

## BILLBOARD ADVERTISEMENTS AND FACIAL DETECTION



Advertisers are now using an innovative method, known as facial detection or facial recognition, as a means of connecting with customers on different levels. Simple information, which would include different features of your face, are making it easier for advertisers to target specific audiences to ensure that the people they are advertising to will actually be interested in the products. Advertisers are using specific measurements based on what you look like as a way of figuring out which advertisements should be displayed. In a world where technology continues to advance, some wonder how far the advertisers will take this form of advertising to specific people based on their looks. While it may sound beyond our time, this form of technology is coming and will shortly become the typical form of target advertising quite soon. The next time that you end up seeing a billboard advertisement that advertisement may be looking at you for facial detection. One company, the Immersive Lab, has recently developed a specific type of software that can be used on certain billboards, figuring out the gender and age range of individuals based on their features. This helps advertisers to figure out whether or not they can grasp the attention of the consumer and whether or not showing certain advertisements would be effective. Facial detection technology also enables advertisers to basically custom make advertisements for specific people, directly based on their features. For example, advertisements designed specifically for women would be able to detect whether or not it is a woman looking at the billboard. It could be an advertisement for sanitary napkins or something of that nature, which would not necessarily appeal to a male but could be quite effective when displayed in front of a woman. The technology may even be able to go as far as figuring out your emotions to decide which advertisements should be displayed. Some emotions that may be picked up on the facial detection software include mad, happy, comfortable and even nervous. Even vending machines are starting to use the facial detection software as a means of analyzing the face and selling products. Based on the face, the machines would now be able to present specific items that the consumer would likely be more interested in. This form of advertising has become favorable amongst advertisers, enabling them to target people in the way that they want to. Even television advertising can rely on the facial detection software, specifically the television that have internet capabilities. While advertisers are thrilled about the opportunity, many consumers feel concerned about the lack of privacy.