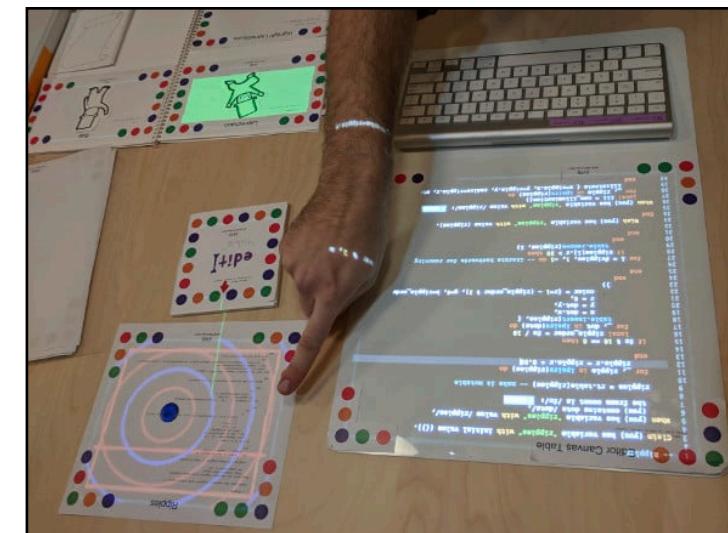


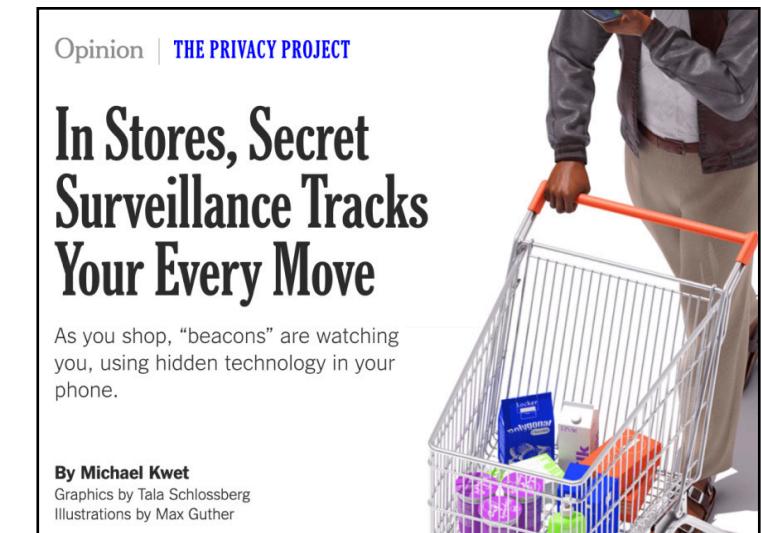
THE PRECEDENTS



Dynamicland



TouchTunes Jukeboxes



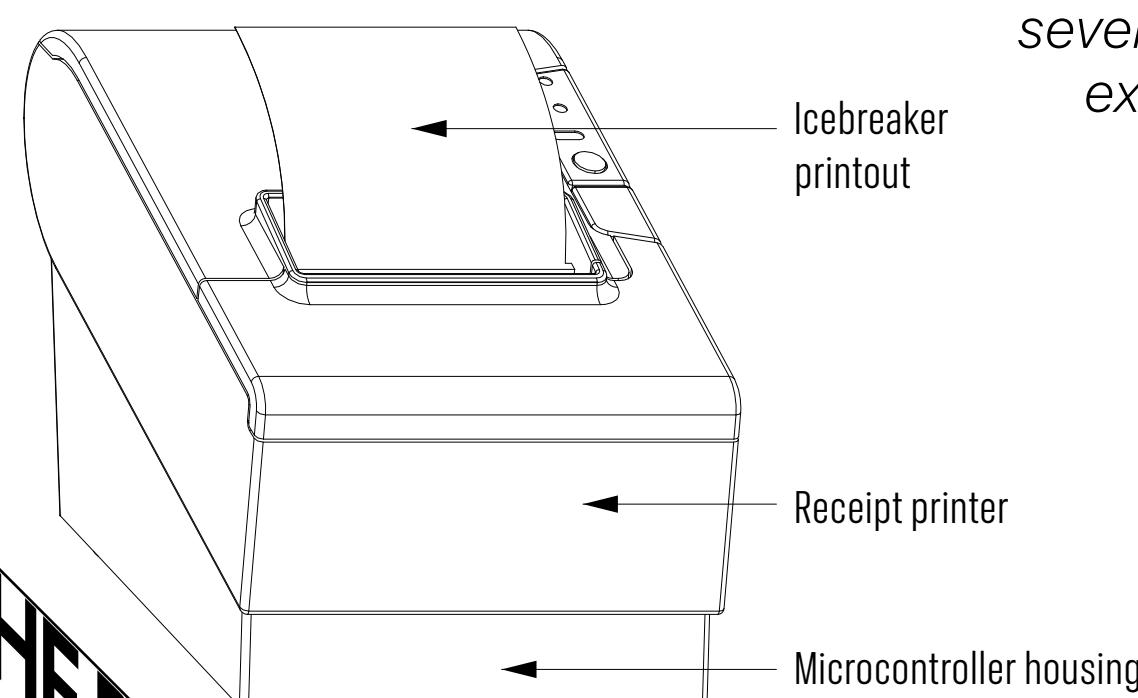
In Stores, Secret Surveillance Tracks Your Every Move
As you shop, "beacons" are watching you, using hidden technology in your phone.

