Moment of relevance

Targeting

Operating system

When Mitch was young, technology was in its early stages. As he grew older technology and the internet became more and more advanced. When the internet became increasingly popular industries saw an untapped market full of potential. Advertising companies saw even more potential. About 19 years later, the internet made step that nobody would have ever imagined. But now, they have advanced outside the spectrum of simple internet ads. Now, companies know exactly what Mitch and everyone else in society likes and are able to take advantage of your privacy. On the internet and the real world, these companies have managed to collect enough data that they can tell you exactly what you through specialized Ads they are targeting directly for you wherever you go. Screens, Monitors, Commercials, newspapers, and music are all triggered by your physical and mental behavior. The operating system that is behind the technology is so advanced that anything Mitch does is detected, stored, and ready to sell you products. Advertisers do this with their devices so they can coordinate the exact moment of relevance for an item you need. The other day Mitch was with a group of his friends hanging out in a local bar. Later on into the night when all of his buddies had finished up and were heading home together he realized that he was too impaired to drive his car. As he approached the front door to leave he noticed that a taxi service was waiting outside the bar. This was not normal because people usually use the bus or trains to travel around town without a car. He gladly used the taxi service and got home safely none the wiser about what had really happened throughout the night. Devices with the software placed throughout the town and inside the bar had been collecting data about Mitch. His purchases at the bar with his debit card noted that he and his buddies were drinking, how much he was drinking, and even the type of alcohol he was consuming. Data was also collected when they all used their cellphones to pay for parking downtown in a parking lot across from the bar. All of these triggers followed by him closing his tab at the end of the night spawned a ton of advertisements to come about throughout the night. With this data in mind, the OS was also able to predict that the group were going to need rides home so a taxi company was informed about the bar and sent cars to the location to “conveniently” be there when Mitch and his friends were all heading home.