# LBS INSTITUTE OF TECHNOLOGY FOR WOMEN
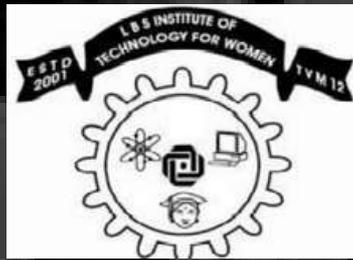
# ELECTRENEITY

## Innovations at your fingertips

## ELECTRONICS & COMMUNICATION DEPARTMENT
## 2023
## FEBRUARY – MAY EDITION

# CONTEXT

- **New innovations and discoveries**
  ~ 3-4 pages
  5th page
- **LBS KSD Connect**
- **LBSITW on ASIA BOOK OF RECORDS**
- **Vision and Mission ~ 6th page**

Dear Readers,

It's my pleasure to welcome you to the latest edition of our semester wise newsletter, which aims to keep you informed about the latest trends, advancements, and breakthroughs in the world of electronics and communications.

This year has been marked by unprecedented challenges that have tested our resilience and adaptability in new and unexpected ways. Despite these difficulties, the field of electronics and communications has continued to push forward, driven by the passion and dedication of researchers, engineers, and innovators around the world.

In this edition of our newsletter, you'll find a wealth of information on some of the most exciting developments in the field, from breakthroughs in wireless technology and smart devices to the latest developments in artificial intelligence and machine learning.

  We're also pleased to share news and updates on the latest events, conferences, and opportunities for networking and collaboration.

We hope that this newsletter will inspire you to continue exploring the frontiers of electronics and communications, and to contribute your own ideas and innovations to this dynamic and ever-evolving field.

Sincerely,

GOWRI PRIYA P , S6 ECE (2020-2024 BATCH)

# ELECTRENEITY

Newsletter by ECE (2020-2024),LBSITW



## Google search engine to soon get ChatGPT-like AI support, confirms Sundar Pichai

Sundar Pichai has announced that the company will be using artificial intelligence (AI) in its search engine, according to a report by the Wall Street Journal. This decision comes in response to competition from OpenAI's ChatGPT and others. Pichai believes that AI will improve Google's capacity to respond to a variety of search queries. However, he denied that chatbots threaten Google's search business, which generates more than half of Alphabet Inc's revenue.

Large language models (LLMs) are computer programmes that can mimic human responses to questions, and Google has been a pioneer in this field. The company will now use the technology to improve the user experience on its search engine. Pichai confirmed that people will be able to ask Google questions and engage with LLMs in the context of search, just like how they are able to interact with ChatGPT.

The current setup that Google has does not allow the users to indulge in a conversation with the users. If you ask for something, you may get a couple of links related to your query but the in-depth requirement or knowledge is missing. That is where AI chips in. The report states that Google is currently facing investor pressure to cut costs and competition from Microsoft's enhanced version of Bing search engine powered by ChatGPT. Microsoft CEO Satya Nadella believes that AI-powered search engines will reshape every software category, including search, much like earlier advancements in personal computers and cloud computing.

Google's chatbot Bard, which is yet to acquire traction, has not received much consumer excitement, according to Pichai. He explained that the business was "iterating to ship something, and maybe company timelines change, given the moment in the industry." Despite this, Pichai expressed his pleasure at the incredible consumer excitement surrounding the adoption of these technologies.

Google's integration of AI into its search engine shows its commitment to improving the user experience and keeping up with the competition. The use of LLMs in search engines is a relatively new development that has the potential to reshape the industry.

# Use of Low-Code or No-Code AI



In 2023, Artificial Intelligence (AI) will leave behind its technical jargon to embrace easy drag-and-drop interfaces, giving rise to no-code AI. Everyone uses computers now without having to understand the background programming of operating systems. Similarly, AI operations and solutions will become more functional without coders having to write a single line of code. Its increasing acceptance among laypeople will only allow more industries to fully leverage the power of AI-based intelligence and create smarter products. No-code AI has already seeped into the market with its user-friendly interfaces in varied domains such as retail and website development.

# Digitally Immune Systems



# Marketing in the Metaverse



A 2021 Bloomberg analysis states that the metaverse market will reach a staggering $800 billion by 2024. The metaverse is a 3D virtual simulation where people can interact with one another via multiple platforms. In the reign of Internet 3.0, advertisers will realize the endless marketing possibilities of this immersive experience, making it the hotbed of brand awareness and engagement. Brands such as Nikeland are already tracking consumption choices and patterns in their metaverse stores with different kinds of AI and Virtual Reality- (VR-) powered experiences. Others too are seeking to expand user experience by connecting their physical stores to the metaverse via QR codes.

A list of tech trends 2023 is incomplete without the introduction of the Digital Immune System (DIS). This system refers to an entire architecture of practices borrowed from software design, automation, development, operations, and analytics. It aims to mitigate business risks by neutralizing defects, threats, and system vulnerabilities to enhance the overall customer experience. The importance of DIS lies in automating the different elements of a software system so that it successfully fends off virtual threats of all kinds. Gartner predicts that by 2025, companies already deploying DIS will decrease customer downtime by about 80%.

# LBS KSD CONNECT



## LBS KSD Connect
### Education Carroll Media
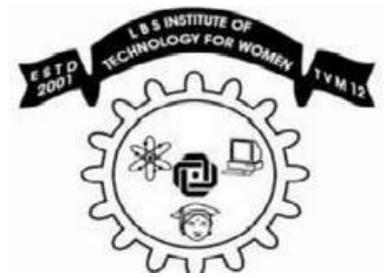
4.7 ★
18 reviews ⓘ

46 MB

3+
Rated for 3+ ⓘ

LBS KSD CONNECT is an educational mobile application designed to help students prepare for the Kerala Engineering Architecture Medical(KEAM) entrance examination.

## Maximum women participated in women health empowerment session



Dr. Vivek Paul (born on August 14, 1980) of Yana Women's Hospital, Trivandrum Kerala, India, set a record for organising the women health empowerment session with maximum women participation. A total of 1,007 women participated in a women health empowerment session on March 8, 2023 at Lal Bahadur Shastri Institute of Technology for Women, Poojapura Thiruvananthapuram.

# Vision & Mission of Institute

## VISION

To be a Centre of Academic Excellence empowering women in technical domain

## MISSION

Imparting value based  technical  education for transforming young women to professionals excelling globally in academics, research and development and industry  meeting societal challenges

# Vision & Mission of Department

## VISION

To become centre of excellence in Electronics, Communication, Instrumentation  and Computer Engineering  to facilitate professional education and research keeping higher level of value systems.

## MISSION

- To transform young women to high quality engineers, entrepreneurs and researchers with ethical values.

- To contribute creative engineering solutions to industry by keeping pace with the latest technological advancements

- To provide intellectual services to the  society by the  application of Electronics, Communication , Instrumentation and Computer engineering.