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Inside this issue:

Technology Update-Glasses Gone Mad	1
Congratulations	2
Sponsorships	2
Notice	2

Client Bulletin



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Technology Update—Glasses Gone Mad!

There are certain television shows that seem to transcend time, entertaining generation after generation. One such show is the futuristic cartoon, “The Jetsons.” The iconic cartoon, set in 2062, features technological advances that, at the time, were merely fantasies. Today, some of those dreams have become reality, such as video chat (think Skype, Facetime, etc.) and frequent trips to the moon (chartered trips are in the works). On the other hand, there are many technological advances that would have boggled the minds of even the Jetsons. Introducing... the Google Glass (“Glass”).

Glass is a wearable computer that poses as a normal pair of glasses, but upon further examination it is evident that Glass is far from ordinary. The device allows you to watch movies, check email, take photos, and record video/audio without lifting a finger. Taking a picture is as quick as winking your right eye. Sounds great, right? Well, don’t pull out your wallet quite yet. Beyond the hefty \$1500 price tag, there are many unresolved legal issues surrounding Glass. Among the many concerns are violations involving privacy, safety, and security.

Privacy: Have you ever gone to the grocery store and thought to yourself, “I hope I don’t run into anyone I know; I look like I just rolled out of bed!” Inevitably, you run into someone you know who is dressed to the nines. While the grocery store isn’t exactly an “expected zone of privacy,” I certainly would not want a picture of my bed head on Facebook or YouTube the next day. While smartphones certainly have the same technology, snapping a picture or recording a video with a handheld device is much more noticeable and most certainly qualifies as a social faux pas. Most of us walk around in public on a daily basis knowing that we can be seen by the public. What we don’t expect is to have our lives captured on film, documenting our every move without our consent. There are some restaurants and stores that have gone so far as to ban Glass in their establishments. One such place is Seattle’s 5 Point Café. They posted a warning on their Facebook stating, “a** kickings will be encouraged for violators.” Another example is Colorado’s Press Play Bar, which banned Glass in 2013. As can be seen, public disdain for Glass is growing.

Safety: Texting, talking, putting on makeup, eating, are examples of the many distractions tempting us when we are behind the wheel. Now imagine having a 25-inch LED television screen on your windshield flashing in your peripheral vision. Yes, this is the reality of Glass. Wearers can watch videos, check messages, or voice text while driving. It is easy to imagine someone getting too engrossed in the latest episode of “Judge Judy” to notice a pedestrian or bicyclist on the side of the road. The ramifications of Glass’ effect on our safety is frightening. **Security:** More and more people are worrying about the security aspect of Glass. One source of discord involves an app called “Nametag.” Nametag scans the faces of strangers and runs them through databases found on the Internet. Glass wearers then learn a person’s name, address, and other information JUST BY LOOKING AT THE PERSON! If you have never Googled yourself, you should; you would be shocked by how much information people can find out about you. The difference between looking people up on Internet versus a smartphone/PC is that is you don’t know a person’s name. Now, stalkers and thieves can scan your face and find out everything about you. Although this would be of benefit for law enforcement professionals, the door is wide open to anyone else. Google finally banned Nametag after receiving so many complaints. Unfortunately, this will not stop the computer criminals of the world who know how to circumvent the system.

Conclusion: As you can see, Glass is far from being accepted by those who are familiar with the technology. Anticipating the issues described above, Google published a guide for users entitled, “How not to be a Glasshole” with guidelines for the use of Glass in public. If everyone follows the manual, perhaps we all will be well. What are the chances of that? Only time will tell.

Elizabeth A. Miceli, Esq.

Congratulations

To Ohio Power Tool, Inc. for being a 2014 Finalist in Business First's The Fast Fifty. The actual ranking, 1-50, of the fastest growing central Ohio companies will be announced on October 8 at The Fast Fifty Luncheon.

To 3 Pillar Homes, LLC for being a 2014 Finalist in The Fast Fifty and for being ranked number 8 in Business First's homebuilders list ranked by 2013 gross sales of owner-occupied units.

Sponsorships

Manos, Martin & Pergram believes that it is important for professional services firms such as law firms to be active in the community by attorney involvement and by sponsorships.

In September, because of the Delaware County Fair and the Little Brown Jug race, always run on the third Thursday of September, the Delaware Area Chamber of Commerce's Third Thursday luncheon was held on the fourth Thursday. Manos, Martin & Pergram sponsored the program, Commercial Real Estate Trends in Delaware County, with Rich Schuen, President of the Central Ohio Chapter of NAIOP, the Commercial Real Estate Development Association. The firm's Andy Wecker is Past President of the Central Ohio Chapter of NAIOP.

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