# Americas Coverage Report

# AI/Innovation

**The Logic: Amazon, Google, Microsoft welcome Ottawa's work on voluntary code for generative AI**
The Logic (**Canada**) published a piece on how the Canadian Federal Government proposed the Artificial Intelligence and Data Act and how tech companies like Microsoft are open to working with governments to develop responsible and ethical AI policy frameworks. The article quoted Veronica Langvee, Head of Communications at Microsoft Canada, on how the company is reinforcing its commitment to developing a Responsible AI environment alongside *Amazon and Google.*

**Metadata for AI-generated content**
Channel News Daily (**Canada**) reported on Microsoft proposing to add metadata to AI-generated content so its origin can be traced by actively working on these measures to address its unique challenges.

**#vtjtalks: AI hype vs. utility: Where are we now?**
Covered the participation of David Seymour, VP and General Manager at Microsoft Vancouver, during an event hosted by the Vancouver Tech Journal (**Canada**) to discuss the hype around AI, and what business leaders needed to consider when adopting this technology.

**Sem Parar customer story**
Cliente SA (**Brazil**) published the story of the Sem Parar, a provider of electronic toll payment services which adopted the Azure OpenAI Service for its chatbot.

**Inspire 2023**
Brazilian Association of Software Companies (**Brazil**) covered the Microsoft Inspire 2023 event, highlighting the introduction of Bing Chat Enterprise, a chat powered by artificial intelligence with which companies can work securely with their customers' business data; Microsoft AI Cloud Partner, with which partners will be able to obtain the benefits of Microsoft AI and Microsoft Cloud; and the partnership with Meta.

# Cloud / Azure

**Azure ChatGPT Announcement**
IT World Canada (**Canada**) covered the introduction of Azure ChatGPT, a private and secure alternative to OpenAI's ChatGPT. Azure ChatGPT is hosted locally with access to Azure Cloud and is specifically tailored for internal enterprise use, allowing companies to use ChatGPT without exposing intellectual property or connecting to OpenAI.

**Partner Sales: Microsoft Azure Meets the Growing Needs of Health Care Organizations Like Mount Sinai Health System**
Partner Sales (**Brazil**) published an article about the Azure Large Instances tool developed in partnership with Epic, a provider of electronic health record (EHR) software. This solution is designed to achieve the necessary scale to run the extensive EHR database, handling up to 50 million database accesses per second.

**Dynatrace and Microsoft Drive Operational Efficiency in the Cloud**
Revista Neo (**Mexico**) reported that Microsoft and Dynatrace are forming an alliance with the objective of meeting the growing customer demand worldwide for the Dynatrace platform on Microsoft Azure, and to accelerate cloud migration and optimization initiatives in organizations with a huge infrastructure.

**Azure**
Over BR, Blog do Armindo, Eh Trend, Tudo Celular, Valor Agregado (**Brazil**) published about the expansion of cloud services in the Azure regions of Brazil and according to the information, the ecosystem of servers located in the country has recently seen the introduction of six new products, aiming to ensure reduced latency and enhanced support for the company's remote computing platform.

# Industry (FSI, Gov, Energy, Manufacturing)

# SMBs/DNCs/Developers

**WE Ventures**
Economia SP, Economia SC, Inforchannel (**Brazil**) covered the announcement that Positivo Tecnologia invested R$ 3.6 million in WE Ventures, the first Corporate Venture Capital fund in Latin America dedicated to women-led businesses.

# Security

**Catalina Rengifo's interview**
NTN 24 (**Colombia**) hosted an exclusive interview with Catalina Rengifo, Philanthropy Lead at Microsoft for the Spanish South America region, where she talked about the second phase of WOMCY, a cybersecurity education program for women designed in collaboration with Microsoft.

**Cyber Signals reveal that sporting events attract threats**
MastekHw (**Colombia**) continued the coverage of the 5th edition of the Cyber Signals report, which highlights threats to major headquarters, sports, and entertainment events, based on insights and telemetry from the delivery of cybersecurity support to critical infrastructure facilities during the celebration of the 2022 FIFA World Cup in Qatar.

# Trust (Sustainability, Skilling, Accessibility, NTP)

There was no coverage for this topic.

# Modern Work

**Discover a complete PC experience with the Motorola and Microsoft alliance**
La Razon (**Mexico**) covered the announcement that Motorola included new Microsoft features for the Lenovo ThinkPhone, such as cloud support for Windows 365 and the integration of a Walkie Talkie function for Microsoft Teams, to level up the performance of the telephone in a modern work environment.

# Consumer (Windows, Surface)

**Back-to-school pitching coverage**

Yahoo! Life (**Canada**) highlighted the Microsoft Surface Go 3 and Surface Laptop Go 2 in an article sharing the 18 best affordable laptops for elementary, high school and university students.

**Canada back-to-school broadcast tour kicks off**
CTV Edmonton (**Canada**) published a show with tech journalist, Winston Sih, who shared how the Surface Pro 9 is the best laptop for the back-to-school season.

**Xbox Enforcement Strike System**
Game Rant, MobileSyrup, MP1ST (**Canada**) covered the announcement of changes to the Strike System in Xbox to allow for a safer environment for players of all ages around the world.

**Accessibility features on Xbox Game Pass with @3llebelle**
The Xbox Game Pass accessibility features were showcased during a collaboration with 3llebelle (**Canada**) on TikTok and Instagram by showing how she sets up for streaming.

**Xbox Game Pass**
Folha de Vitória, Tecmundo/Voxel, Meu Xbox, Critical Hits.  Observatório de Games (**Brazil**) reported that Xbox is about to release Madden NFL 24 Deluxe Edition and Sea of Stars to every Xbox Game Pass subscriber.


Microsoft