

The story of *Cybernetica* takes us into a harrowing future where entire populations are mentally controlled by a powerful brain-to-computer interface system called sublimation. Research for this book (see links) led to the discovery of:

### **I. The Past.**

- How legislation was geared toward allowing government computer access *before* the Patriot Act.
- How the history of computer hacking has exposed security flaws.

### **II. The Present.**

- How special interest groups in Washington are funding organizations such as the American Society for Cybernetics, and are actively using research to study ways of controlling people.

### **III. The Future.**

- How the use of technology is being considered an application to these researched methods of control.
- Why corporations may eventually strive to *become* government.
- How the struggle of the individual against the will of the collective may shape future conflicts.

## **What You May Not Know About How You Are Being Controlled**

1. Research by cognitive and social psychologists suggests that subliminally presented stimuli can influence individuals' low and high-level cognitions, including attitudes, preferences, judgments and even behavior. Subliminal advertising was started by the Coca Cola Corporation in 1957 and is now a major form of advertising.

2. Subliminal messages are only subliminal if people don't realize what they've seen. By legal devise, it is forbidden, but the rule of thumb nowadays is "don't get caught."

3. Subliminal learning was a method used by the Air Force in WWII to train fighter pilots on how to quickly identify enemy aircraft.

4. Many subliminal images in advertising come from corporations who pay psychologists for information about their patient's fears.

**5.** A company called Intrasonics is now working on subliminal technology, using wireless signals over ordinary audio speakers. Using this technology, radio stations can transmit ads, URL's or information about music directly to in-car cell phones

**6.** The Communications Assistance for Law Enforcement Act, a federal law introduced in 1994, requires telecommunication carriers to build wiretapping capabilities into their phone systems, exacting a fine of \$10,000 per day if they don't comply.

**7.** The Neilson Ratings are now determined by small computers built within televisions (called Nielsen Boxes), which electronically record your TV watching activities and transmits them nightly to Nielsen.

**8.** Nielsen Media Research also provides competitive advertising intelligence through network affiliates in 70 other countries worldwide, representing 85% of the world's advertising spending.

**9.** The Internet was created in the 60's as a military communication center in the event of nuclear war. The Internet is based on encryption originally developed by Germany in 1918 as a military enciphering system, primarily used in WWII as encoded communication messages designed to be unreadable by the enemy

**10.** Internet surfers are often driven to the wrong sites by 'meta-tags'—invisible descriptive terms that don't appear anywhere on the face of a site but are picked up by search engines, thus diverting web traffic to the site with the meta-tag. Legally, this is an infringement by marketers using well-known trademarks for their own commercial use.

**11.** The Brain-Computer Interface Project. Goal: to create a brain controlled switch that is activated by signals measured directly from an individual's brain. According to Dr. Gary Birch, Executive Director of the Neil Squire Foundation, "the ideal interface would be to tap directly into the brain signals."

**12.** In 1987, Brain, the first known MS-DOS computer virus, is released on the Internet. Users infected find a small file added to their hard drive containing an unencrypted text message giving contact information for a Brain Computer Service in Pakistan.

**13.** In 1991, The General Accounting Office reveals that during the Gulf War, a group of teenagers broke into a Defense Dept. computer network and gained access to sensitive information on war operations, including data military personnel, the amount of military equipment being sent to the Gulf, and the development of certain weapons systems.

**14.** In 2000, The Symantec AntiVirus Research Center estimates that one new computer virus enters the wild every hour of every day.

**15.** If the human anatomy becomes merged with encrypted signal technologies like the Internet, our brains will be next host for privacy violations by governments, corporations, and individual hackers alike.