**Emerging Technologies IoT, Augmented Reality, Virtual Reality**

**June 2023 Examination**

**1. In addition to hotel services, Marriott offers a variety of venues for social and corporate events. Event organizers and customers can take an "online walk-and-talk" around the platform and visualize the entire event to get a realistic idea of how it would look from a participant's perspective. Users can see 360-degree, 3D views of custom-designed room set-ups, making event- planning more accessible than ever. According to Diego Herrera, CEO of Zebra Design, "it offers customers the unprecedented opportunity to try before they buy"**

**What sort of digital technology is Marriott using here?**

**Ans 1.**

**Introduction:**

This part of the question could be cantered on the case study of the Marriott organization. The case observation states that Marriott is understood to offer a wide range of venues for events related to the company and socially associated activities. The corporation allows the organizers and the customers of the occasion to have "online stroll-and-talk" sessions regarding the venue by allowing them to have a visualization of the entire event for them to get a sensible concept approximately how the general platform could look and flip out from the perspective It is only half solved

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**2. The Levi’s store- Levi’s exclusive retail apparel stores have incorporated a powerful IoT system in collaboration with Intel. It helps in creating a seamless transaction process for its employees and customers.**

**Describe how Levi's store uses IoT to improve operations and customer experience. (10 marks)-**

**Ans 2.**

**Introduction**

The case study in query no concerns Levi's keep. Levi's is an American clothing apparel company that is currently working its commercial enterprise all over the world. The organization changed into based within the year 1853 by Levi Strauss. The company's headquarters are in San Francisco, inside the city of California, in the United States. The corporation is thought to perform in over 2,800 distinct locations worldwide. The product that the organization focuses on is Jean clothing. Today, the company and its logo are known globally and are also recognized as one of the largest apparel

**3.There are some fantastic things happening in Toronto when it comes to innovative city projects. The Canadian city is currently being used as a real-life testing lab for some of Google's most advanced smart city technology through their parent company Alphabets. They plan to develop a waterfront space livable space starting from zero into a tech-focused community.**

**a) Discuss any three initiatives which can be carried out by a smart city**

**Ans 3a.**

**Introduction**

The bright town makes use of ICT (the acronym that is known as the information and communication era) to no longer most effective perform operations efficiently; however, it also assists in decorating sharing of information with the masses of the arena by providing them a better and upgraded fine of lifestyles. One of the intelligent metropolis's essential

**b)Discuss any three hurdles an intelligent city could face in implementation**

**Ans 3b.**

**Introduction**

As the world is moving nearer in the direction of a well-focused destiny, the call for and the need to broaden intelligent technology and solve IT troubles only grows. Many developed and developing nations are interested in innovative city tasks because they aspire for a bright,