iziar

e-magazine

SOCIAL MEDIA MARKETING

GROWING NETWORK OF CONNECTED

ARTIFICIAL INTELLIGENCE

PLC NEXT TECHNOLOGY

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ABOUT US

In 2008, we started our journey by launching the company's first office in Kochi with an operation team executing industrial automation projects and within one year we opened our first training centre in Kozhikode. By providing the finest service, in a short span we got students from various parts of India and Africa too. As a next step, we expanded our training centres to diverse locations in India, Nigeria, Qatar, UAE, Kenya, and the KSA and now in 2022, we have altogether 18+ branches. IPCS Global, one of the most renowned Core Technical Instruction Providers in the World, has been offering training on numerous programmes that are focused on the future. The programmes that we choose for training segments are influenced by a variety of factors, including the stream's potential growth, the employability of our trainees, the accessibility of various employment markets, and many other aspects. Our current stream list includes I dustrial Automation, Building Management and CCTV Systems, Embedded and Robotics, Internet of Things, Digital Marketing and IT and Software Development. 100% live and interactive classes, global certifications and placements are our major highlights.

Our next step is to expand IPCS to every single continent and to build a career oriented generation that stands with the future. We IPCS always focus on the upcoming trends and updates on every stream to make our students best and hold professional ethics and moral values tightly and never turns our clients unsatisfied. We firmly believe in the virtue of team spirit. All throughout, a culture of professionalism and mutual respect is upheld. Technology is the engine of business success and innovation. We believe that in the current digital world, it is important to understand how they affect our lives. As a part of our Corporate Social Responsibility, Team IPCS gave birth to "Iziar", a magazine that reflects technology trends and current trends in the market related to the same. The main goal is to raise awareness of available technologies and make them accessible wherever you are. It's about technology, inventions, startups, cyberpunk life & much more. Iziar was developed to give you insight into the latest innovations and keep you on top of the latest trends. Technology is like air, You can't live without it. So we welcome you to the technological world of Iziar.

SOCIAL MEDIA MARKETING

Manju J M
PRE

Social media marketing

refers to the use of websites and social media platforms to advertise a good or service. Social media marketing is growing in popularity among practitioners and researchers, despite the fact that the phrases e-marketing and digital marketing still have sway in academia. The majority of social media networks include data analytics tools that let businesses monitor the development, effectiveness, and engagement of marketing initiatives. Through social media marketing, businesses communicate with a variety of stakeholders, such as present and potential customers, current and potential workers, journalists, bloggers, and the general public.

PLATFORMS
SOCIAL NETWORKING WEBSITES

The foundation of social networking sites is the creation of online communities that let users express their needs, wants, and ideals. Afterward, social media marketing links these customers and viewers with companies that have similar requirements, interests, and beliefs. Social networking services allow businesses to communicate with their fans on an individual basis. Followers and potential consumers may feel more loyal as a result of this personal engagement. Additionally, by carefully selecting who to follow on these networks, businesses can reach a highly specific target market.Social networking sites also offer a wealth of details about the goods and services that potential customers would find interesting.

Marketers can identify buying signals by utilising new semantic analysis technologies, such as information shared online and online queries. Understanding buying signals can assist marketers in running micro-targeted campaigns and salespeople in identifying the right prospects to approach. It's common practise on various social media platforms for followers to "retweet" or "repost" remarks made by others regarding a product that is being advertised on social media networking sites and blogs.

By reiterating the message, the user's connections can view it, expanding its audience. More traffic is delivered to the product/company as a result of the information about it being shared and repeated. The foundation of social networking sites is the creation of online communities that let users express their needs, wants, and ideals. Afterward, social media marketing links these customers and viewers with companies that have similar requirements, interests, and beliefs. Social networking websites allow businesses to communicate with their fans on an individual basis. Followers and potential consumers may feel more loyal as a result of this personal engagement. Additionally, by carefully selecting who to follow on these networks, businesses can reach a highly specific target market.

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More than 80% of business executives said social media was an essential component of their businesses in 2014. Social media marketing has increased business retailers' revenues by 133%. Facebook, Instagram, Twitter, TikTok, My Space, LinkedIn, and Snap Chat are a few instances of well-known social networking sites over the years.
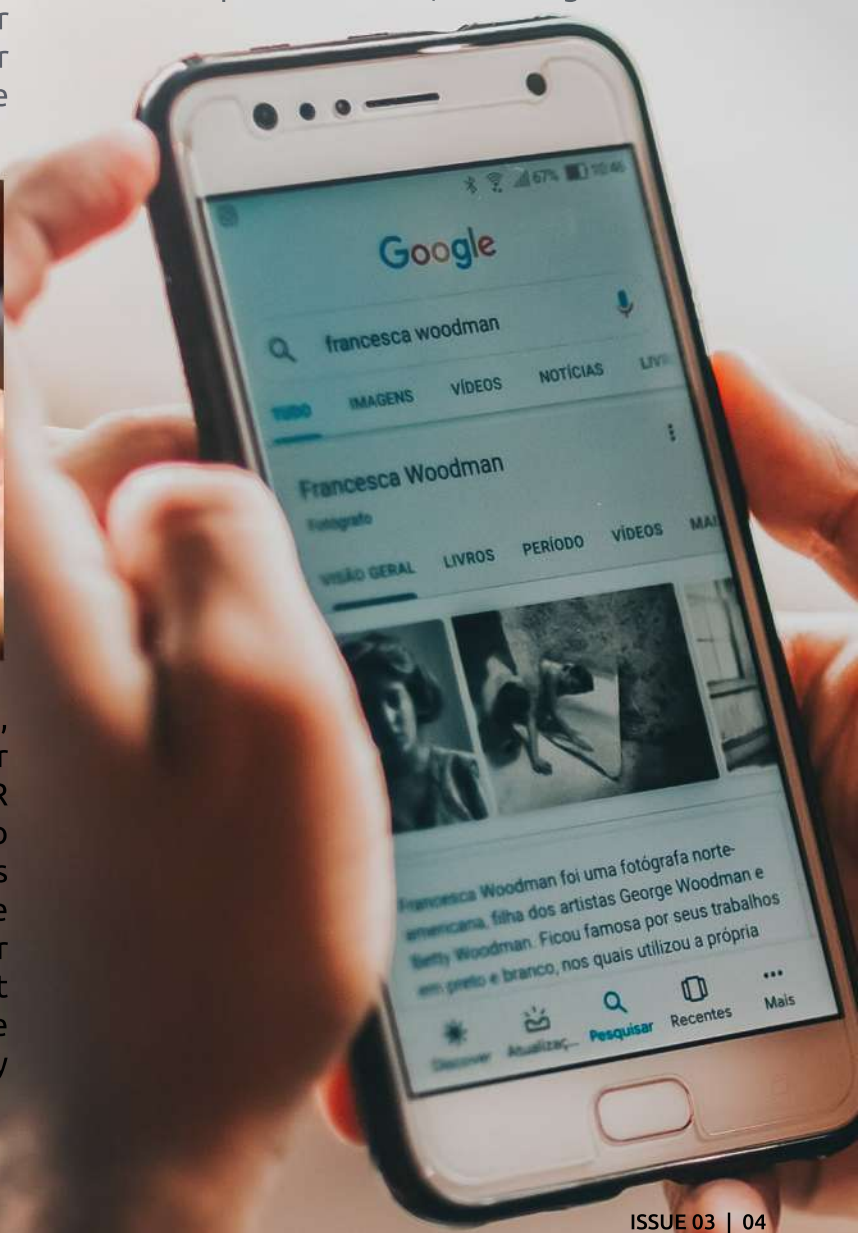
MOBILE PHONE

