

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
- AI generated videos





Ethical considerations

- Privacy of users
- Data usage transparency
- Informing and consent
- Intrusiveness in daily life

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Thank you for your attention