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HOLIDAY GIFT GUIDE

Finding the perfect last-minute gift without compromising quality can be challenging. Here are five of our favorite tech-inspired gifts that are bound to leave an impression!

Aura Digital Photo Frame

Revamp an office or home with memories using this sleek digital frame. Users share photos from their phones directly to the frame over WiFi, no matter where they are. It's super simple to set up (gift givers can even set it up remotely so it's ready to go when it's opened), and the app includes free, unlimited photo storage. It's like a personal digital art gallery!

eQuinox 2 Telescope For Urban Astronomers

This telescope is perfect for hobby astronomers, bringing users closer than ever to the night sky, even in brightly lit cityscapes. It may not be cheap, but the ability to make deep-sky observations with no astronomy experience is priceless. Users can also collaborate on research with professional

scientists via a Unistellar Citizen Astronomer program. It's a stellar gift if you ask us!

Electric Skates By AtmosGear

Whether commuting or just out for a leisurely ride, users effortlessly roll up to 15 mph (20 mph with the Pro Pack) on these sleek electrified in-line skates. Riders control the speed with pocket-sized remote: speed up, slow down, brake – it's all at your fingertips. The coolest part? They recharge while you're skating. It's like the future on wheels!

Hasbro Selfie Series Customizable Action Figures

Make someone's childhood dream of being an action hero come true with the Hasbro Selfie Series that allows you to create a 6-inch super mini-me for only \$60. Put a new face on G.I. Joe (or Jane), "Power Rangers," "Ghostbusters," Marvel or "Star Wars" characters, and your friend or family member can become a character in their favorite story!



Mebak 3 Massage Gun: A Quiet And Effective Massage

You know those pesky knots and sore spots we get after working out (or, you know, trying the latest viral TikTok dance or sleeping in the wrong position)? This gadget is a champ at sorting them out, especially on the shoulders and legs. It's like a mini-spa in your hand. The best part? It's practically whisper-quiet! No more feeling like you're in a construction zone while trying to relax. It's also handy and great for tossing in a bag when heading out for a round of golf or traveling. It's a fantastic little addition for anyone looking to expand their self-care toolkit.

A Smart Path

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Insider Tips To Make
Your Business Run
Faster, Easier And
More Profitably

What's New

Tis the season for strategic planning and budgeting for 2024! Technology infrastructure is a cornerstone of business success and proper planning ensures it continues to serve you well in the coming year.

SmartPath Technologies is dedicated to ensuring your IT investments align with your business objectives — especially important in the current economic times! Availability continues to plague the industry. If you haven't begun your tech budgeting, now is the moment to act. I urge you to reach out to us for a personalized consultation. Our goal is to craft a tailored technology plan that supports the growth of your business and adapts to the changing technological landscape.

Let's work together to make your IT infrastructure a driver of success in 2024. Contact me directly to schedule a planning session! 270-205-4709.

-Willie

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This monthly publication is provided courtesy of Willie Kerns, Owner of Smartpath Technologies.

Our Mission:

"To provide top of the line IT services in a profitable manner and enable our employees to use those profits to do good in our community and in the world."



**AI WANTS TO
HELP US SHOP
ARE WE OKAY
WITH THAT?**

You've probably noticed the little elf helping you around retail stores this year. No, it's not the teenager at the mall in red-and-white stockings and a felt green hat. It's AI.

Log in to Amazon, and you'll see suggested products like winter decorations, novels or toy recommendations for kids. Add that remote-controlled car into your cart for your nephew, and you'll get recommendations for batteries and gift wrapping, too. This is no accident – generative AI uses your past purchases and recent searches to curate this personalized display. At the end of your shopping affair, you can share your experience, which is data fodder for AI to learn and improve your next shopping venture.

One in six shoppers use generative AI to inspire shopping decisions, according to a 2023 Salesforce survey. However, data by

SAP Emarsys report that barely more than half of consumers feel it positively impacts their online shopping experience. What is generative AI, and what does it mean for our holiday shopping – and our privacy?

What Is Generative AI?

Generative AI takes data (provided by humans) to create something new, like music, text, images or even personal shopping recommendations. Beyond simply following commands, generative AI can study existing data on the Internet to "think up" entirely new content.

How AI Is Used To Shop

Imagine hiring a personal shopper who also happens to have your entire Internet shopping history – searches, views, shopping carts,

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