



FACT SHEET - Winner of “Most Innovative Infocomm Product/Service”

Company: XiD Technologies Pte Ltd

Technology/Project: VideoPersonalizer

Description

XiD Technologies is biometric face recognition technology company that designs and deploys innovative solutions for the advanced security of people, data and assets. The company has been pushing the boundaries 3D graphics by using innovative key technologies such as 2D/3D face capture, 3D face synthesis, 2D face recognition, 3D face modelling/animation and 3D face replacement in video production. They have also extended their products to media/entertainment markets worldwide, including security applications, video games, movie post-productions, and 3D avatars.

An Innovative Product

The VideoPersonalizer is a powerful 3D rendering engine which allows the personalization and customization of videos using a method known as “face replacement” technology. It is an innovative 3D graphics engine which allows a user to edit and track a human face using 3D human face models. Specific points on a face are labeled and every pixel and layer of the subject such as skin, body and movement is replicated in its environment/background down to the last detail. Once the video and subject is tracked, the user can change and alter the face of the subject by capturing the 2D photo of another individual, and perform a real-time replacement throughout the video sequence. The result is a personalized 3D face model which fits and mirrors the exact movements and facial expressions of the original subject – hence the name ‘face replacement’ technology.

Benefits

For the first time, consumers are able to insert their own face into a video sequence by replacing the face of an actor or a sports star. With this new technology, users will also be able communicate with audio-visual customised 3D avatars and designs, and even create their own unique video content and letting them be the ‘star’ of the show.

More significantly, the new technology provides 20 to 50 times faster video post-production for human face tracking, and provides a faster, more effective alternative to lip-synching for movie actors.

About XiD Technologies

XID is a high-tech company established in Singapore in 2003 with expertise in computer vision and computer graphics technologies applied to the processing of digital human faces.

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