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This article relates the advertisement and privacy issues of technology today with the surveillance theme of the novel 1984 by George Orwell. The author believes the fad of location based advertising could be short-lived because of the enthusiasm of early adapters for new technology will soon be overtaken by privacy concerns of the majority of technology users. These concerns are compared to similar concerns during the Internet boom in the 1990s. Keeping advertisements relevant as well as requiring users to Opt-In to such location tracking and user profiling will keep such advertising useful and prevent some outcries about privacy issues. The article goes on to describe some of the major applications that are currently available. These applications use location-based tracking and allow for the advertisement of local deals.

