**How Facebook's Object-Recognition Tech Could Boost Marketing**

Facebook has announced that it's developing artificial intelligence technology to identify objects within images. The technology could enable overlays of information, such as links to product pages or brand logos, as well as give marketers new engagement insights.

***The Drum (Glasgow, Scotland) 4/20/17***

<http://www.thedrum.com/news/2017/04/20/what-facebook-s-ar-push-means-the-future-commerce-and-the-concentration-power>