

Disney World exploring foot tracking technology

August 1 2016, by Associated Press

Disney World may one day be able to keep track of its theme-park visitors by their feet.

An Orlando Sentinel report [says](#) Walt Disney World Company recently received a patent for the [new technology](#) from the U.S. Patent and Trademark Office. The technology would involve a sensor and cameras, which would help identify visitors. The data received could customize the guest experience.

Currently, Disney World can track guests by MagicBands, hotel keys, RFID bracelets, FastPasses and credit cards.

According to the Sentinel report, the company says there are no immediate plans to use the new technology.

© 2016 The Associated Press. All rights reserved.

Citation: Disney World exploring foot tracking technology (2016, August 1) retrieved 22 June 2024 from <https://phys.org/news/2016-08-disney-world-exploring-foot-tracking.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--