

Facial recognition gauges tourists' holiday interests



Running over the duration of a year, the [Hawaii Tourism Authority](#)'s experimental Discover Your Aloha video is designed to show potential visitors as many different types of holiday activity as possible. Hawaii's landscape is diverse, and the available adventures are just as varied. From serene spots for yoga to waterfall-fed swimming pools, jungle treks and skydiving, there is something for everyone. The video uses facial clues, plus visitors' answers to a number of follow-up questions, to recommend an itinerary.

The video is on an Expedia.com microsite, and many viewers will have to use a desktop computer to interact with the technology. Privacy is a key concern around the use of facial recognition. Apple, for example, prevents it from being used on its phones. In Japan, [privacy glasses](#) can be worn to thwart the technology. For those less worried about the privacy aspect, facial recognition is increasingly available, from [dating apps](#) to [connected home systems](#).

How might citizens be able to opt in or out of fully connected, facial recognizing cities?

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