

realme 15 Series 5G smartphones debut in PHL

REALME PHILIPPINES on Tuesday officially unveiled the realme 15 Series 5G smartphones in the country, which feature powerful cameras and long battery life.

The realme 15 5G (12-gigabyte or GB memory + 256GB storage variant), priced at P23,999, is now available at a limited-time discounted price of P18,999 via the brand's TikTok Shop.

Meanwhile, the realme 15 Pro 5G's 12GB+256GB and 12GB+512GB models can be purchased for P20,999 and P23,999, respectively, via its Shopee store. These are lower than their suggested retail prices of P27,999 and P30,999, respectively.

Pre-orders at realme's partner retailers nationwide run until Sept. 26 and include freebies worth up to P3,897.

Both realme 15 Series 5G phones have a 7,000mAh battery capacity that supports 80-watt SUPERVOOC fast charging.

They also feature AMOLED displays with a 144Hz refresh rate and are rated IP66, IP68, and IP69 for dust and water resistance.

The realme 15 Pro 5G is powered by a Qualcomm Snapdragon 7 Gen 4 processor, while the realme 15 5G has a MediaTek Dimensity 7300+ chip for "smooth gaming, effortless multitasking, and seamless content creation," the brand said.

The new smartphones have camera systems that are equipped with artificial intelligence (AI) tools, including AI Party Mode that enhances colors and details of photos, AI Smart Remover 2.0, and AI Nightscape for low-light photography.

In particular, the realme 15 Pro 5G has a triple 50-megapixel (MP) camera system made up of a main, ultra-wide, and selfie lens. It can record 4K video at 60 frames per second (fps).

Meanwhile, the realme 15 5G comes with a 50MP main camera, an 8MP wide-angle lens, and a 50MP selfie camera and can capture 4K video at 30fps.

"Both models also support Dual View Video mode, allowing users to capture front and rear perspectives simultaneously."

The realme 15 Pro 5G has an ultra-slim curved body and comes in the colors Flowing Silver and Velvet Green, while the realme 15 5G has a flat frame and is available in Suit Titanium and Silk Pink.

"Adding to the celebration, realme partnered with Hollyland and Fujifilm to enhance the storytelling experience. The Hollyland Lark A1 wireless microphone ensures clear, professional-grade audio capture for vlogs and podcasts, while the Instax mini Link 3 printer turns digital shots into instant prints, giving fans tangible keepsakes of their favorite memories." — **BVR**

Adtech company FreakOut Philippines looking to increase its AI investments

By Beatriz Marie D. Cruz

Reporter

FREAKOUT Philippines, Inc., an advertising technology (adtech) company, is looking to invest in more artificial intelligence (AI) tools to help in brand promotion and work alongside human creatives.

"I think, in the coming years, we would be using a lot of AI as well in terms of tools to help the brands spend their advertising [budgets] more efficiently," Hazel Cantos-Dominguez, general manager and country lead of FreakOut Philippines, said in an interview with *BusinessWorld*.

"We're putting serious effort into building smarter tools for the Philippine market. Our focus isn't just on using AI for planning and targeting but embedding it into the creative process itself."

While FreakOut Philippines uses AI to better serve its clients and streamline its operations, Ms. Dominguez said these technologies cannot replace the human touch and creativity in advertising.

"Before, our creatives were like, 'Oh no, there's AI, what if they replace us?' So, we keep on really telling them that, 'Okay, these are tools that are supposed to help make our lives easier, but it doesn't mean that we don't need actual people to really manage it.'"

FreakOut Philippines is part of under FreakOut Holdings, Inc., a global technology solutions group listed on the Tokyo Stock Exchange. It entered the domestic market in 2017, bringing the first native ads platform to Southeast Asia.

The company has since expanded to providing rich media formats, such as video, animation, and interactive ads. It also provides AI-driven tools such its "alpaka" solution, which analyzes

search, viewing, and engagement behavior on TikTok.

FreakOut Philippines has clients in sectors like banking, fast food, media, travel, over-the-top platforms, and fast-moving consumer goods.

According to Ms. Dominguez, a mobile-driven economy like the Philippines would be more attracted to interactive and gamified ads across different media formats like Facebook, YouTube, and TikTok.

"These formats break through the clutter and drive better results compared to traditional ads," she said. "While they may not resonate as strongly with older audiences, the overall market signals major growth and is projected to grow, showing a clear appetite for creative, immersive experiences."

However, one of the challenges that advertisers face is the shorter attention span of consumers, especially when it comes to online advertising, Ms. Dominguez said.

"Getting the attention of one person is very challenging because it is in the first two seconds that you should capture their attention. Otherwise, they just skip the ad."

While AI is expected to help brands make targeted advertising decisions, she said human insight remains important in the process, even as she emphasized the need for creative workers to upskill.

"It's part of our vision to bring AI into adtech in a meaningful, scalable way. This is designed to not only boost efficiency but help brands stand out creatively and perform where it matters," Ms. Dominguez said.



