1. You are going to read an article about facial detection systems and their use. Decide if the statements that follow are true or false according to the article. Write *T* if the statement is true and *F* if the statement is false.

AI Cameras Aim to Guess Shopper's Age, Sex and Mood

Facial recognition technology is increasingly being used today in many places in the United States and overseas. Such systems use machine learning tools to scan faces in an attempt to recognise particular individuals.

Many police agencies across the world have long used facial recognition technology to search for and help catch criminals. The technology has also been used at some US airports to help confirm the identity of passengers and get them on flights. It is also used to unlock phones or other electronic devices, and in some cases, even cars. Some robots use facial recognition to recognise the people it is communicating with.

Now, a similar technology – known as facial detection – is entering a new field: the business of advertising. Facial recognition technology is meant to identify a specific individual. Facial detection systems aim to detect the presence of a person and try to predict some facts about them. In the United States, such systems are currently being tested in a small number of stores.

Businesses use cameras set up inside the stores or public area. The cameras scan the faces of individuals and predict their age and sex. Some systems are also designed to judge a person's emotions. That information can then be used to target people with real-time advertisements on video screens during their visit to the store.

One facial detection system developed by a company called Mood Media aims to judge a person's "happiness" or "fear" level. Businesses could use such information to get real-time reactions from people as they look at products or video ads in the store. Such a system could also be used as part of a company's efforts to test the popularity of specific products.

Another company, Cineplex Digital Media, showed off a camera-powered system designed for use in retail businesses, on the street or at bus stops. The company says its product can detect things like whether someone is wearing eyeglasses or has facial hair. That information could then be used to target those people with ads for new glasses or shaving equipment.

Facial detection technology has reportedly also been placed inside large billboard signs at Westfield centres in Australia and New Zealand. Britain's The Guardian newspaper reported there are currently more than 1,600 camera-equipped billboards at more than 40 of the company's retail centres.

Some privacy groups have criticised the use of such facial detection systems. Pam Dixon heads the World Privacy Forum, a not-for-profit group that researches privacy issues. "The creepy factor here is definitely a 10 out of 10", she told the AP. Dixon added that the technology could lead to some discriminatory methods. For example, a business could raise the price of a product or service based on a person's age. Or it could target a person with an ad for an anti-depression drug if the individual appears to have a sad facial expression. "We shouldn't be gathering the emotional state of anyone", Dixon said.

One company testing the technology in two of its US stores is large food retailer Kroger. The company told the AP its cameras aim to predict a shopper's age and sex. But Kroger said the personal information is anonymous and not stored away.

Supporters of the technology say it could improve the buyer's experience by drawing attention to products they might like or by offering them special deals.

https://learningenglish.voanews.com/a/ai-cameras-aim-to-guess-shopper-s-age-sex-and-mood/4899651.html

1. AI cameras have been used in police investigations in the US only. ☐
2. Some facial recognition cameras can be used to open a car. ☐
3. AI cameras used in advertising are not the same as facial recognition cameras. ☐
4. Facial detection technology is being tested in a great many shops all over the US. ☐
5. The information gathered by facial detection cameras is used to send individual customers videos after their visit to the shop. ☐
6. Facial detection cameras analyse customers' facial expressions to predict their emotions. ☐
7. Facial detection can be used for market research purposes. ☐
8. Some facial detection systems draw conclusions based on a person's appearance. ☐
9. Pam Dixon, the head of a privacy group, finds the use of facial detection systems in advertising extremely alarming. ☐
10. The Kroger food store finds that the technology does not invade anyone's privacy because the information they gather is kept secret. ☐

2. **Without looking back at the text, collect all the uses of facial recognition and facial detection systems mentioned in the article.**

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3. **The following vocabulary items are all from the article. Write them on the dotted lines next to their definitions.**

attempt; currently; increasingly; billboards; draw attention to sth; target; recognition; creepy; confirm; retailer

1. ..... means more and more.
2. ..... is a more formal verb for 'try'.
3. ..... is the noun derived from the verb 'recognise'.
4. ..... means to prove that an opinion or belief is true.
5. ..... is an adverb which means 'at present'.
6. To ..... people with ads means to select people and bombard them with advertisements.
7. ..... are large outdoor surfaces where advertisements are placed.
8. ..... is an informal adjective and means 'causing fear'.
9. A ..... is a shop for the public.
10. The phrase to ..... means to direct attention to something.