

# Ford Motor to offer first eyes-off driver-assistance system in 2028

LAS VEGAS — Ford Motor said on Wednesday it would bring Level 3 driver-assistance systems to market in 2028, allowing drivers to take their hands and eyes off the road while operating on certain highways.

The technology will first be available on Ford's new electric vehicle (EV) platform being developed by a specialized team in California, the company said, with plans to expand to other vehicles in the future. The first model on the platform is a mid-size EV truck slated to launch in 2027 at a targeted \$30,000 price-point that will feature advanced software systems not currently available on other Ford models.

Doug Field, Ford's chief EV, digital and design officer, said in an interview with Reuters that the Level 3 system would not come standard at a \$30,000 price-point, but would be available for an additional fee, which had yet to be determined.

"We're also learning a lot about the business model. Should it be a subscription? Should you pay for it all at the beginning? We're focused right now on making it super affordable, and we're very excited about that. We have time to establish the pricing for it," Mr. Field said.

The Dearborn, Michigan, automaker is trying to develop these systems in-house with less reliance on suppliers in an effort to reduce costs, deliver swifter updates to customers and improve quality — a perennial issue for the company.

Ford plans to use lidar, a remote-sensing technology, to support its Level 3 system, Mr. Field said. Tesla Chief Executive Officer Elon Musk has said autonomy can be solved without lidar using cameras, although its "full self-driving" system on its personal vehicles has Level 2 capability, and still requires drivers' eyes on the road at all times.

Most automakers limit self-driving features in personal vehicles to highways, where traffic patterns are more predictable. Cities pose tougher challenges, including pedestrians, cyclists and unexpected situations.

Mercedes-Benz offers a highway-only Level 3 system for US drivers that is in use in some states including California and Nevada.

General Motors (GM) in October said it would bring eyes-off driving to market in 2028, beginning with its Cadillac Escalade IQ EV, which starts at more than \$125,000. Reuters previously reported that Chrysler-owner Stellantis was shelving its Level 3 ADAS program because of high costs, technological challenges and concerns about consumer appetite.

Driver-assistance systems, which automatically steer and brake in certain situations, have become a focal point for automakers as they seek to generate subscription revenue from their cars on the road.

Ford offers its Level 2 BlueCruise system today on many models for about \$50 monthly or an annual payment of \$495, which allows drivers to go hands-free but requires them to keep their eyes on the road.

Assisted-driving tech is also considered a precursor to fully autonomous cars, which analysts say can unlock huge new markets for ride-hailing fleets as well as personal self-driving vehicles.

Mr. Field also outlined Ford's plans for an artificial intelligence (AI) assistant as a mobile app to be released early this year and as an in-vehicle feature next year. The assistant could analyze a photo of a pallet of supplies, for example, and calculate the quantity that would fit in a truck.

GM is offering conversational AI with Google's Gemini starting this year, and said it will introduce its own custom-built system later. Volkswagen and Mercedes-Benz also offer variations of AI agents. — **Reuters**

## WBD rejects revised Paramount bid, sticks with Netflix

LOS ANGELES — Warner Bros. Discovery's (WBD) board unanimously turned down Paramount Skydance's (PSKY) latest attempt to acquire the studio, saying its revised \$108.4-billion hostile bid amounted to a risky leveraged buyout that investors should reject.

In a letter to shareholders on Wednesday, Warner Bros.' board said Paramount's offer hinges on "an extraordinary amount of debt financing" that heightens the risk of closing. It reaffirmed its commitment to streaming giant Netflix's \$82.7-billion deal for the film and television studio and other assets.

Paramount and Netflix have been in a heated battle for Warner Bros., its prized film and television studios, and its extensive content library. Its lucrative entertainment fran-

chises include *Harry Potter*, *Game of Thrones*, *Friends* and the DC Comics universe, as well as coveted classic films such as *Casablanca* and *Citizen Kane*.

The Warner Bros. board voted against the \$30-per-share cash offer on Tuesday, telling shareholders that Paramount's financing plan would saddle the smaller Hollywood studio with \$87 billion in debt once the acquisition closed, making it the largest leveraged buyout in history. The letter accompanied a 67-page amended merger filing where it laid out its case for rejecting Paramount's offer.

The revised Paramount offer "remains inadequate particularly given the insufficient value it would provide, the lack of certainty in

PSKY's ability to complete the offer, and the risks and costs borne by WBD shareholders should PSKY fail to complete the offer," the Warner Bros. board wrote.

Their assessment comes even after Paramount, which has a market value of around \$14 billion, proposed to use \$40 billion in equity personally guaranteed by Oracle billionaire co-founder Larry Ellison — father of Paramount Chief Executive Officer David Ellison — and \$54 billion in debt to finance the deal.

The decision keeps Warner Bros. on track for its deal with Netflix, even after Paramount amended its bid on Dec. 22 to address the earlier concerns about the lack of a personal guarantee from Larry Ellison. — **Reuters**

## SRDC to resume trading on Jan. 9 after halt

THE PHILIPPINE Stock Exchange (PSE) will lift the trading suspension on shares of listed construction firm Supercity Realty Development Corp. (SRDC) on Jan. 9 after a brief halt triggered by an unexplained surge in its share price in the past 10 trading days.