The number of Internet users worldwide exceeds three billion. Approximately 81% of the current population in the United States has some sort of social media profile that they engage with frequently. Mobile phone usage is advantageous for social media marketing because their web browsing capabilities allow individuals immediate access to social networking sites. The number of Internet users has steadily increased over the years, rising from 738 million in 2000 all the way to 3.2 billion in 2015. Because they make it simple for customers to get pricing and product information in real time, mobile phones have changed the path to buy process.They have also made it possible for businesses to recall and update their followers frequently. Today, many businesses include QR codes with their goods so that customers may use their smartphones to access the company website or online services.

income in 2012. Another mobile ad publishing company, Adfonic, claimed a 22 billion rise in ad requests in the same year. Worldwide, 5.7 billion individuals use mobile devices, which have grown in popularity. This has affected how consumers engage with media and has numerous further ramifications for TV viewership, advertising, mobile commerce, and more. More people are consuming mobile media, such as mobile audio streaming and mobile video. In the US, it is expected that over 100 million people will utilise mobile devices to access online video content. Pay-per-view downloads, advertising, and subscriptions make up mobile video revenue. In 2013, there were 73.4%of mobile phone users online globally. More than 90% of Internet users are predicted to access online material through mobile phones in 2017, according to statistics.

By connecting the QR code to brand websites, promotions, product details, and any other mobile-enabled content, retailers employ QR codes to make it easier for customers to interact with brands. Real-time bidding is becoming increasingly popular in the mobile advertising sector due to its benefits for mobile web browsing. Nexage, a company that offers real-time bidding for mobile advertising, reported a 37% rise in monthly
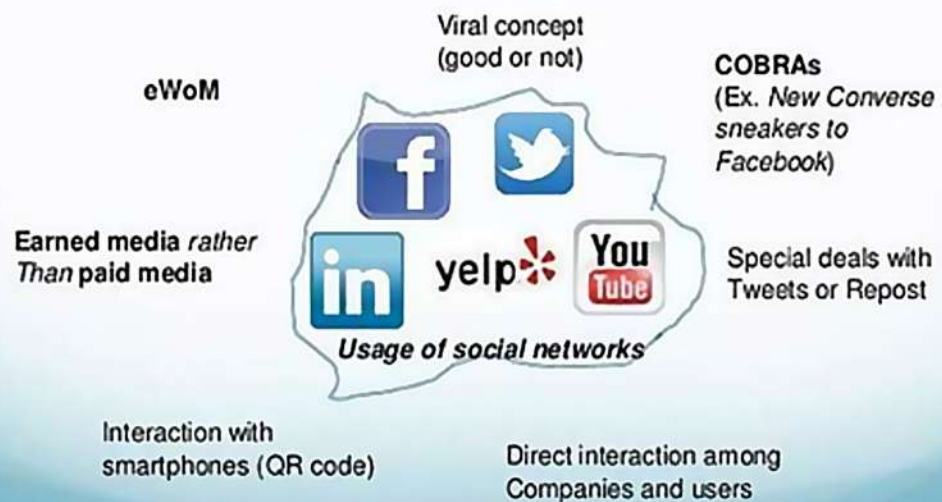
MARKETING TECHNIQUES

Social media marketing:

Scope: Create brand awareness trough social web

In order to effectively advertise online, social media marketing makes use of social networks, consumer online brand-related activities (COBRA), and electronic word of mouth. Advertisers can learn about the preferences of their customers from social networks like Facebook and Twitter. This strategy is essential since it gives businesses a "target audience." Businesses can access information from social networks about user preferences and advertise in response. One example of a COBRA is posting a picture of your "new Converse sneakers to Facebook." Electronic endorsements and reviews are a practical way to use "consumer-to-consumer contacts" to market a product. An online hotel review is an illustration of the depending on the quality of the hotel's service, there are two possible results. A positive review from a job well done would lead to free social media promotion for the property. However, poor customer service will lead to unfavourable client feedback, which may hurt the company's reputation.

Social media platforms like Facebook, Instagram, Twitter, My Space, and others have all influenced the craze surrounding word-of-mouth advertising. Word-of-mouth advertising, according to Misner in 1999, is "the world's most successful yet least understood marketing method" The increased online "buzz" of "word-of-mouth" marketing that a product, service, or company is experiencing is attributable to the growth in the usage of social media and smartphones, according to opinion leaders. Businesses and marketers have observed that "many little groups impact a person's behaviour" These small groups circulate around social networking profiles that are controlled by powerful individuals
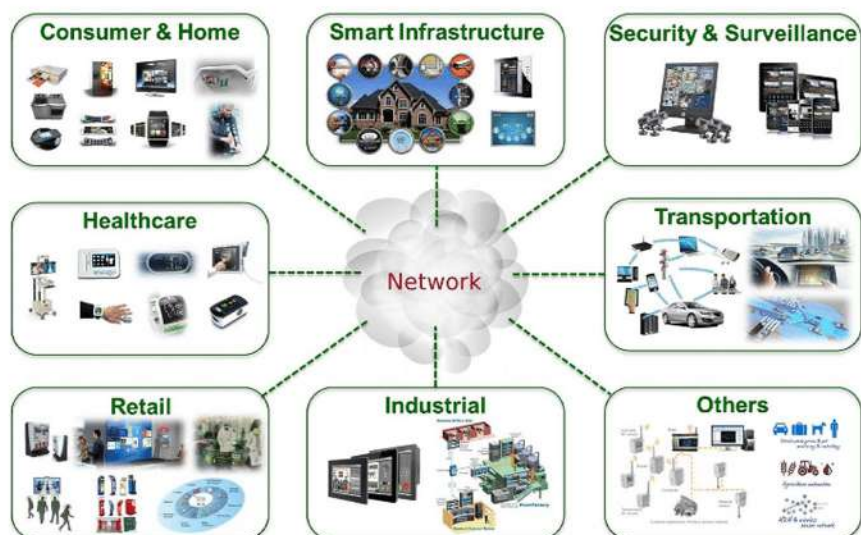
GROWING NETWORK OF CONNECTED "THINGS"

P. RAMACHANDRAN
Sr. Project Engineer

What is IoT ?

The network of physical objects or "things" that are equipped with electronics, software, sensors, and network connectivity is known as the Internet of Things (IoT). This network enables these devices to gather and exchange data.

● A *Thing* in the IoT can be a person with a heart monitor implant, a farm animal with a biochip transponder, an automobile that has built-in sensor to alert the driver when tire pressure is low or any other natural or man-made object cab be assigned an IP address and is able to transfer data over a network.