By Michael Kwt
Graphics by Tala Schlossberg
Illustrations by Max Guther

Michael Kwt's NYT Op-Ed

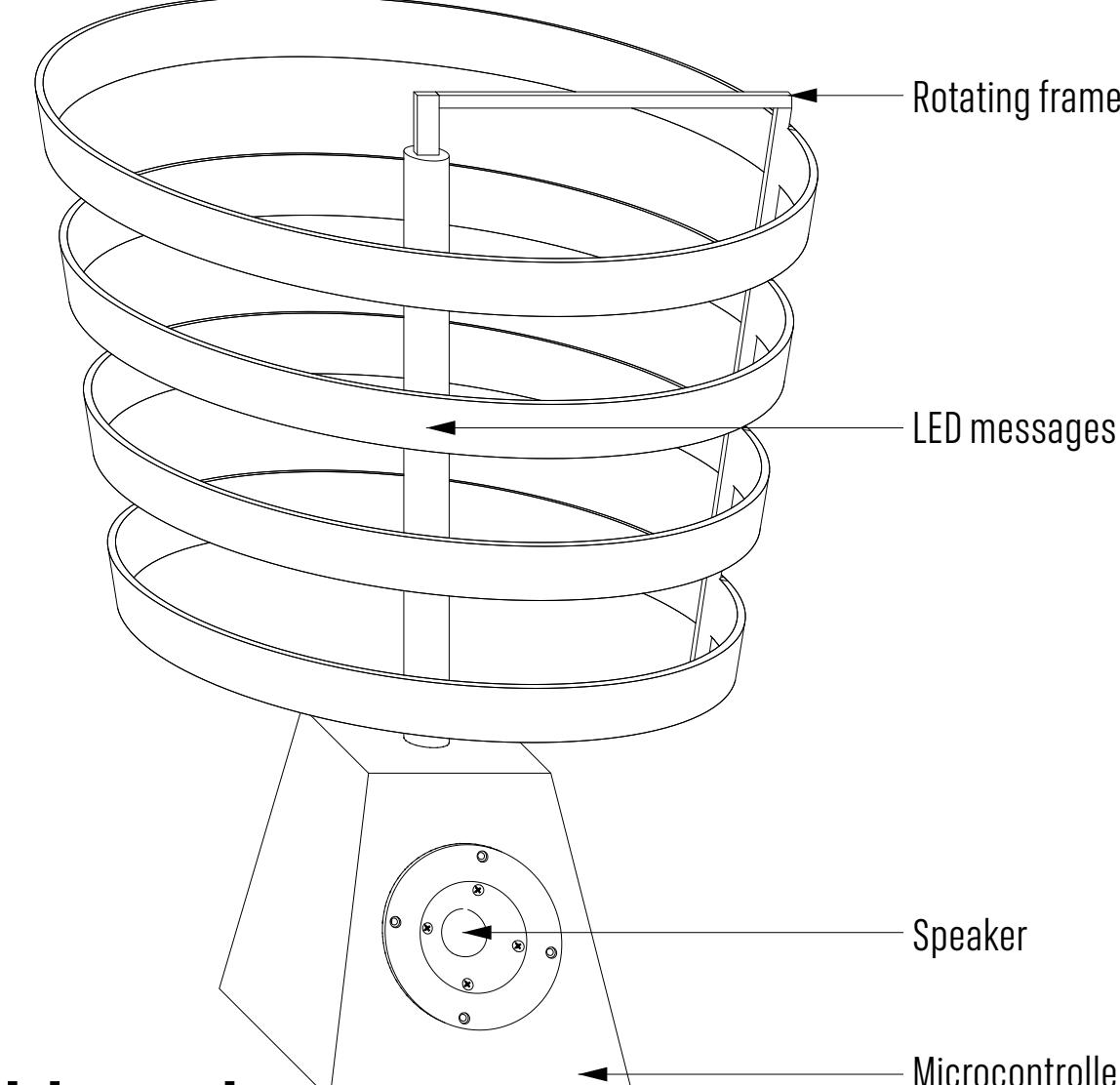
SPATIAL RESONANCE

Presence detection technology can be used to transform the built environment into a digital interface, enabling more frictionless and embodied Human-Computer Interaction; but this technology also poses major privacy concerns when used nonconsensually by predatory advertisers. To raise awareness of its potential benefits and dangers, I propose an interactive installation consisting of several objects called **Resonators**, which will activate personalized experiences as participants approach them. Visualizations presenting the results of research in unethical use of this technology will be displayed in juxtaposition.



Icebreaker

Breaks the ice or brings friends even closer by printing out a prompt to start a conversation between participants about something they have in common. If there is only one person, it will pose an interesting philosophical question to ponder based on their interests.



