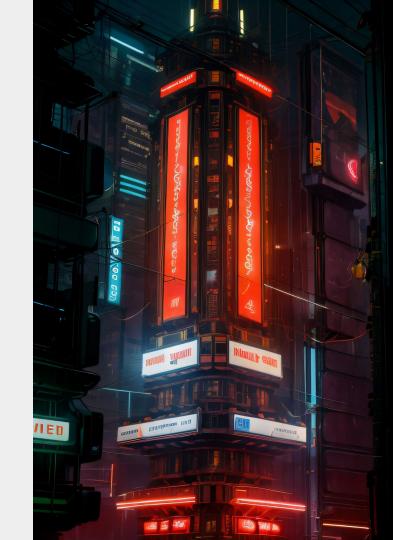
# Personalized Advertising





### What role does it play?

Part of daily life

Considered controversial by many

#### Significance in the movie

• 2045 Bible

Used to showcase iris scanner identification

Further insinuates feeling of dystopia





### Real world equivalent

Advertising & Predictive algorithms

Biometrics

Synthetic Voice Generation

## Emerging technologies within marketing

Parallel Reality

Augmented Reality

Al generated videos





#### **Ethical considerations**

Privacy of users

Data usage transparency

Informing and consent

Intrusiveness in daily life

## Thank you for your attention