● IoT is a sensor network made up of countless numbers of smart devices that connects people, systems, and other applications to collect and exchange data.

● The Internet of Things is a vast network of interconnected "things" (which also includes people).The relationships will be between people and other people, people and things, and things and other things.
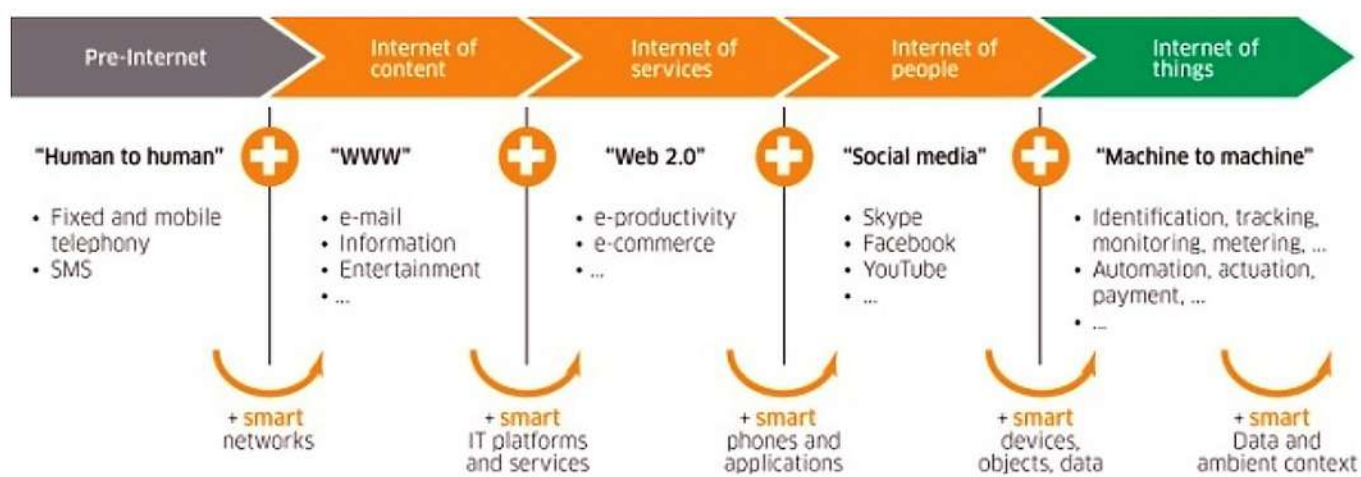
● The smart TV is the most common consumer IoT device in the world. A Deloitte study estimates that 25–35% of customers globally own a television that can connect to the Internet. However, the IoT business is expanding quickly in other areas.

Why IOT ?

IoT is being used by businesses across many industries to run more effectively, better understand their consumers to provide better customer service, enhance decision-making, and raise the value of the company.
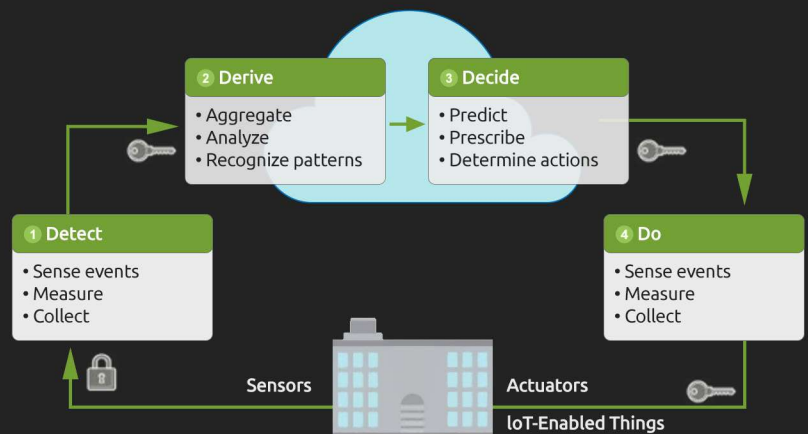
History of IoT

● Computer scientist Kevin Ashton first used the term "Internet of Things" in 1999.Ashton proposed putting radio-frequency identification (RFID) chips on products to track them through a supply chain while He was working by Procter & Gamble.

KEVIN ASHTON
### The Father of IoT

He is known for coining the term The "Internet of Things" to describe a system where the Internet is connected to the physical world via ubiquitous sensors.

● He reportedly included the then-trending word "internet" in his proposal to catch the executives' attention. And the phrase stuck.

● As more and more connected devices entered the market over the course of the following decade, public interest in IoT technology started to rise.

● The first smart refrigerator was unveiled by LG in 2000, the first iPhone was released in 2007 and by 2008, and there were more linked devices than there were people on the earth.

● Google began testing driverless cars in 2009, and in 2011, the company's Nest smart thermostat, which allowed for remote control of the heating system, was released.

IoT Ecosystem

● An Internet of Things (IoT) ecosystem is made up of web-enabled smart devices that use embedded computers, sensors, and communication hardware to collect, send, and act on environmental data.
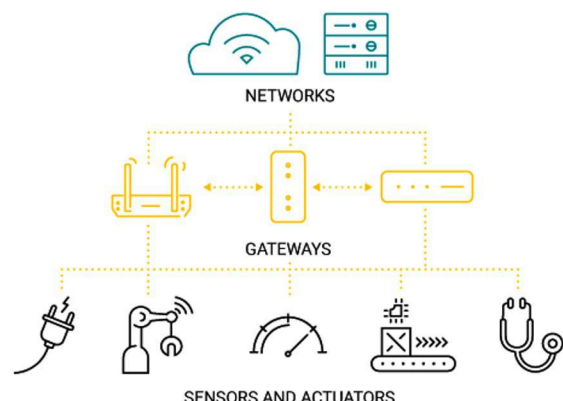
● IoT devices exchange the sensor data they collect by connecting to an IoT gateway or other edge device, which either analyses the data locally or sends it to the cloud for analysis.

Top 10 Strategic IoT Trends & Technologies

1

The first trend is artificial intelligence (AI):
"Data is the fuel that powers the IoT and the ability of the company to derive meaning from it will define their long term success."

2

The second trend is Social, Legal, and Ethical IoT:
These concerns include algorithmic bias, privacy, and compliance with regulations like the General Data Protection Regulation. They also cover ownership of data and the deductions made from it. A successful implementation of an IoT solution necessitates that it be both technically and socially acceptable.

3

The third trend Infonomics and Data Broking:
The infonomics hypothesis advances the monetization of data by treating it as a strategic corporate asset that should be listed in the company's financial statements. The buying and selling of IoT data will be a crucial component of many IoT systems by 2023.

4

The fourth trend The Shift from Intelligent Edge to Intelligent Mesh:
In the IoT sector, the transition from centralised and cloud to edge systems is already underway. Although frequently at the expense of added complexity, these mesh topologies will make it possible for IoT systems to be more adaptable, intelligent, and responsive.

