

# 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

Thank you for your attention