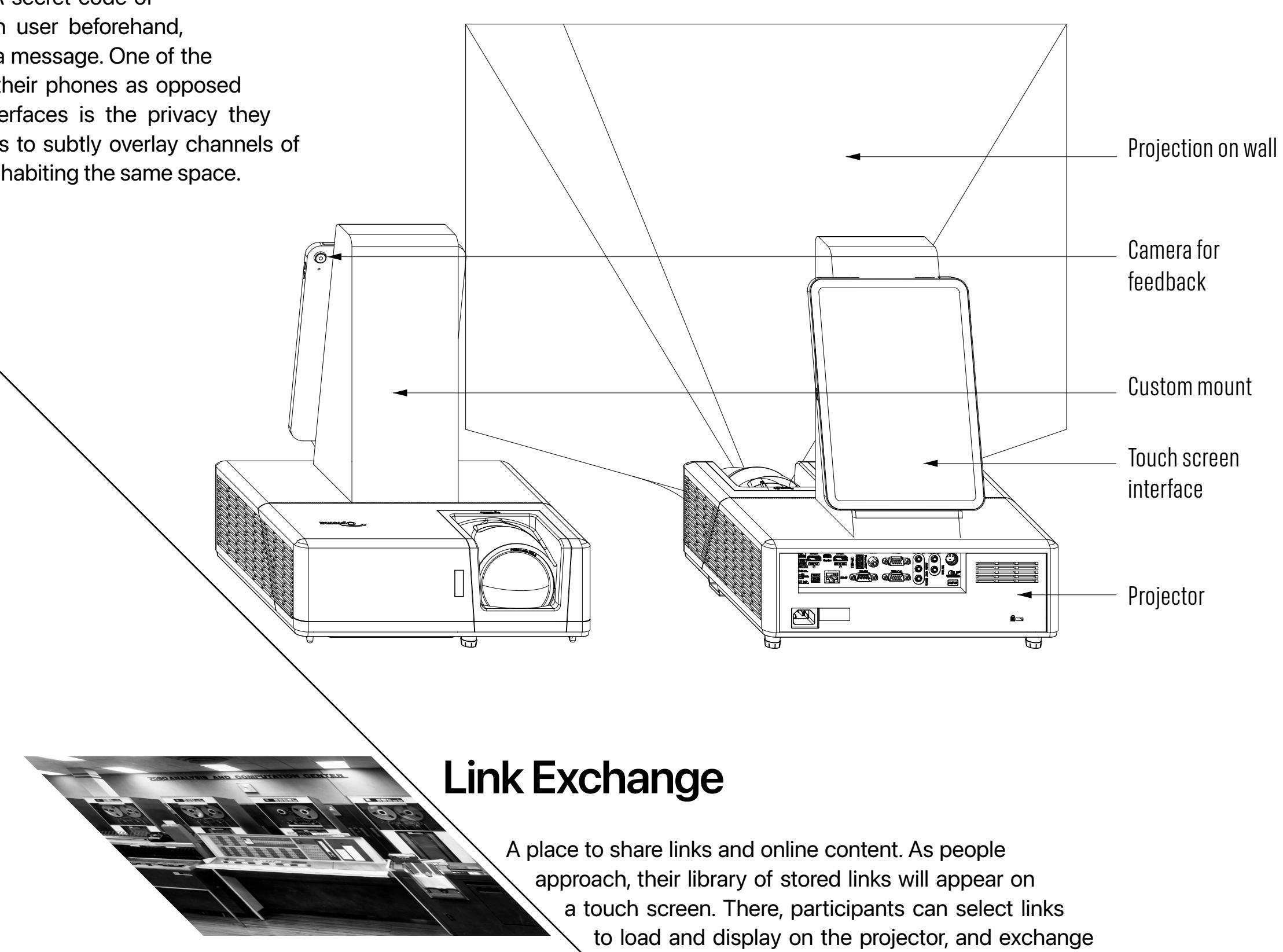
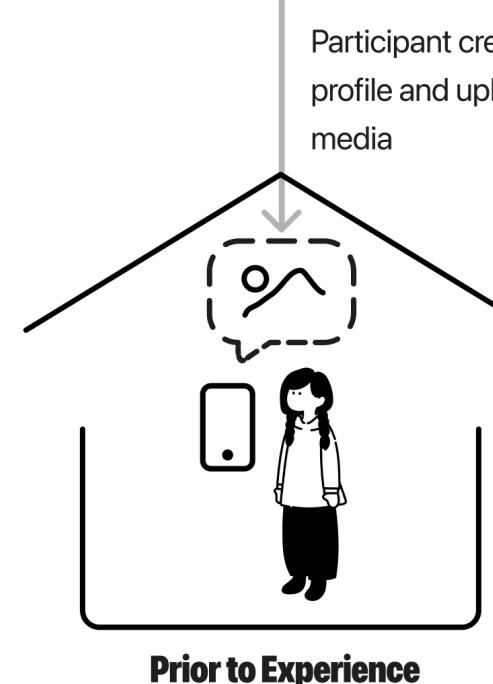