5

The fifth trend IoT Governance:
A governance structure that ensures appropriate behaviour in the creation, storage, use, and deletion of information related to IoT projects will be more and more necessary as the IoT continues to grow.

6

The sixth trend Sensor Innovation
Through 2023, the sensor market will continue to develop. A greater range of circumstances and events can be identified thanks to new sensors.

7

The seventh trend Trusted Hardware and Operating System:
By 2023, we anticipate seeing the introduction of hardware and software setups that collectively produce IoT systems that are more reliable and secure.

8

The eighth trend Novel IoT User Experiences:
New sensors, new algorithms, new experience designs and contexts, and socially aware experiences all influence user experience.

9

The ninth trend Silicon Chip Innovation:
It's predicted that by 2023, new special-purpose chips will reduce the amount of energy required to run IoT devices.

9

The tenth trend New Wireless Networking Technologies for IoT:
IoT networking requires balancing a number of conflicting demands. They should specifically research back scatter networks, the next generation of low earth orbit satellites, and 5G.

Advantages of IoT

Organizations can profit from the Internet of Things in a variety of ways, including:

1. Monitor their entire business operations.

2. Enhancing the client experience.

3. Time and money savings.

4. Increase employee productivity.

5. Integrate and enhance business models.

6. Better business judgments.

7. Predictive Maintenance and analysis.

8. Increase your revenue.

9. Reduces human Errors.

CONCLUSION

• The term "Internet of Things" refers to the next phase of the information revolution and the interconnectedness of everything from domestic appliances to medical equipment to urban transportation.The use of an IP address as a distinctive identification by devices is implied by their integration with the Internet.

• However, because IPv4's address space is constrained (it only supports 4.3 billion distinct addresses), IoT devices will need to employ IPv6 to accommodate the colossal address space needed.

• In addition to being sensory-capable gadgets, IoT objects will also have the ability to act (e.g., bulbs or locks controlled over the Internet).IoT systems, on the other hand, might not only be in charge of perceiving things, but also carrying out actions.

• By tracking particular users' mobile devices, intelligent shopping systems, for instance, might keep tabs on their shopping preferences in a given store. These consumers might then receive exclusive discounts on their preferred goods or even the precise location of the items they require, thanks to their refrigerators' automatic phone updates.

• Applications that deal with heat, power, and energy management, as well as transportation systems that assist with cruising, are other instances of sensing and actuating. Home automation and expanded home security features are two additional uses for the Internet of Things.

NEW
TRENDS
OF
MARKETING

JETHITHA JOSEPH
CRE

INTRODUCTION

Everybody is aware of the fact that competition is getting fiercer in all industries today. Due to the increased competitiveness among businesses nowadays, firms are required to engage in marketing operations in order to boost sales and outperform other businesses. In today's globalising world, all firms, large or little, generate goods and services and engage in marketing operations in various ways in order to survive in the market.

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IMPORTANT 6 NEW MARKETING TRENDS

Influencer Marketing

Influencer marketing is the practice of using an influencer's image and goodwill to promote and advertise a brand's product or services. Influencers can be individuals or groups with a massive fan following

Why influencer marketing has gained momentum in the current business ?

Influencers are able to quickly persuade audiences because they have a devoted fan following. Influencer marketing is a popular choice among firms to draw in a variety of customers for their goods.

Influencers use social media platforms to promote or advertise goods and services, which builds trust. As a result, influencer marketing is a popular choice among brands to raise brand recognition and strengthen their social media presence.

Supports content strategy: The best method for bridging the gaps in a content marketing plan is influencer marketing.

- Gaining new clients and market niches
- Interacting with clients after a sale
- Increasing consumer loyalty and trust
- Increasing revenue and customer contentment
- Aids in comprehending consumer demands and need

Computerized intelligence

The process of creating intelligent computer systems that can carry out tasks akin to those carried out by the human brain is known as artificial intelligence (AI). Businesses can utilise AI to determine the wants and needs of their clients. In addition, it can be used to track trends in consumer purchasing behaviour and provide a solution in order to develop a marketing strategy.

Multichannel Advertising

One of the most efficient ways to reach the target audience, according to experts, is through Multichannel OR Omni channel marketing. It is a strategy that adheres to the definition of digital marketing, which is the use of various digital platforms for advertising, consumer engagement, and service. A wide range of advantages are provided by Omni channel marketing, including the following:

Furthermore, customer and marketing-related tasks including content production, ad monitoring, product promotion, customer interaction, and more can be performed using AI technologies like machine learning, deep learning, and others. Therefore, AI is a godsend for businesses trying to boost their advertising game

Video Advertising

Social media platforms have provided businesses with a new platform to market to their target market. One effective digital marketing strategy used by companies looking to grow their consumer base is video marketing. According to experts, videos outperform all other forms of content, which is why many organisations are refocusing their efforts on creating compelling, content-rich films to advertise their goods and services.

Similar to this, short-form content has been included into the algorithms of social media platforms like Instagram, YouTube, Facebook, and others, assisting companies in reaching their target audience. So, as a promotional strategy, firms aiming to grow their consumer base can choose video marketing.

Long-form Information

Using the widespread digital marketing trend of content marketing, businesses frequently advertise their goods and services. Similar to short-form content, long-form content refers to the area of content marketing that uses blog posts or articles longer than 3000 words to market a good or service. Long-form content is produced by businesses with the goal of increasing their exposure, subject matter knowledge, and client engagement.

Using Social Media To Shop
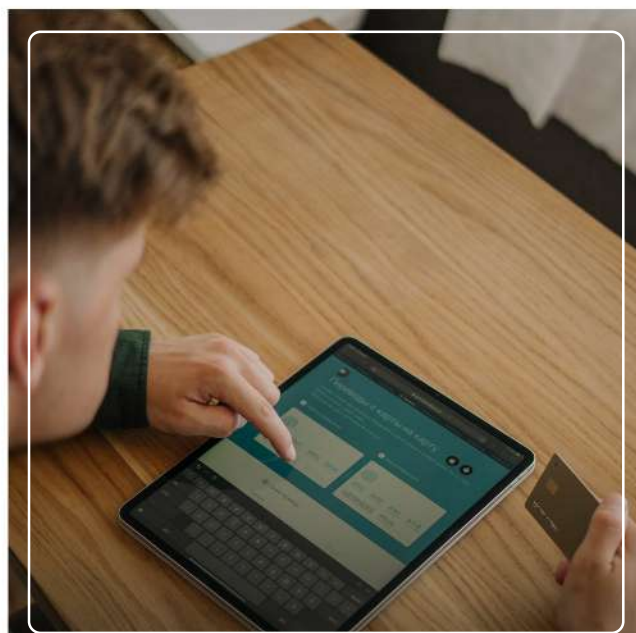
With the rise of social media, businesses can now communicate directly with their customers and have a platform to market and sell their products. An online marketplace has been made possible by the combination of social media and e-commerce, allowing customers from all socioeconomic classes to purchase goods and services that meet their needs. It is a widespread social media trend that cuts across all niches. Additionally, it is a successful technique to communicate with clients and make your products available to them.

