



‘Reflectable’ Glasses Thwart Camera Surveillance

Necessity is the mother of invention, and a creative inventor has found a way to completely thwart iris scanning by CCTV cameras during low-light conditions. Expect other ‘resistance’ items to appear in the future. □ TN Editor

An innovative design for glasses that reflect both visible and infrared light will help budding criminals to dodge CCTV cameras. Scott Urban, 35, has developed retro-style glasses that keep people’s face hidden from cameras.

Two designs, Reflectacles Ghost and Originals, bounce light back from where it comes from causing their faces to appear blurred in images.

Mr Urban says he created the design for people who are “just completely fed up with the massive surveillance state”.

He claims the products are made from micro-prismatic retro-reflective materials.

Mr Urban said: “If the material were to be viewed under a microscope,

one would see many very small cube-like prisms that bounce light along each edge of the prism surface and then bounce it right back in the direction the light originated from.

“The material for Reflectacles Ghost works on the same concept, but is even more intensified by having micro-corner-cubes incorporated into the material.

“This material is the most reflective material that currently exists and it is used in laboratory situations or for signal/controller applications.



Enjoy Shopping? Get Ready To Be Watched Very Closely

Shoppers beware! Your every move, facial expression, eye contacts and even posture will be scrutinized by cameras, AI and other sensors. Technocrats love data, and more data is always better. In other words, it's a bottomless pit into which everyone must fall. □ TN Editor

Facial recognition, computer vision and artificial intelligence may sound like creepy technology buzzwords, but they are quickly becoming a part of everyday brick-and-mortar shopping.

Marketers hope these technologies can reveal what you are thinking in the crucial period between entering the store and making a purchase — that means recording everything you do and analyzing that data.

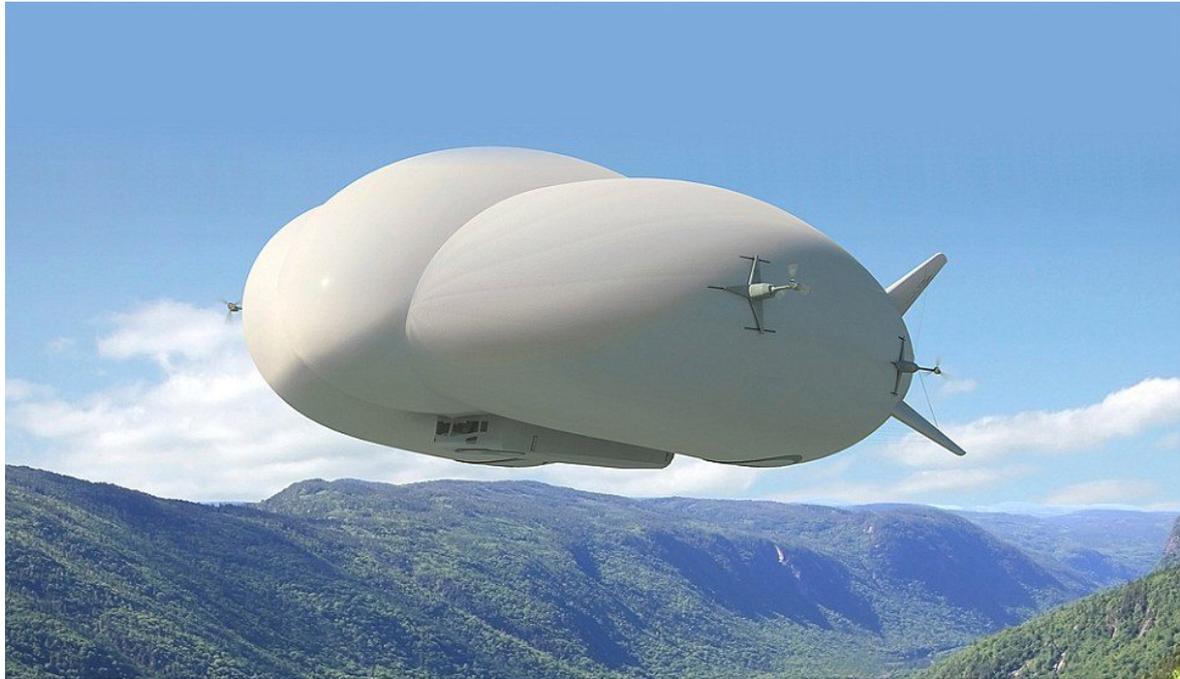
Companies like Amazon already have granular data on what consumers look at, click on, and add to their carts before making a final purchase online — but when it comes to store purchases, like food, companies know less about us. That's why companies from [Apple](#) to [Google](#) have been helping retailers fill in the gaps, using shoppers' smartphone data.