FreakOut
Philippines

YouTube targets creators and consumers in broad generative AI push



REUTERS FILE PHOTO

YOUTUBE rolled out a slew of generative artificial intelligence (AI) products aimed at a broad audience, an effort from the video platform to show its massive investments in AI are bearing fruit.

The features, announced Tuesday, go well beyond the standard AI editing tools YouTube and its social media rivals have introduced in recent years. Many of the latest tools are tailored specifically to creators and shortform segments known as YouTube Shorts, a sign that YouTube is taking ever-bigger swings to compete with ByteDance Ltd.'s TikTok and Instagram owner Meta Platforms, Inc.

Several of its new offerings are powered by Veo 3 Fast, a Google DeepMind model that can in seconds generate realistic video and audio, including dialogue and sound effects, from a simple text prompt on a phone.

"Twenty years ago, YouTube launched with the idea that everyone should have the opportunity to create and find a global stage," Johanna Voolich, YouTube's chief product officer, said in a blog post on Tuesday timed to the company's Made on YouTube event in New York. "Since then, we've seen creators shape culture and entertainment in ways we never thought possible." Ms. Voolich added that YouTube has now paid out more than \$100 billion to creators globally over the last four years.

Creators will soon be able to use Veo 3 Fast to add backgrounds, props and special effects to YouTube Shorts. Starting early next year, podcasters will also be able to use Veo to easily generate video clips related to their audio. And those hosting video podcasts — which YouTubers are now watching for 100 million hours each day as the platform far outpaces traditional TV — will in the coming months be able to use AI to create highlight reels of their shows to share widely across social media.

Beyond Veo, YouTube's conversational AI tool, Ask Studio, will soon give US creators feedback and analytics on their content, becoming their "ultimate creative partner" and "a trusted companion that Creators turn to

first," Amjad Hanif, YouTube's vice-president of product management for creator products, said in a blog post.

YouTube is also using AI to test ways to better sync its dubbing technology, which the company says has translated more than 60 million videos into 20 languages to help creators reach wider audiences. Soon, a "speech-to-song" capability powered by DeepMind's AI music model Lyria 2 will let creators turn words or phrases from a video into music to accompany it.

Brands stand to benefit from YouTube's generative AI push as well: The platform will soon use AI in advertisers' Google Ads dashboard to recommend creators for brands to work with. It will also use AI in YouTube Shopping to make it easier for sellers and creators to tag products in their videos.

YouTube parent Alphabet, Inc. is not alone in more deeply integrating generative AI into its social media strategy and investing more broadly in AI talent. Meta, which recently went on a months-long hiring spree

to build out its new superintelligence lab focused on AI, is leaning into AI-generated advertisements on Instagram and Facebook. Elon Musk, who recently merged his social network X with his AI startup xAI, similarly plans to use AI to overhaul X's ad business and fact-check posts on the platform.

The AI gold rush is creating fresh challenges for users across every social media platform, from unchecked misinformation to an explosion of video and audio using people's faces or voices without their permission. As one safeguard aimed at addressing that issue, YouTube is soon expanding creators' access to a detection tool that will scour the site for AI-generated videos misusing creators' likenesses and make it easier for that content to be removed.

"Our goal is to build AI technology that empowers human creativity responsibly, and that includes protecting creators and their businesses," Mr. Hanif said in the blog post. — **Bloomberg**

Japan's Sumitomo to acquire 15% stake in PHINMA's Philcement

JAPANESE cement firm Sumitomo Osaka Cement Co., Ltd. will acquire a 15% stake in PHINMA Corp. subsidiary Philcement Corp. as the local company seeks to expand its manufacturing operations.

In a stock exchange disclosure on Wednesday, Philcement said it signed a share subscription agreement with Sumitomo on Sept. 16 for the acquisition, which will be through the issuance of primary shares.

"The transaction is aligned with Philcement's strategy and commitment to grow its manufacturing operations and provide Filipino consumers with reliable, high-quality supply of cement products under its legacy brand, Union Cement," the company said.

The transaction is expected to close before yearend, subject to the satisfaction of closing conditions. PHINMA will retain majority control after the deal.

Philcement, 60% owned by PHINMA, manufactures, imports, processes, distributes, and sells cement products. It operates facilities in Bataan, Pampanga, Zamboanga del Norte, and Davao.

Sumitomo has over 100 years in the global cement industry.



PHINMA.COM.PH

In 2023, the company sold its 9.22% stake in Holcim Philippines to Holderfin BV., with Holcim voluntarily delisting from the local stock exchange.

PHINMA also operates in education, real estate, steel products, and business process outsourcing. Last month, it increased capital expenditure to P5 billion from P3.8 billion to fund new projects, including a Davao terminal for Philcement.

The conglomerate posted a P455.06-million net loss for the first half, wider than P117.89 million a year earlier.