Advancement Web Pages

Websites that function like mobile applications are known as progressive web pages. Among other things, they offer offline accessibility, load more quickly than conventional websites, and give push notifications. The necessity for websites that can provide a flexible user interface to customers using multiple devices has been addressed by one of the most recent developments in digital marketing: the progressive web page. This most recent development in digital marketing is also anticipated to experience rapid growth in the years to come.

Summary and Verdict

• The most thrilling business sport is marketing. It is the lifeblood of any prosperous company. It is evolving constantly in reaction to the influx of information, the advancement of technology, and the ferociousness of competition on all fronts.

• Marketing strategy underpins every business strategy. The secret to the success of your company lies in your capacity to think clearly and effectively about the best marketing techniques as well as to modify and improve your operations on a regular basis.

• Fortunately, marketing can be learnt via experience, experimentation, and frequent failures, just like any other business skill. The secret is to test repeatedly. And whichever marketing technique is now yielding results for you,..

Future-Oriented Social Media

- VINEETH JAYARAM

Jr. Digital Marketing Analyst
Kollam

People use social media as a part of their daily lives, and businesses are swarming to it to reach the client. To help information overfilled, businesses are getting creative with social media to reach guests. Organizations can use social media marketing to boost their business and reach different generations on the right platforms.

Roughly 58.4 of the world's population uses social media for an average of two hours and 27 twinkles a day. There are plenitudes of new openings to use social media in different ways including videos, client service, and social listening. Staying on top of the rearmost social media and marketing trends can help businesses reach guests by standing out in a world of digital load.

There are some of the top social media trends.

Tik Tok will come bigger
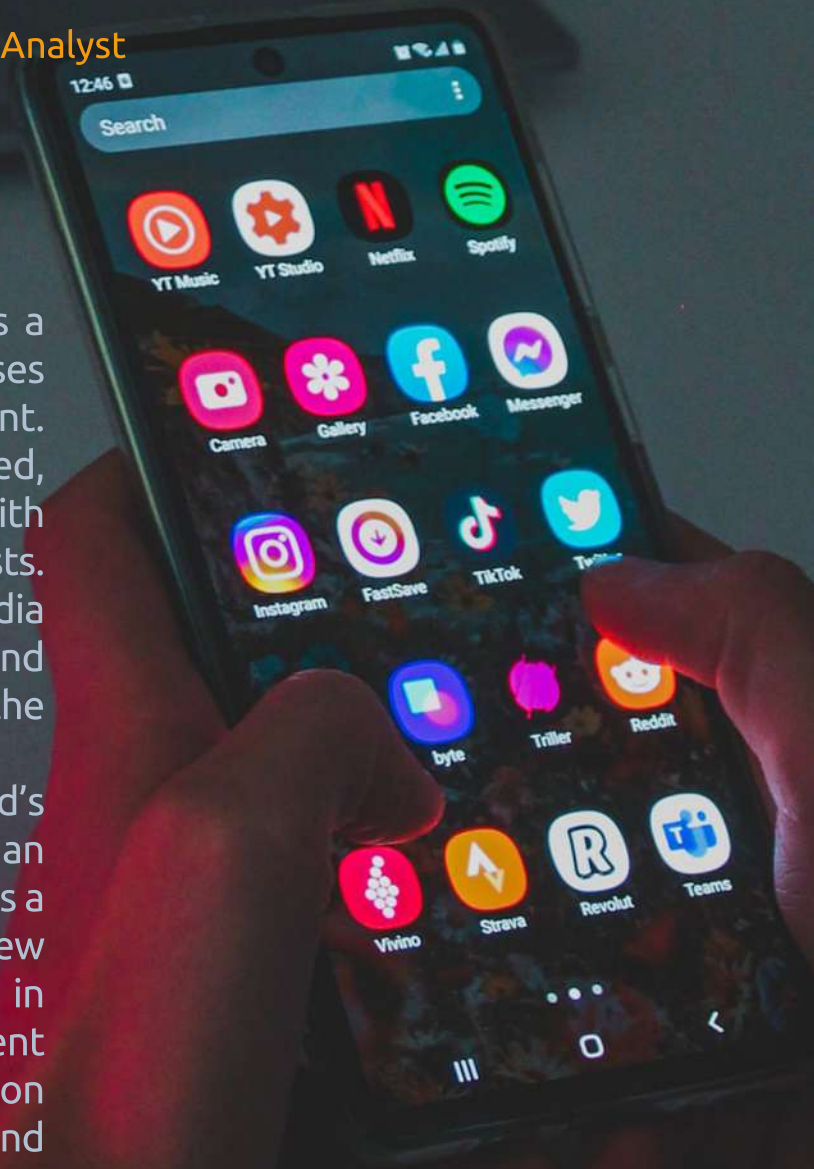
In September 2021, Tik Tok reported further than 1 billion active yearly users, and this is still growing.

For companies that want to reach the youngish cult, Tik Tok is a must-have. It's one of the main platforms to reach Gen Z and millennial consumers. TikTok is also a suitable platform for businesses to announce using short-form videos, popular with the youngish generations. In addition, Tik Tok has advertisements and business profile tools to expand its platform.

Video content will continue to dominate
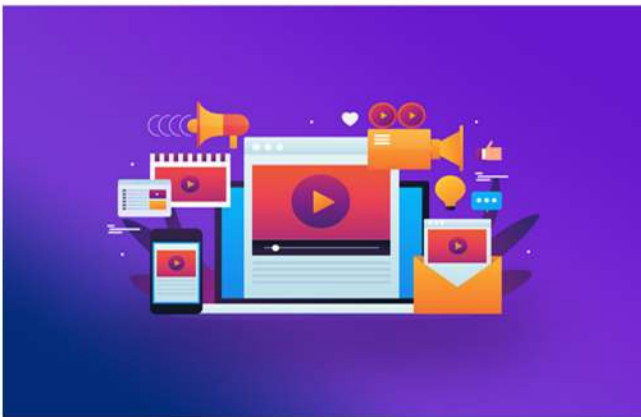
Eighty-two percent of global consumer internet business will be videotape content. Still, long-form videos are losing fashion ability as further consumers turn to short-form videos, similar to those on Tik Tok, Facebook's reels, YouTube videos and shorts, and Instagram reels and Stories. also, companies are turning to live-streaming to engage with consumers. These videos can include telling a story, demonstrating a product, promoting events, or participating in other company dispatches.

Influencer marketing continues to rise

Influencer marketing isn't new, but it isn't going down. Social media is full of influencer-promoting brands. Influencer marketing is the practice of using an influencer's image and goodwill to promote and advertise a brand's product or services. An influencer can be individuals or groups with a massive instigation in the current business.

- Persuades followership Influencers to have a pious addict base, meaning they can sway the followership in a jiff numerous brands conclude for influencer marketing attracts a different set of cults to their products.

- Increase trust Influencers use social media operations to promote or announce products or services. thus, numerous brands conclude for influencer marketing increases brand mindfulness and amplifies their social media presence.

- Support content strategy Influencer marketing is best suited for filling the gaps in content marketing strategy.

