

KS&R's DIGITAL DISPATCH

- KS&R explains how mobile ethnographic research is easy to use and cost effective.
- Snap releases fourth-generation spectacle glasses that make virtual transportation happen.
- Google Cloud is looking to assert its presence even more in the telco space by teaming up with Ericsson.
- IBM Quantum's researchers set out to prove the advantage quantum computers have over classical computers.



Mobile Ethnography Made Easy

Any marketer trying to "walk in the shoes" of the individual they are trying to market to - how they think, how they feel, why they do the things they do - has either used, or at least heard about, ethnographic research and the significant contribution it can make to understanding the customer at a very deep level.

[Learn more](#)



Snap's Latest Play In Big Tech's Race To Produce AR Glasses

Imagine you are sitting on your couch on a rainy day, you snap on your augmented reality (AR) glasses, and suddenly you are transported to a sunny green hillside with a purple butterfly landing in the palm of your outstretched hand.

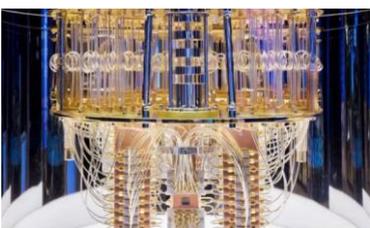
[Learn more](#)



Google Cloud, Ericsson Team To Serve Up New 5G, Edge Cloud Applications

Google Cloud sought to cement its place in the telco ecosystem, teaming with top vendor Ericsson to develop new cloud-native, container-based 5G and edge applications for enterprises and consumers.

[Learn more](#)



IBM Becomes First To Demonstrate Advantage Of Quantum Computers In Real-Life Scenario

Before the quantum era can officially begin, scientists must first prove that quantum computers can provide advantages over the classical computers of today which is why IBM researchers recently conducted an experiment to do just that.

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