



# It Might Be Today

## TIME TO FACE THE MUSIC

Every week we bring you what we call a Prophecy Update. We show how news and trends in the world are corroborating centuries-old prophecies found in the Bible.

The most infamous of all prophecies is the dreaded Mark of the Beast. The Mark of the Beast involves a person knowingly, willingly swearing his or her allegiance to the world leader we call the antichrist in the middle of the yet future Great Tribulation. It's not something that will sneak-up on anyone.

When the antichrist demands allegiance he will usurp a technology that can identify a person simply by the 'mark' on their hand or forehead. All transactions, both personal and commercial, will involve that 'mark,' so it will be easy for the antichrist to track any resistance once he takes over the system.

The technology is not the mark. But obviously the technology must exist before the antichrist comes to power.

**The technology does exist to implement just such a system!** And ours is the first generation in human history to be able to say that.

For example. On February 22, ClickOrlando.com News posted a story titled, *Bars, stores to use facial recognition technology to increase sales.*<sup>1</sup>

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<sup>1</sup> <http://www.clickorlando.com/news/Bars-stores-to-use-facial-recognition-technology-to-increase-sales/-/1637132/8859986/-/1uomqz/-/index.html>

## Excerpts:

A decade ago, in the *Dreamworks* movie "Minority Report," billboards spoke directly to the characters in the movie and even knew their names.

In just weeks, that science fiction plot will become reality as some businesses in Central Florida will know who you are when you walk through their door.

It's thanks to enhanced facial recognition technology.

It's not unusual to see surveillance cameras. They're inside businesses, outside of homes, even on the streets. In public places, people are comfortable with knowing those cameras are there for safety, but this new technology allows cameras to not just see what people do, but know who they are.

Shops and malls across the country are already taking this a step further. There are now billboards, made by Immersive Labs in Manhattan, and kiosks that cater ads to your age and demographic.

For example, if a woman was to walk up to a mall directory, a camera inside would take a photo. It will recognize her gender, age and race and instantly provide an ad for the appropriate products.

Industry expert Rafe Needleman believes it's just a matter of time before stores not only to recognize you, but track your spending habits. "When you walk into a store, it might know who you are just when you walk in and give you deals based on past purchases," said Needleman.

Banks are using it to identify customers and prevent fraud. Hotels are using it to know when honor program guests arrive.

This spring, bars in Gainesville will begin using cameras that will do more than just capture the faces of the people inside. The technology will also determine their gender and age. Using an app called SceneTap on their smartphone, potential patrons can use that data before deciding whether to go inside.

Bars in Orlando and Miami may begin using the software by the end of this year.

If you visit the Immersive Labs website you're greeted with the words, "Adaptive Advertising - Immersive Labs software can anonymously determine age, gender, attention time and adapts content on digital signs automatically based on who is looking at the screen."

SingularityHub.com commented,

Talk to any human face to face and right away they'll be able to guess your age, gender, and interest in the conversation. Now digital ads can do the same. Immersive Labs is creating the next generation of video billboards that gather anonymous demographic data about you while you watch. Pass by a digital poster they've enhanced, and sensors detect if you're paying attention. The screen can then adjust the image to one it thinks will be more appealing to you. It only takes a tenth of a second, and the system works up to 25 feet away.

The app mentioned, SceneTap, was described in a 2011 web article by CNN.com titled, *Apps know the best hot spots for hook-ups*.<sup>2</sup>

Excerpts:

[SceneTap] was founded on a simple question: Why can't we just search the bars nearby to find out who's there and what's going on?

SceneTap uses cameras to relay in real time approximately how many people are at a bar, the male-to-female ratio and the average age.

Bar owners pay SceneTap to have cameras installed and then use the information to create better specials and events aimed at their customer base... about 30 bars in Chicago have added the cameras so far...

"It's an awesome marketing tool for bar owners or managers to have - all that real-time data is pretty priceless," says Chad McConnehy, general manager at Wellington's in Chicago. "I've seen the application and it's pretty unbelievable... I've never seen anything like it."

All of these articles are quick to point out that no data is being stored. They claim that your privacy is not in jeopardy. But I think we all know where this is headed. Our records and information will be stored so it can be accessed.

I remind you that although we follow the fulfillment of Bible prophecy, we are not waiting for any prophecy to be fulfilled. Jesus promised to return to resurrect and rapture the church as an imminent event. By that we mean the certainty that He may come at any moment and the fact that no prophesied event stands between the believer and that hour.

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<sup>2</sup> [http://www.cnn.com/2011/TECH/mobile/06/17/bar.scene.apps/index.html?&hpt=hp\\_c2](http://www.cnn.com/2011/TECH/mobile/06/17/bar.scene.apps/index.html?&hpt=hp_c2)

Are you rapture-ready? If not, get ready, stay ready, and keep looking up.  
***Ready or not, Jesus is coming!***