

TAG MultiMedia partners with CodeBaby, Inc. to bring Conversational AI to marketplace

Firm to host live and online event May 19 explaining the Metaverse

CLAWSON, MI, US, May 10, 2022 /EINPresswire.com/ -- A Michigan company is partnering with a technology firm from Wisconsin to help businesses learn more about being seen and heard in the new world known as the [Metaverse](#).

Based in Clawson, Mich., [TAG MultiMedia](#) has joined with CodeBaby, Inc. to bring Conversational AI Avatars to life for small businesses. CodeBaby, based in Milwaukee, has been helping businesses with Conversational AI ([C-AI](#)) for more than a decade, combining digital representation with real-time data retrieval and delivery in an easy, functional and humanized way.

“

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Michelle Armstrong, President

“We are very excited to partner with TAG MultiMedia as they build out Avatars married to our proprietary C-AI software,” said CodeBaby Founder and President Norrie Daroga. “This preferred arrangement ensures the best experience for their clients as they create virtual representatives of business owners and customers in a digitally rich environment.”

TAG MultiMedia is hosting an in person and online event, “The Metaverse and Your Business,” that will help business owners learn more about how CAI-Avatars are an effective

tool. The Thursday, May 19 event is free and will be held from 3-4 p.m. in Royal Oak at the Bamboo Royal Oak in Royal Oak, Mich. Registration is required by visiting [TAGMultiMedia.net](#) to opt-in and receive a link to the presentation.

The two Midwest companies met during the pandemic via LinkedIn while doing background



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research. In early exchanges, Daroga shared that his brother had lived in the Troy area for several years and was familiar with the community.

“This local connection was a sweet aside as we formalized our collaborative efforts in the wake of the Metaverse becoming more mainstream,” says TAG President Michelle Armstrong. “Norrie has practical rather than trendy insights . He and his team welcome our input and find a way to support our vision. It is what is allowing us to create something useful now with a future-focus.”

The trials and refinement of Conversational Avatars (CAI-Avatars) have led to applications in the medical, educational and retail spaces. In fact, Daroga is spending most of his time consulting schools and businesses on how CAI-Avatars can improve the user experience and communicate key details and information. He will be an advisor for a new course at the Center for Advanced Sciences and the Arts (CASA) in Oak Park, Mich. this fall.

TAG MultiMedia, an ad-tech agency in Clawson, Michigan works with local talent to bring innovative marketing to brick and mortar and remote businesses alike. Contact them at 248-571-4991 or by email at info@TAGMultiMedia.net.

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