# Businesses embrace AI innovations to enhance operations



Businesses across various sectors are increasingly adopting artificial intelligence (AI) to enhance their operations and streamline processes. Recent developments highlight how companies are leveraging AI capabilities, driving efficiency and growth.

Meta has initiated the rollout of new AI-based features for its Ray-Ban smart glasses, building on its ongoing innovation within the wearable technology space. Starting from December 16, users enrolled in the Early Access Program in the U.S. and Canada will benefit from a software update that introduces "Live AI". This feature allows the glasses to interact with users in real time, helping them with tasks such as meal preparation and exploration without the need for any verbal prompts. Alongside this, the update includes real-time translation capabilities, enabling seamless communication between English and other languages, including Spanish, French, and Italian. CEO Mark Zuckerberg showcased this advanced feature at Connect 2024, underlining the potential of these smart glasses in enhancing everyday experiences. Additionally, the update integrates Shazam, allowing users to identify music effortlessly.

In a different segment of the digital landscape, the London-based startup Magic Vision has launched an AI-powered content creation platform aimed at revolutionising digital media production. With their tools designed to reduce content creation time by an impressive 70%, the platform caters to a wide range of creators, from amateur photographers to established media agencies. Magic Vision employs cutting-edge features like intelligent object removal and voice cloning, and it is reported to have formed partnerships with leading content agencies. CEO Noel Fargents describes the platform as "more than just an editing tool — it’s a creative partner that evolves alongside users," illustrating its adaptive and self-learning capabilities. Future plans include expanding into virtual reality content creation and enhancing collaborative features, indicating a commitment to continuous innovation.

Meanwhile, the AI-driven platform Aggie, launched by data analytics firm Audience Genomics, claims to drastically reduce the workload associated with social media management for small businesses. According to CEO Greg Weinstein, the tool can slash social media content creation costs by up to 70% and decrease management time by 99.75%. By automating the generation and scheduling of social media posts, Aggie, which has received $3.2 million in funding, aims to alleviate the pressures faced by small business owners. Users have reported significant success, such as skincare startup Gleem Beauty, which noted that its sales nearly tripled upon using the platform. Aggie supports multiple social media channels, including Instagram, LinkedIn, X, Facebook, and Threads, with future expansions in its roadmap.

These three examples illustrate the diverse applications of AI automation within business operations, as firms seek to optimise efficiency, reduce costs, and enhance user experiences in an increasingly competitive environment. The ongoing integration of AI technologies highlights a trend that is likely to continue shaping various industries in the foreseeable future.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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