

WIMI Hologram AR's AI Face Holographic Service Competes with SenseTime's Face Recognition Technology

LONDON, UNITED KINGDOM, June 25, 2019 /EINPresswire.com/ -- The investment dividend brought about by the "innovation of business model" in the era of the Internet and mobile Internet is no longer the mainstream of investment in the next decade with the development of macroeconomic environment, financial environment, market and technology. Artificial intelligence technology has become the biggest investment opportunity in the next 8-10 years. The investment opportunity in this field cannot be described too much using "gold is everywhere".

In the 1960s, the research on the engineering application of face recognition was officially opened. The initial methods mainly used the geometric structure of the face for identification through the analysis on the feature points of face organs and the topological relationship between them. This method is simple and intuitive, but once the face posture and expression change, the accuracy was seriously reduced.

Nowadays, the solution is mostly the multisource face recognition technology based on active and near-infrared images. It can overcome the effect of light changes and has achieved superior recognition performance with overall system performance surpassing the three-dimensional image face recognition in terms of accuracy, stability and speed. The sub-areas of computer vision are widely applied, and plenty of commercial activities around the world have benefited from it. The use of face recognition model will continue to grow over the next few years.

In the field of face recognition, the false accept rate and rate of missing report are usually used as the main indicators to measure the ability of the algorithm in the industry. In the case of the same false accept rate, the higher the recognition accuracy rate, the lower the false accept rate, which all means the better performance of the technology.

It is worth mentioning that the algorithm strength competition between "three giants" of



Chinese artificial intelligence startups, SenseTime, CLOUDWALK and MEGVII on the same stage in public is quite fierce.

CLOUDWALK is the most popular supplier of face recognition applications in China's banking industry. More than 50 banks including ABC, CCB, Bank of China and Bank of Communication have adopted CLOUDWALK's products. The financial identify certification and remote certification platform of many banks on the market adopt CLOUDWALK's technology. This is not only due to the strong technical strength, but also because CLOUDWALK is a face recognition company that is invited to draft and formulate national standards for face recognition, and it has excellent technical indicators and R&D background. Among them, ABC, with the super counter and function of withdrawal by face swiping, is one of the four major banks that first adopt the face recognition technology.

SenseTime has cooperated with many financial institutions and banks such as Jingdong, UnionPay, China Merchants Bank, Lakara and Rong360. for example, users can complete the comparison and unlock the password by scanning the face on Jingdong wallet, replacing the traditional password login method, which is more convenient and secure. SenseTime provides face search technology to help Lakala quickly complete the comparison between new user photos and the existing blacklisted face databases to efficiently and accurately screen out potential fraudsters and protect the rights of ordinary users. Through witness comparison and bio-assay technology, Lakala will know whether the user's registered information is consistent with the operator himself, effectively preventing identity information theft. SenseTime provides integrated solutions for Rong360 platform, including face recognition, witness comparison, document recognition, the completion of comparison, and the realization of remote identity authentication, making financial services more convenient and safer.

With the support of Alibaba, MEGVII provides face recognition login function for Alipay clients. People no longer need to enter cumbersome passwords, but just blink at the camera, turn the head to easily complete the login. At the same time, MEGVII also provides Alipay with a FaceID remote authentication service from the end to the cloud. In addition, MEGVII also provides face recognition service for Internet financial companies such as MIUI Jinrong and Niwodai, as well as China Citic Bank, Jiangsu Bank and Beijing Bank.

From a professional point of view, no face recognition algorithm can perform optimally in any scenario, which is one of the reasons why each company submits multiple algorithms. WIMI Hologram AR focuses on computer vision holographic service. It is one of the integrated entities of holographic cloud industry with the largest scale, the most complete industry chain and the best performance, aiming at becoming a holographic cloud platform with the most potential and most international influence.

WIMI Hologram AR covers many links in the holographic AR technologies such as holographic computer vision AI synthesis, holographic visual presentation, holographic interactive software development, holographic AR online and offline advertising launch, holographic ARSDK payment, 5G holographic communication software development, holographic face recognition development and holographic AI face change development. With the one-stop service capability, it has grown into one of the largest integrated technology solution providers of holographic cloud in China.

WIMI Hologram AR has made major breakthroughs and leap-frog development in the field of holographic applications such as advertising, entertainment, education and 5G communication. Aiming at the in-depth R&D and market application of all links of holographic 3D computer vision, including vision collection, AI synthesis, transmission, presentation and application, it is committed to establishing a scalable and open service platform, building a bridge between the application of holographic technology and the presentation of holographic computer vision, realizing the presentation of the application of holographic computer vision in different scenarios and promoting the leap-forward development of the industry, in order to realize the

vision of WIMI Hologram AR, "to become the creator of China's holographic ecology".

WIMI Hologram AR has become China's largest holographic comprehensive solution provider, and the number of its holographic computer vision copyright, holographic technology-related patents and software copyright all ranks the first in the industry. With capabilities ranging from the production of computer vision, construction of service platform to the cloud software development and technical support and many other links, it has more comprehensive one-stop service capabilities than other companies in the same industry.

WIMI Hologram AR's holographic computer vision data acquisition is a stereoscopic 3D computer vision with extremely high simulation degree that is formed by the complex image information acquisition with dozens of or more cameras and computer synthesis technology.

The presentation of holographic computer vision allows people to see the confused image of 3D holographic computer vision and the real world through fixed-end or mobile-end projection device, which is an implementation of augmented reality.

The application of holographic computer vision and augmented reality related technologies have broad prospects. Application scenarios include but are not limited to holographic cinemas, holographic theaters, holographic education, holographic advertisements, holographic entertainment, holographic exhibition and display, holographic new retail, holographic high-end home applications, holographic vehicle-mounted products, holographic communication, etc.

At the same time, even though the unicorns are deeply dedicated to the field of face recognition, they are still surrounded by Facebook, Google, Tencent and other domestic and foreign giants one the one hand, and on the other hand, it will also respond to the self-challenge and subversion of quickly changing artificial intelligence technology.

When a typhoon blows up in an emerging segmentation, it will always attract many entrepreneurs and hot money to invest in it. But after several rounds of competition and contest of elimination series, only a few oligarchs and even a super giant will be finally left in the market. It will all be such a survival process from the Hundred-Regiment Campaign, battle of taxi software, to the bicycle sharing, and to the artificial intelligence and the finer face recognition.

With the development of artificial intelligence, the application of biological recognition technology will be more extensive in the context of global informatization, cloud computing and big data. Among them, face recognition technology will develop towards the trend of networking, cloud technology and multi-mode integration.

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