Amazon and the Rise of ‘Luxury Surveillance’ | The Atlantic

By Chris Gilliard
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Imagine, for a moment, the near future Amazon dreams of.

Every morning, you are gently awakened by the Amazon Halo Rise. From its perch on your nightstand, the round device has spent the night monitoring the movements of your body, the light in your room, and the space’s temperature and humidity. At the optimal moment in your sleep cycle, as calculated by a proprietary algorithm, the device’s light gradually brightens to mimic the natural warm hue of sunrise. Your Amazon Echo, plugged in somewhere nearby, automatically starts playing your favorite music as part of your wake-up routine. You ask the device about the day’s weather; it tells you to expect rain. Then it informs you that your next “Subscribe & Save” shipment of Amazon Elements Super Omega-3 softgels is out for delivery. On your way to the bathroom, a notification bubbles up on your phone from Amazon’s Neighbors app, which is populated with video footage from the area’s Amazon Ring cameras: Someone has been overturning garbage cans, leaving the community’s yards a total wreck. (Maybe it’s just raccoons.)

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