“One of the things that marketers have been trying to do is get beyond the data of our keystrokes,” said Daniel Newman, principal analyst at Futurum Research. “Whether its cookies tracking you through a retail website or what we're talking to a friend about on [Facebook](#).”

Concerns about tracking shoppers in-store intensified this month when [Amazon](#) debuted a new automated concept store, Amazon Go. A [patent filed in 2014](#) by the company showed how an automated checkout store could work: Cameras and other technologies would follow individual shoppers — and could identify them by their [skin tone](#)— and analyze their behavior throughout the store. It's unclear if this is the system behind Amazon Go. The company declined to comment for this story.

It comes after retailers' apps have spent years trying to track users with a different technology: geolocation “beacons” that ping your smartphone as you visit stores. Beacons are tiny gadgets, positioned throughout the store, that can communicate with your smartphone to match your identity to your location.

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Amazon Eyes Warehouse Blimps And Delivery Drones To Dominate Distribution

Amazon has [already started using drones](#) to deliver products to its customers, albeit on a very small scale.

However, there's one small problem with drone deliveries as it stands: launching drones from the ground and flying them to people's houses requires a considerable amount of energy.

In order to get round this potential issue, Amazon is looking at storing products at altitude in huge floating airships — described by Amazon as “airborne fulfillment centers” — and a network of drones to essentially float items down to people.

The company filed a [patent for the idea](#) on December 22 that was discovered by [CB Insight's analyst Zoe Leavitt](#) on Wednesday.

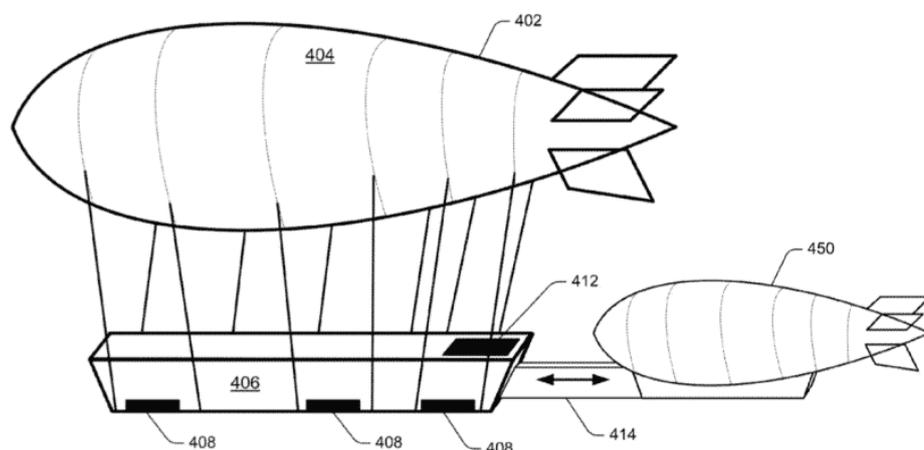


FIG. 4

In the abstract of the patent filing, Amazon writes: “As the UAVs descend, they can navigate horizontally toward a user specified delivery location using little to no power, other than to stabilize the UAV and/or guide the direction of descent.”

Amazon also writes in the patent: “Described is an airborne fulfillment center (“AFC”) and the use of unmanned aerial vehicles (“UAV”) to deliver items from the AFC to users. For example, the AFC may be an airship that remains at a high altitude (e.g., 45,000 feet) and UAVs with ordered items may be deployed from the AFC to deliver ordered items to user designated delivery locations.”

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