a new group made up of some of the biggest names in wireless and tech have joined to form ATIS's "Next G Alliance" aimed at leading in 6G and beyond.

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Back-To-School Challenges Marketers As Shoppers Focus On Savings

Brand loyalty is out the window amid economic distress, tasking brands and retailers to find new ways to court once-faithful customers.

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Walmart Acquires Omnichannel Tech Specialist Volt Systems

Over several years, Walmart has overhauled its digital strategy, moving from a focus on premium digital brands and experiences under former e-commerce head Marc Lore to building its digital capabilities around omnichannel shopping.

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Mercedes Vehicles Will Soon Be Getting Game-Quality Graphics On Their Hyperscreens

Unity Technologies, a developer of video game software, revealed this week that it will be providing the technology backbone for Mercedes-Benz' next-generation infotainment system.

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