Omnichannel Marketing

Omnichannel marketing is believed to be one of the most effective ways to reach the target followership. It's an approach that stands true to the description of digital marketing – using different digital mediums to promote, engage and serve guests.

Omnichannel marketing offers a varied set of benefits.

Which are as follows ?

- Attracting new guests and requesting parts.
- Engaging guests after deals.
- Adding trust and fidelity of guests.
- Boosting deals and client satisfaction.
- Helps understand client demands and needs

Local Targeting will grow

Using position-grounded targeting helps companies attract original consumers. A common way to find locals is to use geo-trailing in social media content to reach target followership.

Social media Druggies can search for posts near them, so be sure to add a position to the post. For illustration, Instagram has position hunt options. And on Facebook, companies can "boost a post" and elect target locales for the followership to help constrict the reach.

SOCIAL MEDIA SHOPPING
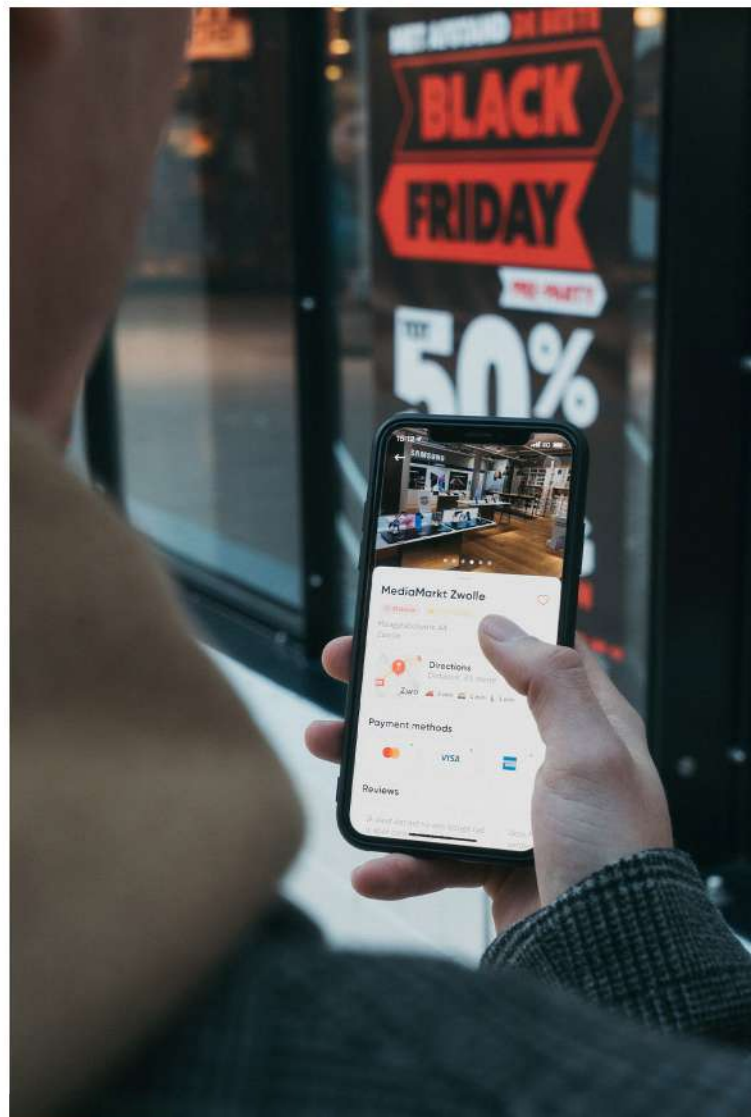
The arrival of social media has helped businesses nearly interact with their followership and give a medium to vend their goods and service. The integration of social media and e-commerce has opened doors for an online request place for guests from different strata of society to buy products and services that match their prospects. It's a popular social media trend that transcends different diligence. also, it's an effective way to make your products available to guests while interacting and engaging with them.

Increase in the use of social media for Client Service

Social Media has traditionally been a place for people to connect with their social networks and share images and videos. still, those days are long gone, and social media is now so much further than just that. It has come to a retail platform, a product discovery platform, and now, indeed a client service channel. A lot of brands have social media networks as platforms for delivering client service.

This transition Happen gradationally as brands started noticing that numerous guests try to reach out to them on social media. This may be because of a lack of response on other channels or just because it was a more direct way to reach the brands. It goes without saying that brands started responding to similar dispatches and directing those guests to the right channels.

Fast-forward many times, and imagine the number of similar relations growing multiplex. It's not just some one-off cases where guests post their questions or complaints on social media and bands respond. Now, it has come a significant enough client service channel for brands to fete it as one. In fact, according to Gartner, 60 of all client service requests will be sorted out by means of digital channels by 2023.

And, it's one of the most important client service channels, owing to the massive impact of not handling a client well in front of other druggies. So, it becomes all the more important for brands to handle these guests well. To help you use social media channels in this "new "way. It can be a good idea to produce templates for FAQS and invest in a chatbot to boost your response time.

Summary and Verdict

Social media refers to the means of interactions among people in which they create, share, and collaborate. peoples use social media to stay in touch and interact with friends, family, and various communities. and also social media marketing to reach millions of potential clients.

ARTIFICIAL INTELLIGENCE (AI) IN DIGITAL MARKETING
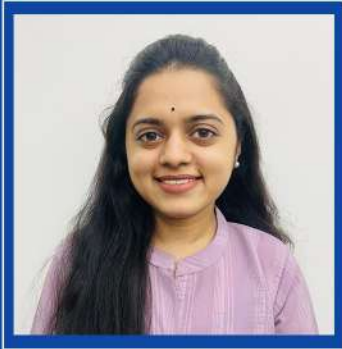
NEHA KENI
Jr. Digital Marketing Analyst
Mumbai

WHAT IS ARTIFICIAL INTELLIGENCE ?

Artificial Intelligence, or AI could seem like an interesting expression, however it is making our reality more intelligent via robotizing assignments, computing solutions, and further developing efficiencies. Artificial Intelligence is a software engineering strategy for training PCs to dissect and copy human communication and conduct. In its most essential structure, artificial intelligence is the innovation or framework that achieves undertakings by imitating human intelligence capacity and may ceaselessly refine itself in view of the data they assemble.

HOW AI IS UPGRADING THE FACE OF DIGITAL MARKETING

Artificial intelligence is at present generally utilized in the field of digital marketing. Computer based intelligence has changed the advanced world, from Google's RankBrain and Voice search to Amazon's custom fitted ideas. Information and data are better understood and examined by AI. In perceiving patterns in the market, AI is overwhelming people. AI and machine learning are being utilized by advertisers and brands to save assets and time.

Consider the following impacts of AI in enhancing the functionality of digital marketing:

● Raises profit from speculation (**ROI**): AI can be utilized to assist with pursuing more brilliant decisions connected with advanced advertising campaigns and foster better-performing content. AI in marketing strategies can likewise help you in contacting the proper crowd.

● More Effective Promotions: You can now plan a more suitable showcasing system for your organization utilizing AI information driven research.

