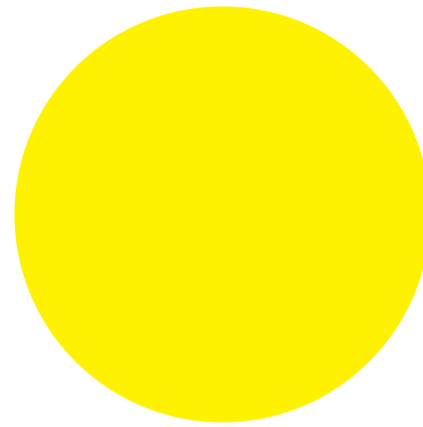




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# Iran Daily

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A priest washes a boy's feet at Gregory the Illuminator Church in Tehran, Iran, on April 15, 2023, during a ceremony that marks the start of the "Holy Week" ahead of Easter. IRNA

### AI integration crucial for Iranian messengers to stay competitive



Ali Amiri  
Staff writer

**EXCLUSIVE**



Artificial intelligence (AI) technology has become a global phenomenon, and experts are warning that messaging apps and social media platforms that neglect its integration will be left behind in the competition. This warning is particularly relevant for Iranian software and messaging platforms, which must keep up with the rapid pace of technological advancements in the industry.

Hamidreza Qadamna, the CEO of a knowledge-based enterprise in Iran, has noted the importance of AI integration in messaging platforms. He tells ISNA that many global companies have turned to third-generation AI technologies and some have taken the lead in implementing them. If Iranian messaging platforms fail to conform to this trend, they will be excluded from the competition.

One of the benefits of AI technology in social media platforms is content suggestion. With the abundance of content available on the internet, it can be challenging for users to find the messages they need. However, AI can refine and sort the content to present users with the messages they are interested in.

While Iranian messaging platforms are moving toward AI, they are doing so at a slower pace than the global trend. Qadamna warns that they have not received a "passing grade" in this regard and emphasizes that they must accelerate their movement toward AI to avoid being left behind. The future of messaging platforms in Iran is bright, according to Qadamna. Market demand will eventually require the integration of AI technologies, and messaging and social media platforms will be developed accordingly. It is imperative to provide AI-based messaging services to the public as soon as possible, and Iranian companies must take this matter more seriously. Page 7 >

## Enemy 'can be defeated' despite apparent might: Leader



**Political Desk**

Ayatollah Seyyed Ali Khamenei, the Leader of the Islamic Revolution, on Sunday lauded the Iranian Armed Forces for their noteworthy feats and uninterrupted progress, affirming that the enemy, notwithstanding its apparently impregnable calculations and military might, "can be defeated".

In a meeting with Iran's top military brass, Ayatollah Khamenei expressed satisfac-

tion over the continuous headway of the Armed Forces through the years. He underscored the preparedness of the Armed Forces to deter foes and their alertness to behind-the-scenes conspirators as indispensable.

"Arrogant powers wage a conflict from behind the scenes, wherever it benefits them," he expounded. "While it is necessary to be attentive to the enemy's strategies for five or ten years, it is equally import-

ant to scrutinize and monitor their medium- and long-term schemes."

The Leader also cited the current state of Israel as a manifestation of the enemies' defeat, affirming that "The Zionist regime's aggression against the Palestinians during last year's Ramadan drew no special reaction from the world but, this year, protests were staged even in the United States and Britain against its atrocities." Page 2 >

### Yemeni prisoner swap brings hope for end to war



Saeed Azimi  
Staff writer

**EXCLUSIVE**



REUTERS

After eight years of a devastating conflict that has caused a major humanitarian crisis and resulted in hundreds of thousands of deaths, there is new hope for peace in Yemen. The warring sides recently completed a three-day prisoner exchange, in which nearly 900 detainees were released. The move is seen as a confidence-building measure and coincides with an intense diplomatic push to end the war.

The prisoner swap was part of a deal reached in Switzerland last month, which involved the release of 706 Ansarullah fighters and 181 southerners. The exchange took place just before the major Muslim holiday of Eid al-Fitr that marks the end of the fasting month of Ramadan. The last of the prisoners were transported on Sunday, with planes carrying detainees taking off at the same time from the Houthi-held capital of Sana'a and the Saudi-backed government-controlled northern city of Marib.

The exchange is a significant development, as it represents a degree of mutual trust between the warring sides, which has been lacking for years. It also comes at a time of increased diplomatic efforts to end the conflict.

Saudi Arabia, which leads a military coalition against the Ansarullah movement, has been involved in talks with the Houthis to establish a more durable cease-fire. A Saudi delegation recently traveled to Sana'a to push for a cease-fire agreement, but left without a finalized truce. However, the Saudi Foreign Ministry has announced plans for more talks, which it says will take place "as soon as possible."

Analysts say that Saudi Arabia now accepts that its prolonged military campaign that started in 2015 in support of the southern government will not defeat the Houthi movement which took control of Sana'a a year earlier. Hundreds of thousands have died in the conflict which triggered a major humanitarian crisis which the UN says is the most pressing in the world. Page 3 >



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**AI is already here with its risks and rewards** 7 >

### Global media should visit Iran to fight Iranophobia

**Arts & Culture Desk**

Iran's Minister of Tourism, Ezzatollah Zarghami, on Sunday highlighted the need to invite global mainstream media to visit Iran in order to broadcast the country's realities to the world as a means of fighting Iranophobia.

"In order to combat Iranophobia and promote the Islamic Revolution, we have no other way except for the world and even some biased media from abroad to come

and see inside Iran" Zarghami told a group of businesspeople involved in the travel and tourism industry. Zarghami hailed travel agencies as the forefront of tourism, saying their actions hold great value in terms of culture and economics. Despite the challenges faced by the industry, the minister said he saw great potential for growth for Iran in emerging markets such as Russia and China. The Nowruz holiday saw a surge in domestic tourism

in Iran, with high-level accommodation centers recording strong occupancy rates. However, Zarghami expressed concern over lower-level accommodation facilities reporting a decrease in hotel occupancy rates, despite the increase in the number of tourists.

He noted that tourism should be accessible to everyone, regardless of their financial status, and called for the tourism industry to address this issue by making cheaper accommodation options available to middle and lower-middle-class tourists.