



moment, expressing himself through the color of his eyes, his tablet or his tone of voice!

Delivering better customer experience is one of the key use cases for artificially empathetic solutions. It will provide a better representative to the customer who listens first, is fully present and comprehensive, reads deeper into the context of a problem and is free from biases.

Not just basic human emotions like happiness, sadness and anger but complex ones like fatigue, interest, disinterest, confusion etc. can be identified by this emerging category of AI. **Affectiva**, an emotion measurement technology company that grew out of **MIT's Media Lab** has developed a way for AI to recognize human emotions based on facial cues or physiological responses.

We believe more intuitive and empathetic interactions with our connected devices can be applied in a variety of ways. It can enable a connected car to monitor the driver for fatigue, confusion or frustration, enhancing safety manifold. Even in the health sector, detecting an individual's mental state through AI could lead to early diagnosis of some threatening diseases like Parkinson's or Alzheimer's. Be it customer experience, research analysis or marketing, artificial empathy is sure to generate emotion.

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## Today's News

### Blockchain job growth

Indeed has reported a material increase in not only the number of searches related to cryptocurrency, but also in that of blockchain related job postings on the portal. In the six months to November 2017, the number of cryptocurrency and blockchain jobs posted on the Indeed website rose by 290 per cent. In the same period, job searches with keywords related to cryptocurrency/blockchain also rose by 52 per cent.

Since the release of the first cryptocurrency software, Bitcoin, in 2009, the concept has garnered a lot of attention and transactions. As of September 2017, there were approximately 15 million blockchain wallet users worldwide, an estimated 1.5 million of these users based in India, with 200,000 users being added each month globally. Given its various advantages, blockchain development is fast gaining favour for a number of applications ranging from monetary transactions to legal documentation.

Source – *The Economic Times*

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This News Letter has been prepared with the assistance of Manish Kulkarni

### Number of people getting connected internet in India to double

The number of people getting connected to internet in India through smartphones is all set to double to 600-650 million by 2020, making it a challenge of opportunities to come up with technological solutions to meet the scenario, a top Google India official said.

Rajan Anandan, Google India Managing Director and Vice-President(South East Asia), was speaking after launching Kerala's first incubator "Mobile 10x Hub", an initiative by Kerala Startup Mission to create a mobile app-based ecosystem, on the sidelines of Kerala Mobile App Conference 2018 (K-MAC 2018) at UL CyberPark

Source – *The Economic Times*

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### Mphasis partners with HPE Cloud28+ to enhance cloud computing

Mphasis today announced its membership in the Hewlett Packard Enterprise (HPE)-driven Cloud28+, a cloud computing community and digital platform. Cloud28+ provides an online platform for Mphasis' specific solutions and services in the cloud market place.

Together with HPE, Mphasis is further strengthening its hybrid capabilities being deployed across cloud environments.

Source – *The Economic Times*

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## Hackers to deploy spear phishing techniques in Winter Games 2018: McAfee

As the 2018 Winter Games quickly approach, McAfee forewarns global fans, consumers, athletes and organizations alike of impending Winter Games-themed phishing attacks. Through these attacks cybercriminals are most likely seeking passwords and financial information, using a number of techniques to entice victims into opening weaponized documents.

Tactics include: email distributed from “spoofed” corporate branded email addresses, emails written in native languages; and the addition of attached documents marked as “protected.”

Source – *The Economic Times*

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## Google and Tata Trusts expand ‘Internet Saathi’ program in Tamil Nadu

Google India and Tata Trusts announced the expansion of its ‘Internet Saathi’ program in the state of Tamil Nadu on Wednesday. Google India will facilitate the provision of Google Cloud credits and access through its affiliate, for eligible startups engaged with Tamil Nadu Government’s startup initiative.

Google India will also, through its Developer Relations team, provide technical mentorship and advisory support to various startups.

Source – *The Economic Times*

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## 47% Businesses project data privacy & cyber security as a barrier in digital journey: Research

We’re entering the next era of human-machine partnerships with a different and new vision of the future, according to quantitative global research by Dell Technologies in collaboration with Vanson Bourne.

The research was conducted with 3800 global business leaders including 300 Indian business leaders, across 17 countries.

Source – *The Economic Times*

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## Uber says hackers behind 2016 data breach were in Canada, Florida

The two people who hacked ride-hailing firm Uber’s data in 2016 were in Canada and Florida at the time, a company security executive told a U.S. congressional committee. Uber disclosed the breach of 57 million worldwide users in November, about a year after it occurred.

Compromised data includes names, phone numbers and email addresses but not Social Security numbers or credit card information of Uber users. Driver’s license numbers of 600,000 drivers were also compromised.

Source – *Reuters*

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## InQ Innovation to set up blockchain academy

InQ Innovation, a one-stop global innovation ecosystem involving incubators and co-working spaces for start-ups, which recently opened a new office in Kochi, has signed an MoU with New Delhi-based Indian Blockchain Council (IBC) to set up Indian Blockchain Council Academy in Kerala.

Rajesh Johny, Co-founder, InQ Innovation, said the initiative is part of InQ’s commitment to usher in the emerging technologies adoption in the State. This partnership is expected to provide a boost to the blockchain activities and learning within India.

Source – *The Hindu BusinessLine*

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## Auto firms using social media like never before

Indian automobile industry has never used the social media the way it is doing for this edition of the Auto Expo. The organisers of the Expo, Siam (Society of Indian Automobile Manufacturers) and various participants have rolled out attractive teasers, campaigns and contests on social media platforms such as Facebook, Twitter and YouTube.

In fact, Siam claims this is the first auto show in the world where Twitter is itself a promotional partner.

Source – *Business Standard*

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