

Scenic Watch



"George Orwell never dreamed of advertising as invasive as Yahoo's proposal"- David Kravets, ARSt Technica



Photo: The Mercury News, Silicon Beat

"Yahoo eyes billboard that can spy on drivers inside their cars"

Oct
2016



Fun Festivals
and Events

Central

Nov 3-13
Volusia County Fair &
Youth Show, DeLand
Nov 4-13
Lady of the Lakes
Renaissance Faire, Tavares

"Yahoo, under fire over this week's revelation that it helped the federal government spy on its users, has applied for two related patents describing a camera-equipped billboard that can spy on drivers.

The patent applications, submitted in March 2015 and made public by the U.S. Patent and Trademark Office on Thursday, describe a billboard that has sensors including cameras, microphones and even retina scanners built in or positioned nearby.

'Image or video data may be processed to determine whether any individuals looked directly at the advertising content (e.g., using image recognition and/or eye tracking techniques),' said the patent documents, which use much of the same language in describing the technology.

Verbal reactions by passersby could be collected via microphones. 'Audio data captured by one or more microphones may be processed using speech recognition techniques to identify keywords relating to the advertising that are spoken by members of the audience,' the documents said. 'Image data or motion/proximity sensor data may be processed to determine whether any members of the audience paused or slowed down near the advertising content, from which it may be inferred that the pause or slowing was in response to the advertising content.'

The invention, which of course is not guaranteed to appear on roadsides, represents an attempt to bring online-style targeted advertising to billboard ads...

The billboard could identify individual drivers via data from mobile devices, vehicle-navigation systems, cell towers, mobile apps and images, the documents said.

User databases would add demographic information about particular people in range of the billboard.

The system would also employ cameras and image-recognition software to identify the makes and models of vehicles to gather information about the 'socioeconomic status' of people driving past. 'The

Nov 4-6
Sebastian Clambake
Lagoon Festival, Sebastian
Nov 4
Jazz Friday at Foosaner
Museum of Art, Melbourne
Nov 5
Art Walk on Flagler, New
Smyrna Beach
Nov 5
Stone Crab Jam, Crystal
River
Nov 5-6, 12-13, 19-20
Medieval Fair, Sarasota
Nov 5-6
40th Annual Fall County
Jamboree, Barberville
Nov 5-6
The Fall Fiesta in the Park,
Orlando
Nov 5-6
Festival of the Arts,
Inverness
Nov 5-6
Halifax Art Festival,
Daytona Beach
Nov 6
Conga Caliente Festival,
Tampa
Nov 6
The Venice Main Street Art
Fest, Venice
Nov 10-13
Greek Festival, Daytona
Beach
Nov 10-13
Native Rhythms Festival,
Melbourne
Nov 11-13
RibFest, St Petersburg
Nov 11-15
Siesta Key Crystal Classic
Masters' Sandsculpting
Competition, Siesta Key
Beach
Nov 12
St Armands Art Festival,
Sarasota
Nov 12
Come Out With Pride
Festival, Orlando
Nov 12
Downtown Melbourne Food
& Wine Festival
Nov 12
Veterans Day Parade,

demographics of motorists during rush hour on a weekday in Silicon Valley can be expected to be very different from the demographics of mid-afternoon traffic in that same location on a weekend or Friday evening traffic headed into San Francisco,' the documents said..."

-- Ethan Baron, The Mercury News, Silicon Beat

[Read entire article](#)

[Read additional article by David Kravets, ARStecnica](#)

Clear Channel and ATT: "See that billboard? It may see you too"



Photo: New York Times

"Pass a billboard while driving in the next few months, and there is a good chance the company that owns it will know you were there and what you did afterward.

Clear Channel Outdoor Americas, which has tens of thousands of billboards across the United States, will announce [Feb]on Monday that it has partnered with several companies, including AT&T, to track people's travel patterns and behaviors through their mobile phones...."

