

# The Facebook Camera That Can Recognize You Every Time You Walk Into a Shop

- Could be used by shops to offer discounts to customers
- System already being trialed in Nashville shops and bars
- Users must sign up to take part and 'teach' system what they look like

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*Note from Pastor Kevin Lea: This article is from the United Kingdom (Britain). For several years, tens of thousands of cameras have been installed throughout their country as a means to defeat terrorism. The people are used to being the most visually monitored populations on the planet. Now Facebook is joining with the commercial industry to take surveillance to a new height.*



Shoppers could soon be automatically recognized when they walk into a shop using a controversial new camera. Called Facedeals, the camera uses photos uploaded to Facebook to recognise people as they walk in. Shoppers who agree to use the system, which has not been developed with Facebook, will be offered special deals.

Facedeals - a new camera that can recognise shoppers from their Facebook pictures as they enter a shop, and then offer them discounts. A promotional video created to promote the concept shows drinkers entering a bar, and then being offered cheap drinks as they are recognized.

'Facebook check-ins are a powerful mechanism for businesses to deliver discounts to loyal customers, yet few businesses—and fewer customers—have realized it,' said Nashville-based advertising agency Redpepper. They are already trialing the scheme in firms close to their office.

'A search for businesses with active deals in our area turned up a measly six offers.



'The odds we'll ever be at one of those six spots are low (a strip club and photography studio among them), and the incentives for a check-in are not nearly enticing enough for us to take the time. 'So we set out to evolve the check-in and sweeten the deal, making both irresistible. 'We call it Facedeals.'

The Facedeal camera can identify faces when people walk in by comparing Facebook pictures of people who have signed up to the service...

To read this article in its entirety, go to: <http://www.dailymail.co.uk/sciencetech/article-2187801/Were-watching-The-camera-recognise-Facebook-picture-time-walk-shop.html>.