On Thursday, PHINMA shares rose 2.42% or 40 centavos to P16.90. — **Beatriz Marie D. Cruz**



DISCOVERASR.COM

Citadines Bacolod taps First Gen's geothermal plant for RE

CITADINES Bacolod City has partnered with Lopez-led First Gen Corp. to supply renewable energy (RE) to its hotel as part of its sustainability strategy.

In a media release on Wednesday, First Gen said it will provide 800 kilowatts of power to Citadines' 200 rooms, five amenity areas, five food and beverage outlets, a business lounge, meeting rooms, and a grand ballroom.

"As part of The Ascott Limited, we are committed to upholding sustainability through eco-friendly operations and efficient energy consumption. Our partnership with First Gen allows Citadines Bacolod City to be powered by renewable energy, helping us reduce both our energy intensity and carbon footprint," said Caleb Han, general manager of the hotel.

First Gen will source the supply from its geothermal plant in Leyte, owned and operated by subsidiary Energy Development Corp.

The company said geothermal energy is capable of providing 24/7 baseload power, making it a reliable option for large-scale operations.

"It is our privilege to partner with Citadines Bacolod City as they advance their decarbonization journey. Transitioning to renewable energy and reducing carbon intensity is achievable for any business, and we remain committed to supporting our partners in optimizing their energy use," said Arlene Sy Soriano, First Gen's head of sales and engagement.

First Gen also recently signed a power supply deal with Unilever Philippines to energize seven of its production and distribution facilities in Metro Manila, Cavite, Laguna, and Batangas.

The company has a total generating capacity of 3,668 megawatts from geothermal, wind, hydropower, solar, and natural gas plants. — **Sheldeen Joy Talavera**

Company Name: Michelin Asia (Singapore) Co. Pte. Ltd. – Philippine Branch
Address: 17th Floor Polaris Corporate Center, #3423 Spectrum Midway, Spectrum District, Filinvest City, Alabang, Muntinlupa City
Nature of Business: Marketing
Contact details of the Company: Bernadette Avendano bernadette.avendano@micelin.com
Job Position: Mining Business Development Manager Philippines/Papua New Guinea/New Caledonia

Job Description:

- Develop and expand business opportunities meets with decision makers to analyze customers' requirements and recommends solutions that enhance operating efficiency for the customer.
- Develop plans for introducing new solutions through collaborative relationships.
- Support on Training & Method activities for MINING teams in ID, VN, MM & TH.
- Communicates expectations and objectives providing ongoing feedback, and addressing shortcomings.
- Balances the workload, commitments, and priorities of individuals vs the company when setting expectations and assigning work.
- Monitors and ensures the efficient and appropriate use of resource tools.
- Uses individual as well as group goal setting to maximize performance.
- Challenges rules or practices that present inappropriate barrier to independent action.

Basic Qualifications:

- Must have at least 4 years of experience as Account Manager and has proven track record in Key Account Management
- Industry Expert with Mining Tyres
- Must excel in fostering communication, creativity, and is innovative
- Knowledgeable in Sales Planning and Business Partnering
- Must have Customer Value Management skills
- Great at Marketing Strategy

Monthly Salary: PHP 124,937.00
Workplace Address: Muntinlupa City

Name of Foreign National: Glenn Andrew Presbury
Nationality: Australian
City of Residence: Muntinlupa City
Duration of Employment: 1 year

Michelin Asia (Singapore) Co. Pte. Ltd. – Philippine Branch hereby declares that the above-named foreign national is able, willing, and qualified to perform the services and job description for this position. The company has the intention to employ the said foreign national and apply for an Alien Employment Permit with the Department of Labor and Employment - National Capital Region located at 967 Wasmiya Building, Maligaya Street, Malate, Manila.

Career Opportunity in **EVIE'S BEAUTY INC.**

GENERAL MANAGER

Job Description

- Overseeing daily business operations
- Developing and implement growth strategies
- Planning, coordination, and driving of business operations that target revenue goals

Qualification

- Must have at least 1 year experience as General Manager
- Excellent leadership, communication skills and interpersonal skills.
- Strong decision-making, analytical proficiency and problem-solving mindset.

Applications may be sent to:
MELANY A. ISAIG
evieandco_manila@icloud.com

COMPANY / EMPLOYER	NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION
EVIE'S BEAUTY INC. Unit 2704 Centuria Medical Makati, Century City Kalayaan Avenue cor. Salamanca St., Brgy. Poblacion, Makati City Services	HYO SEUNG CHOI Unit 18A Central Park West Resident, Bonifacio Global City, Taguig City Korean national Three (3) Years
EVIE'S BEAUTY INC. hereby declares that the above-named foreign national is able, willing and qualified to perform the services and job description for this position. The company has the intention to employ the said foreign national and apply for an Alien Employment Permit with the Department of Labor and Employment- National Capital Region located at 967 Maligaya Street, Malate Manila .	