-- Sydney Ember, New York Times

[Read entire article here](#)

Orlando
Nov 12
Keep Brevard Beautiful
River Fest 2016, Cocoa
Nov 12, 26
Gamble Jam, Flagler
Beach
Nov 12-13
Homosassa Arts, Crafts and
Seafood Festival, Old
Homosassa
Nov 13
Orlando Japan Festival,
Orlando
Nov 13-14
Horse Creek Festival,
Davenport
Nov 13-15
Maitland Rotary Art
Festival, Maitland
Nov 18
Cocoa Beach Friday Fest
Nov 18
The Plant City Pig Jam,
Plant City
Nov 19
Art Walk, Sanford
Nov 19
Celtic Music & Craft Beer
Festival, Dunedin
Nov 19
The Power Event Live,
Sanford
Nov 19-20
Kite Festival, New Smyrna
Beach
Nov 19-20
Sarasota Fine Arts
Festival, Sarasota
Nov 25-27
Cocoa Beach Art Show &
Music Fest, Cocoa Beach
Nov 26
Light Up Mount Dora,
Mount Dora
Nov 26
Wine Walk, New Smyrna
Beach
Nov 26-27
Space Coast Art Festival,
Cape Canaveral

South

Nov 3-6

"Those Google-backed Internet kiosks are coming to London"



Photo: Fortune/Getty

"Hundreds of phone booths in London will disappear next year, and be replaced with sidewalk kiosks that offer Wi-Fi, free phone calls, and screens with maps and directions.

The plan, which is modeled on an \$800 million project currently underway in New York City, will be carried out by U.K. telecom giant BT 0.30% and Sidewalk Labs, a subsidiary of the Google GOOG -1.22% parent holding company known as Alphabet.

The arrival of the Internet Kiosks, which will be called LinkUK, come as phone booths become obsolete in the age of mobile devices, and cities look for new services to offer in their place.

"Hundreds of users within range of a Link will be able to access free ultrafast Wi-Fi on the move, with speeds of up to 1Gbps—the fastest free public Wi-Fi service available" said LinkUK in a press release on Tuesday morning...

The project will not involve the removal of London's iconic red phone booths, according to a BT spokesperson, who added there are 8,000 of the traditional booths across the UK, and many of them are being designated as heritage properties.

FGCU-Sanibel Island
Writers Conference,
Sanibel Island
Nov 4-5
American Indian Arts
Celebration, Big Cypress
Seminole Indian
Reservation
Nov 6
Taste of the Town, Fort
Myers
Nov 6-13
Key West World
Championship, Key West
Nov 7-13
Paint the Beach Festival,
Fort Myers Beach
Nov 10-13
Cape Coral Coconut
Festival, Cape Coral
Nov 11-13
Anime Iwai, Deerfield
Beach
Nov 12
Annual Key Largo Bridge
Run, Key Largo
Nov 14-19
Miami Short Film Festival,
Miami
Nov 16-20
Key West Film Festival,
Key West
Nov 18-27
American Sandsculpting
Championship Festival,
Fort Myers Beach
Nov 19
Sunny Isles Beach Jazz
Fest, Sunny Isles Beach
Nov 19-20
Harvest Festival, Miami
Nov 19-20
Biannual Estero Fine Art
Show, Estero
Nov 20-Dec 31
Festival of Lights at
Fishermen's Village, Punta
Gorda
Nov 26
Big Pine & The Lower Keys
Island Art Festival, Big
Pine & The Lower Keys
Nov 26-27
Downtown Delray Beach
Thanksgiving Weekend Art
Fest, Delray Beach

London will be the second city to experiment with what the release describe as the “sleek, ultramodern” Internet kiosks. In New York, where the first ones popped up in February of this year, the terminals have so far been met with a mixed reception.

According to New York City officials, the terminals have been a hit with the public, attracting 671,000 Wi-Fi users, 34 million Wi-Fi sessions, and tens of thousands of free phone calls made every week. The service has proven especially popular with messengers and tourists, and the city continues to add 15 to 25 new terminals a week.

But there has been controversy over homeless people monopolizing the kiosks—or using them to watch pornography. Such concerns led New York to remove the web browsing function in September.

Meanwhile, privacy advocates have warned that Google could use them as tracking devices to serve targeted advertising, a concern dismissed by New York officials.

The Tuesday announcement from London did not disclose the financial aspects of the arrangement, but did say BT and Sidewalk Labs are working with PrimeSite, an outdoor advertising company.

In the case of New York, the consortium running the kiosks has guaranteed to pay the city a minimum of \$500 million through 2026 — a considerable increase over what the city has been earning from its phone booths.

The arrival of the kiosks represents part of Sidewalk Labs’ larger vision for cities, will involves sensors and big data technology transform urban land use and transportation.”.