On Jan. 7, Capital Markets Integrity Corp. (CMIC) ordered SRDC to submit a written statement confirming whether there was any undisclosed material information that could explain the sustained rise in its share price.

The company initially failed to submit the required explanation within the prescribed time, prompting the PSE to suspend trading of SRDC shares at 9 a.m. on Jan. 8.

Under the rules, the regulator may restrict, halt or suspend trading of a listed security in

cases of unusual trading activity or potential trading-related irregularities. The CMIC, with approval from the PSE president, may impose such measures if price or volume benchmarks are breached or when deemed necessary.

In a disclosure posted late Thursday, SRDC said it was "not aware of any material information or corporate development that has not been previously disclosed to the exchange which could reasonably account for the observed price and/or volume movement of its shares."

The company added that it remains in compliance with the disclosure requirements of the PSE and CMIC and would promptly disclose any material information should it arise. After the submission, the PSE said

trading of SRDC shares would resume at 10:30 a.m. on Jan. 9.

"In connection with the above, please be advised that the company has complied with CMIC's directive by submitting the required written statement addressing its trading activities," the PSE said.

SRDC is authorized to operate as a contractor or subcontractor for the construction of houses, buildings, roads, bridges and other infrastructure projects.

For the third quarter of 2025, the company reported P1.12 million in revenue. Revenues for the nine months ending September reached P3.47 million. SRDC shares last closed on Jan. 7 at P45.95 each. — **Beatrix Marie D. Cruz**



## Aboitiz Renewables unit plans P512-M facility for solar link

SOUTH CLEANERGY, INC. is seeking to build a P512-million transmission facility to link its major solar farm and battery energy storage system in Cadiz, Negros Occidental, to the Visayas grid.

In a filing with the Energy Regulatory Commission (ERC), the Aboitiz Renewables, Inc. unit said it aims to develop, own, operate and maintain a dedicated point-to-point facility.

The company said the final cost might vary depending on engineering, procurement and construction agreements.

The transmission project will support the P13.85-billion Luna Solar Power Project (SPP), which comprises a 239.56-megawatt direct current (MWdc) solar power plant paired with a 65-megawatt (MW) battery energy storage system.

Construction is expected to start this quarter, with commercial operations targeted for the fourth quarter of 2027.

South Cleanergy plans to connect the project to the 230-kilovolt Cadiz Substation operated by the National Grid Corp. of the Philippines. The company said this substation is the closest interconnection point, about 4.98 kilometers from the site, making it the most efficient option.

"[South Cleanergy] needs to immediately test, commission and dispatch the Luna SPP upon its completion to avoid unnecessary delays that can lead to opportunity costs and contribute to the rising demand growth," the company said.

Aboitiz Renewables, the holding company of Aboitiz Power Corp.'s renewable energy assets, has an attributable net sellable capacity of 1,418 MW from 34 renewable facilities. The group aims to reach a total renewable energy capacity of 4,600 MW by 2030, supporting the country's transition to cleaner energy. — **Sheldeen Joy Talavera**

## PLDT eyes broader rollout of AI across key sectors

PLDT INC. is stepping up efforts to expand the use of artificial intelligence (AI) across the Philippines as part of its push to boost participation in the global AI ecosystem and support inclusive digital growth.

"As adoption of AI accelerates across the Philippines, it is crucial to ensure that the benefits of this technology reach as many sectors as possible to enable inclusive digital growth," the company said in a statement on Thursday.

The Pangilinan-led group said its investments in AI-ready infrastructure include its integrated fixed and wireless networks as well as its hyperscale data center VITRO Santa Rosa.

The 50-megawatt (MW) facility allows enterprises to deploy AI applications without the need to build or manage their own infrastructure.

PLDT Enterprise, PLDT's corporate arm, is also developing AI use cases for industries such as banking and financial services, insurance, business process outsourcing, healthcare, government and utilities, PLDT Senior Vice-President and Enterprise Business Head Patricio S. Pineda III said.

"With our AI-ready ecosystem and our investments in infrastructure and in our people, the PLDT Group is ready to help more Filipino communities, businesses, and enterprises embrace and harness the benefits of AI to boost productivity, competitiveness and innovation," he said.

Meanwhile, PLDT's wireless unit Smart Communications, Inc. is working to bring AI solutions to micro, small and medium enterprises, as well as government agencies, schools and universities, and nongovernment organizations.

Last year, Smart deployed remote-controlled robotic arms at cell site towers to support network optimization and improve coverage in underserved areas, the company said.

PLDT shares closed at P1,279 apiece, up 1.27% or P16, on the Philippine Stock Exchange.

Hastings Holdings, Inc., a unit of the PLDT Beneficial Trust Fund subsidiary MediaQuest Holdings, Inc., holds a majority stake in *BusinessWorld* through the Philippine Star Group. — **Ashley Erika O. Jose**

## Chinese tech companies rise in Hong Kong exchange debut

SINGAPORE — Three Chinese technology firms debuted higher on Thursday after raising a combined HK\$93.3 billion (\$1.19 billion), setting the tone for what could be yet another busy year for new listings in Hong Kong.