● Upgrade productivity: You might digitize various monotonous positions with AI. Artificial intelligence is helping organizations in both expanding income and reducing expenses

● Assist you with better grasping Your Crowd: AI can break down the data to figure your objective shoppers' purchasing behaviors and activities, as well as further develop client experience to give them precisely what they need.

● Applied man-made intelligence gives you an edge over contenders:
Organizations are progressively understanding the cutthroat chance to apply AI experiences to business objectives. A significant number of AI qualities and limits can prompt lower costs, diminished risk, shorter time to market, and more.

TECHNIQUES FOR INCLUDING ARTIFICIAL INTELLIGENCE IN YOUR DIGITAL MARKETING PLAN

Digital Marketers were first hesitant to incorporate AI in their strategies, but as AI has progressed and achieved more, it has shown that it can and will alter the marketing business by clearing up a lot of the uncertainty.

CHATBOTS

A chatbot is a piece of software that can converse with people and use AI to come up with answers. You may have used a chatbot to look up answers to a question on a website. Customers can receive services around-the-clock, every day of the week, and their data can be saved for later use. Chatbots are also effective marketing tools because they may offer customer support that is advantageous to both the customer and the company. By gathering client information, you may modify your messages to appeal to particular customers and have them delivered on your behalf.

EMAIL PROMOTION

Using AI, businesses may customize email marketing campaigns and so improve their SEO marketing services by sending emails in response to particular user interactions. With subject lines, product recommendations, and modifying messages according to the customer's preferences, this aids them in sending relevant emails to consumers' inboxes and increasing their email marketing performance metrics. By figuring out the most effective times to send emails based on the activity history of your subscribers, AI reduces the uncertainty from email distribution. AI technology can take into account time zones, unavailability, and the unique behaviours of your users to correctly optimise the schedule.

ONLINE ADVERTISING

To maximise performance, artificial intelligence (AI) is commonly utilised in digital marketing; it is applied on social networks like Facebook, Google, Instagram, and Twitter to leave the best impression on their users. In order to present users with relevant adverts, user data including gender, age, interests, and other variables are examined.

CURATION AND CONTENT PRODUCTION

There are various situations when AI generated content might be useful and draw website visitors. It may enable you to save a sizable sum of time and money. For instance, AI is already capable of creating news and articles based on data and facts. By analysing hundreds of informational bits and processing many terabytes of data, it can produce content. AI has the ability to curate content in addition to producing it. Personalized content recommendations are commonly made using this technique, such as through Netflix's recommendation engine.

How will Robotics impact the future ?

- MAHENDRAN R
Automation Engineer

Robots in the future will be more and more ubiquitous. They can be found in all industries, and also at home.
Robots are already being used in many industries, such as manufacturing, agriculture, space exploration, and health care. The private sector is also starting to use robots too. Robots are not just for big companies anymore; they are a way to make life easier for people from all walks of life.

The Future of Robotics in the Workplace:
The Pros and Cons of Automating Jobs

Robotics and its History

Robotics is a branch of engineering that deals with the design, construction, operation, and use of robots. Robotics can be used in many different fields like manufacturing, military, and space exploration.
The history of robotics starts in the 1960s when it was first developed as an academic discipline.

What are the Benefits of Robotics?

Robotics has been around for decades. However, the recent advances in AI and machine learning have given them a new life.
Robotics can be used to automate many tedious and repetitive tasks. This is especially true in industries like manufacturing and construction.
What's more, robotics can be used to complete tasks that are too dangerous for humans or too difficult for humans to do. They are also increasingly being used in the medical field to improve patient care, and surgery accuracy, and reduce surgical risks.

The Impacts of Robots and Automation in the Workplace

What is a Robot ?

The arrival of social media has helped businesses nearly interact with their followership and give a medium to vend their goods and service. The integration of social media and e-commerce has opened doors for an online request place for guests from different strata of society to buy products and services that match their prospects. It's a popular social media trend that transcends different diligence. also, it's an effective way to make your products available to guests while interacting and engaging with them.

How Robots Impact the Economy and Job Market

Robots have become more and more a part of our daily lives. They are being used in many industries, such as manufacturing, healthcare, and even in the food industry.

Robots can also be used to automate jobs that humans typically do. This can lead to job displacement, which is when a worker's job is replaced by a machine or another worker. Robots are also known for increasing production efficiency, which could lead to higher unemployment rates if people don't have jobs that robots cannot do.

Why Robots Make Things Easier for Businesses

Robots are a great way to make things easier for companies. They are reliable and can do the same task without any errors. Robots don't need breaks, they don't get tired and they don't complain.
This article discusses how robots have made the lives of businesses easier by providing them with reliability, consistency, and accuracy.

What are the Future Implications of Robots on Society?

Robots and artificial intelligence are becoming more and more common in our society. They have been used in many different industries, such as manufacturing, agriculture, healthcare, and service industries. Robots are also being developed that can perform tasks that are too hazardous or difficult for humans.

The future implications of robots on society will be a mix of both positive and negative consequences. The most obvious impact is the effect on employment levels. Since robots can do jobs that humans traditionally have done, there will be fewer jobs available for people to do. This may lead to lower wages or unemployment rates.

In terms of health care, there may be some positive impacts from using robots instead of humans for certain tasks; this would include performing surgeries with precision or delivering medicine to patients without error. On the other hand, there could also be negative impacts from using robots in these situations; this would include not having a human touch when needed or not having human empathy when needed by patients

Conclusion & Personal Thoughts on Robotics in Our Lives

Robotics has been around for a while now, but it is only recently that we have seen the rise in different types of robots and personal assistants.

The introduction of robotics into our lives has allowed us to be more efficient in our daily tasks. The use of these robots has also allowed us to save time and energy, which can be used on other tasks.
The future looks promising for robotics as they are ever-evolving and becoming more affordable.

What You Ought to Know About Robotics and Automation

The Impacts of Robotics on the Future of Jobs and How It Will Shape Society

Robots have been playing a major role in the manufacturing sector for decades, but the introduction of robotics into other professional fields is relatively new.

Robotics has expanded from factories to offices and it's not going anywhere. The robots are not taking over any jobs, they are just working alongside humans and making them more efficient. They can help with mundane tasks like data entry or filing paperwork. The robots in an office can also help with customer service by answering phones or greeting visitors at the door.

In this section, we will explore how robotics impacts the future of jobs and how it will shape society.

Blurring the Lines Between Work and Life with Robots

Robots are becoming more and more prevalent in our lives. They are taking over jobs that were once thought to be human-only. With the introduction of AI, robots are able to learn and do tasks without

This can have a negative impact on the workforce as it will take jobs away from people who need them for their livelihoods. However, robots can also help make life easier for humans by doing mundane tasks like grocery shopping or cooking dinner.

The use of robots is not new but with the introduction of AI, they will be able to do more tasks than ever before and will become even more prevalent in our lives in the future.

The Impacts of Robotics on the Workforce:

AI writing assistants are increasingly getting popular in the workplace. Some companies use them when they need to generate content for a specific topic or niche. While digital agencies use them to generate all kinds of content for their clients.

