

# Pixel Pulse

# Unplugged

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```
const newsletter = {
```

```
  techNews: "Latest Tech News", techTrends:  
  "Popular Tech Trends", startups: "Spotlight on  
  New Startups & Innovations", techHacks: "Tech  
  Hacks to Make Life Easier", fun: "Tech Riddles &  
  Quizzes", topPicks: "Our Top Tech Choices"  
};
```

```
console.log(newsletter);
```

# Tech Pulse

Big Tech's Move into Entertainment 2025 is poised to be the year that Big Tech steps up to buy major entertainment companies. With companies like Apple and Microsoft having over \$236 billion in cash on hand, analysts predict significant deals in the entertainment space. This trend is driven by the need for Big Tech to diversify and capture a share of the growing entertainment market

# Next in Tech

## 1. Immersive Media Takes Center Stage

Immersive technologies like augmented reality (AR), virtual reality (VR), and extended reality (XR) are set to redefine entertainment in 2025. These technologies are moving beyond gaming to include concerts, film premieres, and interactive storytelling. Companies like Meta and Epic Games are leading the way, creating multi-dimensional experiences that engage audiences on a deeper level.

## 2. The Rise of the Creator Economy

The creator economy, powered by platforms like YouTube, TikTok, and Instagram, continues to thrive. Independent content creators are becoming powerful media entities in their own right, leveraging tools like subscription-based content, merchandise sales, and exclusive experiences to monetize their audiences.

# Innovators Insight

DeepSeek, founded by Liang Wenfeng in 2023, has made significant strides in the AI industry with its latest model, DeepSeek-R1. This model rivals OpenAI's o1 in performance while using a fraction of the computing power and cost. Wenfeng, a former hedge fund manager, launched DeepSeek as an offshoot of his quantitative hedge fund, High-Flyer, which funds the AI lab. His background in finance and focus on efficient AI development have positioned DeepSeek as a major player in the global AI race. Wenfeng emphasizes the importance of originality and innovation, aiming to shift China's AI industry from imitation to leadership.

# Tech Hacks

## Using Your Smartphone as a VR Viewer

If you have a smartphone, you can turn it into a VR viewer with a simple hack. Purchase a cheap VR headset (like Google Cardboard) and download a VR app (like Google VR Tour). Place your phone in the headset, and you can experience VR content without needing a dedicated VR device. This hack is perfect for trying out VR without a significant investment

# Our Top Pick

## The Growth of Gaming

This article examines the rise of gaming as a major player in the entertainment industry. It highlights the growth of cross-platform gaming and esports, which are drawing millions of viewers worldwide. The gaming sector is projected to surpass \$300 billion in revenue by 2028

<https://www.bcg.com/press/12december2024-future-of-global-gaming-industry>

# Sources

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