All of the debutants traded above their offer prices. Artificial intelligence company Zhipu AI, also known as Knowledge Atlas Technology, opened 3.3% higher than its offer price of HK\$116.20. — **Reuters**

Career Opportunity in NUGGET QUALITY PROJECTS INC.

**POSITION TITLE: BILINGUAL BUSINESS AND TECHNOLOGY CONSULTANT**

**JOB DESCRIPTION:**

- Responsible for the recommendation of technological improvements of an organization
- Experience in SDLC processes, and ability to manage application-related projects from customer requirements definition to delivering application content solutions.
- Provide support to departmental site using SharePoint for storing project documents.
- Provide technology advisory, security and cloud services to corporate, government and educational clients across multiple industries and continents.
- Adhere to all HIPAA rules and regulations regarding the protection of personal health information.
- Develop durable process documentation to support audit activities for multiple business units for HIPAA privacy and security

**QUALIFICATION:**

- Fluent in bilingual language (speaking, reading, and writing); good English communication skills.
- Excellent communication, presentation, and negotiation skills in both languages
- Strong analytical and problem-solving skills

Applications may be sent to:

IVY CARISSE M. PEÑALBA

Email: Hr@nuggetqualityprojects.com

**EMPLOYER/COMPANY**

**NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION**

COMPANY NAME: NUGGET QUALITY PROJECTS INC.	NAME: DANNY WOON TAI HIEN
ADDRESS: PENTHOUSE PHILIPPINE NATIONAL BANK, 6754 AYALA AV SAN LORENZO MAKATI CITY	NATIONALITY: MALAYSIAN
NATURE OF BUSINESS: TECHNOLOGY	INTENDED PERIOD OF EMPLOYMENT: 1 (ONE) YEAR

NUGGET QUALITY PROJECTS 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

Career Opportunity in GREATNESS MANAGEMENT INCORPORATED

**POSITION TITLE: MANDARIN OPERATION SPECIALIST**

**JOB DESCRIPTION:**

- Assist in the execution of daily operations, ensuring smooth workflow and process adherence.
- Collaborate with various departments to facilitate seamless operations.
- Maintain accurate records and databases, ensuring timely updates and compliance.
- Analyze operational data to identify trends and areas for improvement.
- Serve as a point of contact for client inquiries, providing timely and effective support.
- Gather feedback from clients to improve service delivery and operational processes.
- Prepare regular reports on operational performance and key metrics for management review.
- Assist in project coordination and implementation as needed.

**QUALIFICATION:**

- Proven experience in operations or administrative support role.
- Experience in process improvement and operational analysis is a plus.
- Strong analytical skills with the ability to identify trends and areas for improvement.
- Excellent organizational and time-management skills.
- Fluent in both Mandarin and English (both written and spoken)

Applications may be sent to:

MENDOZA, EDDIE BOY GABITAN

Vitorshen2019db@gmail.com

**EMPLOYER/COMPANY**

**NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION**

Company name: GREATNESS MANAGEMENT INCORPORATED	NAME: FU, XIANGDONG
Address: UNIT 1701B 17/F CENTURY SPIRE, GEN. LUNA ST. CENTURY CITY, POBLACION, CITY OF MAKATI	NATIONALITY: CHINESE
Nature of business: CUSTOMER RELATIONSHIP MANAGEMENT ACTIVITIES	INTENDED PERIOD OF EMPLOYMENT: THREE (3) YEARS

GREATNESS MANAGEMENT INCORPORATED 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

Career Opportunity in AB LEISURE EXPONENT INC.

**POSITION TITLE: MANDARIN USER GROWTH SPECIALIST**

**JOB DESCRIPTION:**

- Analyze user data to identify growth opportunities, trends, and user behavior
- Optimize onboarding, engagement, and retention strategies to improve user lifetime value
- Coordinate with product and marketing teams to localize content and campaigns for Mandarin users
- Conduct market research and competitor analysis for Mandarin-speaking regions
- Track and report key growth metrics such as CAC, retention rate, and conversion rate
- Support community building and user engagement initiatives

**QUALIFICATION:**

- Fluent in Mandarin Chinese (spoken and written); proficient in English
- Excellent communication, coordination, and problem-solving skills
- Ability to work independently and collaboratively in a fast-paced environment

Applications may be sent to: LAU, NIEL KEVIN LIM

Corp.compliance@digiplus.com.ph

**EMPLOYER/COMPANY**

**NAME OF FOREIGN NATIONAL INTENDING TO APPLY FOR THE POSITION**

COMPANY NAME: AB LEISURE EXPONENT INC.	NAME: XIE, XIN
ADDRESS: 5/F SM MEGAMALL BLDG D J. VARGAS WACK-WACK GREENHILLS, CITY OF MANDALUYONG	NATIONALITY: CHINESE
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