What is an AI writing assistant and how does it actually work ?

An AI writing assistant is software that assists copywriters by providing assistance in generating content ideas at scale, removing writer's block, and helping with formatting tasks. For example, there are many cases where an AI assistant can help with the formatting of a blog post by adding images, links, and tags automatically.

AI assistants also provide general assistance with research on topics such as synonyms, word usage, and sentence structure. They can also be used to suggest alternative words when copywriters are struggling to find the right word or meaning.

Some people say that these assistants will take away jobs from human writers while others say they will create new jobs in the industry as well as make.
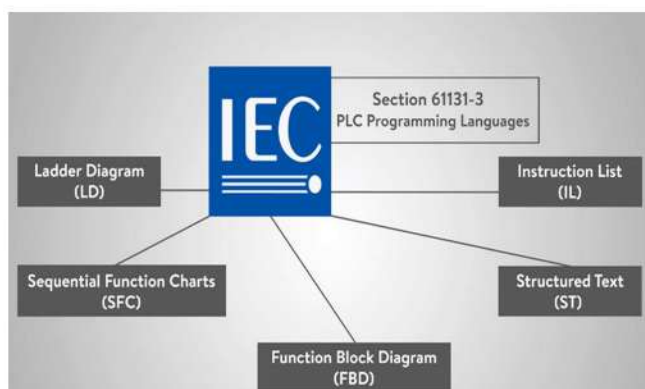
PLCnext Technology

- SURESH
Project Engineer

PLCnext is a new emerging Technology which increase the function and accessablity of plc systems more convenient in industrial automation.Its consisting of plcnext hardware, engineering software and a global community for share their technical knowledge. The increasing Digitalization and globalization needs precisely-tailored design on industrial automation. This will leads to the new technology.

As we know that PLC is programmed by many languages such as Ladder (LAD), Function Block Diagram (FBD) Structured Text (ST) and Sequential Function Chart (SFC).

But the unique thing about PLCnext technology is we can also program it using C++, C#, Rust, Java, and Matlab Simulink.PLCnext Store is consistiong of software modules,runtime systems and funcion extensions.By using cloud integration the open source controller can be easily accessed and progrmmed via various languages and this will ensure enormous time and cost savings when creating applications. This makes PLCnext Technology the ideal ecosystem for modern automation challenge.

PLCnext Control

PLCnext Control is the hardware for the PLCnext Technology . It enables the working of automation projects without the any limitations.

PLCnext controllers are programmed by using PLCnext Engineer software and it is allows parallel programming Such as IEC 61131-3 with routines from C/C++, C# or MATLAB Simulink, and to merge these functions to create a complete system. There are three different categories of PLCnext Control:

● Flexible modular controller

● High-performance remote field controller

● iPC-based controller

This PLC's Connect directly to Proficloud or any other cloud and integrate individual cloud services. Use the data from our system to optimize the processes. As a result, we increase the quality of our products, reduce costs, and no need to interrupt the running plants. Also our data is protected because PLCnext Control is secure by design in accordance with IEC 62443.

PLCnext Control offers a high degree of future-roofing and wide range of advantages .It has a features of an IP20 degree of data protection .For basic applications the modular are controllers used and for complicated applications high-performance controllers suitable. The modular controllers gives flexibility for our station structure. We can Choose from a wide range of I/Os or extend the interfaces and functionality of the controller in high performance controllers.
If we want to implement AI or edge applications, it also offers specially optimized hardware for this. New technologies such as OPC UA, TSN, and 5G can also be integrated in PLCnext controls.

The PLCnext Engineer

The PLCnext Engineer is a software platform which is used to programme a PLCnext controllers. It can be extended flexibly and individually with function add-ins, is a free software tool for all engineering tasks associated with PLCnext Control:

- Configuration
- Programming in accordance with IEC 61131-3
- Visualization
- Diagnostics

By combining all essential functions for the engineering process in one software package, the entire project planning can be implemented in a single engineering environment.However, the flexible engineering tool is not just an all-in-one tool for conventional programming because it combines all the essential functions for the engineering process in one software.

It also provides convenient handling when connecting high-level language programs and the standard automation.

Benefit from being able to use our familiar programming environment. With PLCnext Engineer, it is easy for configure PROFINET networks, integrate high-level language programs and MATLAB, Simulink models, and commission and manage these on a PLCnext Control.

Tailored to your application, additional function add-ins such as a safety solution, MATLAB Simulink viewer, and a visualization generator can be easily integrated into the engineering platform.

We can also accelerate our application development by using ready-made solutions and software modules from the PLCnext Store. PLCnext Engineer's modular architecture means that there are no limits to what we can do.

## Advantages with PLCnext Technology

CONNECTED COWORKING

With PLCnext Technology, several developers from different generations can work on one controller program, in parallel and yet independently, using different programming languages. This enables you to develop complex applications quickly by combining the advantages of the classic PLC world with the openness and flexibility of PLCnext Technology.

REAL TIME EXECUTION INDEPENDENT OF THE LANGUAGE

Combine program sequences in different languages into tasks as desired.
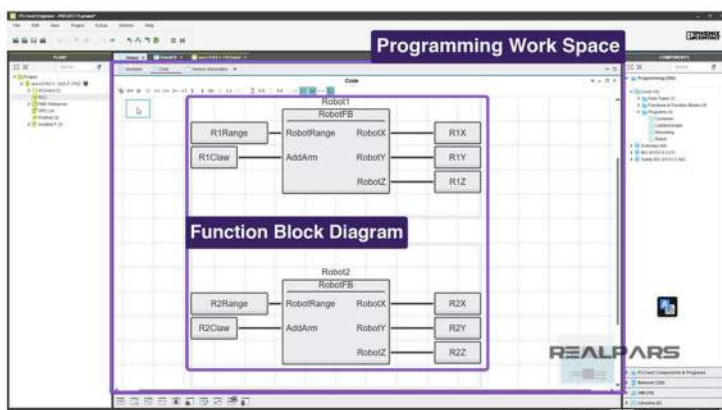
The task handling of PLCnext Technology (patent pending) enables program routines of different origin to be run as classic IEC 61131 PLC code – your high-level language programs automatically become deterministic. The platform ensures consistent data exchange and synchronous execution of the program code.

FLEXIBLE INTEGRATION OF OPEN SOURCE SOFTWARE AND APPS

PLCnext Technology enables any desired combination of independently created program parts and complete applications. Using open source software and apps improves the efficiency of your development processes. There are no limits when it comes to future extensions.

OPEN INTERFACES AND CLOUD INTEGRATION

PLCnext Technology enables you to integrate current and future interfaces and protocols for open communication in highly networked automation systems. Implement new IoT-based business models through direct connection to cloud-based services and databases.

USING FAVOURITE PROGRAMMING TOOL

The openness of PLCnext Technology enables you to use your favorite programming language, be it IEC 61131 or a high-level language. Develop your individual solution conveniently in a familiar development environment such as PLCnext Engineer, Matlab Simulink, Eclipse or Visual Studio.

THANKS

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