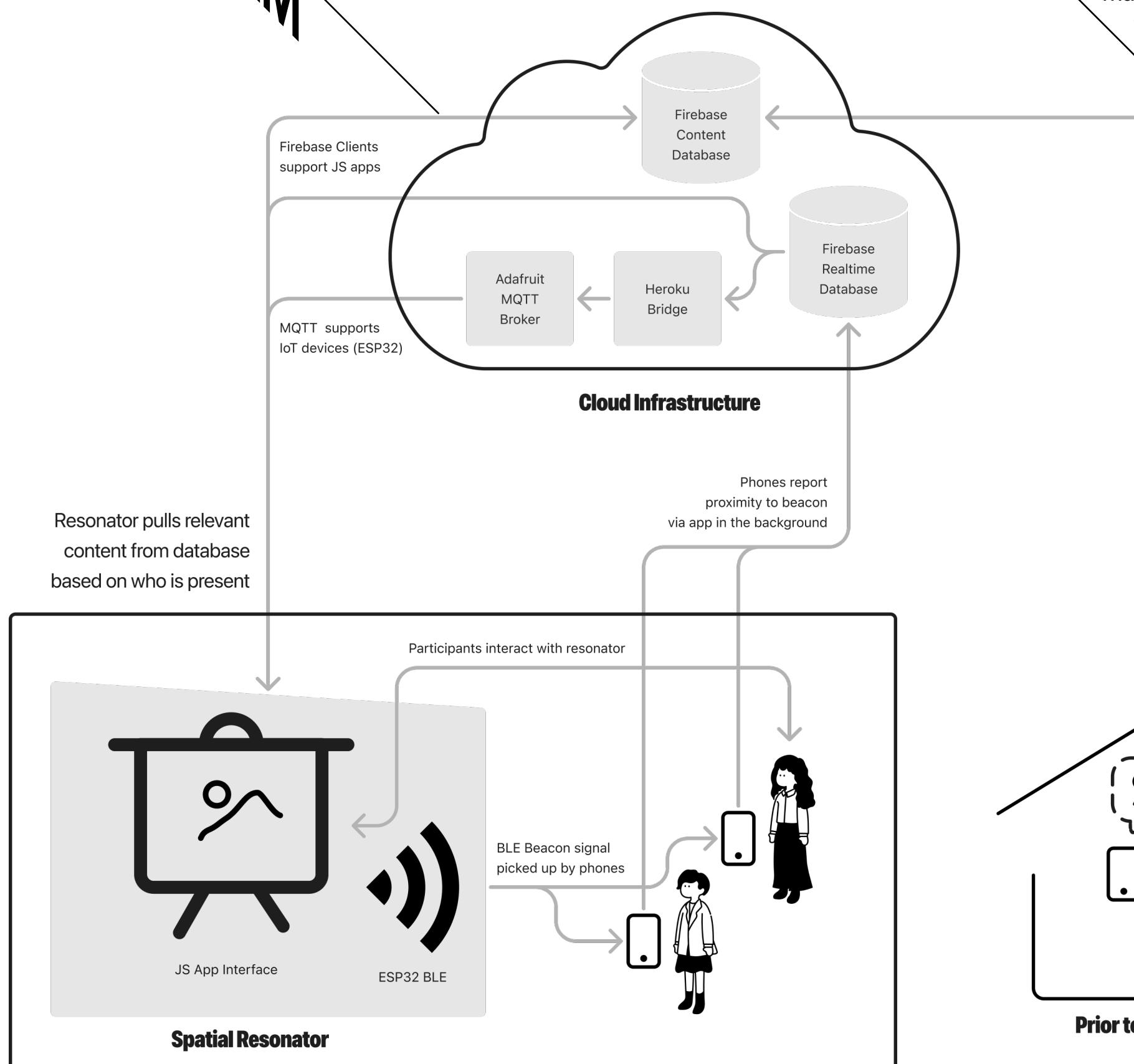
Down Low Dashboard