-- Jeff John Roberts, Fortune

[Read entire article here](#)

"Fuel up and head out to explore

North

Nov 3, 10, 17, 24
Americana Under the Stars, Santa Rosa Beach
Nov 3-13
Frank Brown Songwriters Festival, Perdido Key
Nov 4
Apalachicola Oyster Roast, Apalachicola
Nov 4-5
Florida Seafood Festival, Apalachicola
Nov 4-6
Great Gulfcoast Arts Festival, Pensacola
Nov 4-6
St Augustine Pirate Gathering, St Augustine
Nov 5
Blues, Brews, & BBQ, Destin
Nov 6
Great Chowder Debate, St Augustine
Nov 10-12
Fall Palatka Bluegrass Festival, Palatka
Nov 11
Vetfest In The Park, Tallahassee
Nov 11
Veteran's Day Parade, Jacksonville
Nov 11-13
FANdom Con, Fort Walton Beach
Nov 14
Sunset / Moonrise Tour, St Augustine
Nov 19-Jan 31
Nights of Lights Festival and Celebration, St Augustine
Nov 19-20
Yankeetown Seafood and Arts Festival, Yankeetown
Nov 20
Pickin' in the Park, Ocala
Nov 20
Giving Thanks, Tallahassee
Nov 21-22

Florida Scenic Highways"



Photo: Brad McClenny

"Fall means new TV shows, pumpkin-spice everything and, in Florida, the beginning of weather that's just merciful enough to warrant rolling down the windows on a long drive.

You probably have your favorite road trip routes, and so does the Florida Scenic Highways program (floridascenichighways.com). The organization has declared 26 Florida thoroughfares officially scenic, not only for their dazzling views but also for attributes like historical significance and recreational resources.

So show some respect the next time you're stuck in gridlock on the Courtney Campbell Causeway – make that the Courtney Campbell Scenic Highway.

To earn the scenic designation, each road was championed by a grass roots group. Volunteers hype up their highways with things like road markers, audio tours and smartphone apps..."

-- Dalia Colon, Tampa Bay Times

[Read entire article including ideas on where to stay and where to dine here](#)

Arts and Crafts Festival, St Augustine
Nov 25
Historic Apalachicola
Annual Christmas Celebration, Apalachicola

[For many more events and details please visit the Orlando Times Travel Calendar here](#)



"Scenic America honors founders at ceremony in Salisbury"



Photo: Scenic America
Left to Right: Charles Floyd, Ruth Becker and Martha Fuller Clark

"Scenic America honored its founding members during its recent Affiliates conference in Salisbury, NC. The three "Founders Awards" were given to Ruth Becker, Charles Floyd and the family of Marion Fuller Brown.

Charles Floyd told the story of Scenic America's beginnings: "In 1977, my friend John Hassell went from the Georgia DOT to be Assistant FHWA Administrator in the Carter administration. John knew of my interest in billboard regulation and that I had testified for Senator Stafford's bill to reform the Highway Beautification Act. He suggested that FHWA establish a National Advisory Committee to examine the Act, see how it was working, and make recommendations for improvement."

This National Advisory Committee was the key to the establishment of Scenic America. The Committee brought Charles and others from around the country together over a shared desire to see the Highway Beautification Act reformed and the landscapes along America's roadsides protected and improved.

'At the conclusion of a meeting in the Spring of 1981, a group of us got together in a conference room at the Holiday Inn. After a discussion, we agreed that we

needed an organization. Of course, we had no money, we had no one who could run the organization, we had nothing. But we still wanted to form what we then called the Coalition for Scenic Beauty,' Floyd said. 'Then Ruth Becker, who ran the Pennsylvania Roadside Council, said that she would undertake the task.'

Becker offered to house the Coalition's first office inside PRC's, which she did for three years before the group established an office in Washington, hired an executive director and changed its name to Scenic America.

Upon accepting the award Becker said: 'As I look out around this room I am so filled with hope for the future. To quote William James: 'Act as if what you do makes a difference. It does.' My friends I thank you for this honor. Good luck and God bless you all.'

Another vital member of the founding group was Marion Fuller Brown, a state representative from York, Maine. Ms. Fuller Brown led the effort to pass a 1977 law in her home state that led to a total ban on billboards. The last billboard in Maine was removed in 1984.

Upon accepting the award in memory of her mother, Scenic America Board member Martha Fuller Clark said: 'My mother was very proud of helping to establish Scenic America and her family is equally proud. Her legacy lives on in this organization and in what she accomplished in Maine.'"

-- Scenic America

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