This one simultaneously shows information to everyone present, but encoded in a way where only the recipient will understand. A secret code of signals is established with each user beforehand, and then they can recognize a message. One of the main reasons people like their phones as opposed to more communal interfaces is the privacy they confer. This tool aims to subtly overlay channels of communication inhabiting the same space.

Bluetooth Low Energy beacons emit a signal that can be used to determine proximity to a known location. Apps on your phone can silently detect and report these encounters. Shadowy data brokers and advertisers exploit this system by placing beacons in retail locations and tracking consumers' every move, much like cookies do on the web.

In 2019 Apple introduced changes to iOS which now require location permission to scan for BLE beacons. However, most popular apps have inscrutable privacy policies and could be leveraging this technology in ways that people are not knowingly consenting to.

THE SYSTEM



Link Exchange

A place to share links and online content. As people approach, their library of stored links will appear on a touch screen. There, participants can select links to load and display on the projector, and exchange them with other people as if they were trading cards. Trading activity will inform the value of each piece of data, which will be monitored and displayed as a ticker on a dashboard.

THE APP

Participants will download an app and create a personal profile, uploading content as with any social media platform, with comprehensive privacy controls. At the installation space, they will encounter Resonators, which are continuously emitting a BLE signal. The app, scanning in the background while in people's pockets, will detect the Resonator and notify it of its proximity via servers hosted in the cloud. By merely approaching, the participant effectively "logs in" and can begin interacting with a personalized context. As they walk away, all data is removed and the authentication link is closed.

