

Virtual try-ons & AR face filters

AR face filters are a great way to entertain and engage audiences, so their popularity keeps growing. Face tracking is the foundation of many important functions behind AR solutions - from determining head position and gaze direction to detecting facial expressions and creating 3D models.

[FaceTrack](#) can track 99 facial landmarks with the frame rate of 30 fps on smartphones to over 100 fps on desktop computers. For specific use cases, we can reduce the number of tracked points to increase speed. This ensures the optimal performance for any use case.

There are countless possibilities of this technology for business and consumer uses, including:

- [Virtual try-on](#)
- [Gaming and entertainment](#)
- [Events and tours](#)

Recommended articles:

- [AR face tracking use cases and trends](#)
- [Smart mirrors take over the market by storm](#)
- [Virtual try-on: What it is and why your brand needs one](#)

Virtual try-on

The possibility to [virtually try makeup, glasses, or jewelry](#) is a must-have for brands in cosmetics, eyewear, and lifestyle industries. In just a few clicks, customers can check out how the chosen product looks on them. Quality face tracking allows them to get the realistic picture in real-time, even if they move their head around.

For customers, it's a great way to easily find the product that suits them best, which is especially important for online shopping. Consequently, they are more likely to be satisfied with their purchase and remain loyal to their brand.

For brands, it's a chance to increase sales (especially online) and gather valuable data for better analytics. They can add a virtual try-on to their website, allowing users to try on products as they browse through the page. They can also build a mobile application with loyalty programs, social sharing options, shopping lists and more. Finally, the technology can help grow sales in physical stores, too, using smart mirrors or tablets.

However, virtual try-ons are not reserved for cosmetics and accessories only. They can also be used to preview the results of various aesthetic interventions such as dental treatments or cosmetic surgeries.

Case studies:

- [Arrisum: Trying out a new smile virtually](#)
- [Oriflame: Award-winning virtual makeup app](#)
- [Acep TryLive: Virtual glasses try-on for web and retail](#)
- [VirTry: Virtual fitting room for glasses and headphones](#)
- [WOW HOW: Revolutionizing beauty tutorials](#)
- [piiq Digital: Bringing smart mirrors to hair salons](#)
- [Juvéderm: Visualizing the results of facial cosmetic treatments](#)
- [Clever Life: Virtual contact lenses try-on for easy and safe shopping](#)

Gaming and entertainment

AR face filters entertain audiences by transforming them into anything they can possibly imagine. For example, let people put on the colors of their sports team, take a selfie with a popular cartoon character or transform themselves into a popular celebrity. It's a great way to engage users and encourage them to create and share content.

However, face tracking doesn't always have to be the core of a product – it can also be an addition that makes the product more suitable or attractive for the target market. A great example of such use case is [Canon and their new portable photo maker Zoemini](#). Canon created an app with creative photo editing options – from borders and stickers to 3D face filters such as animal masks. After editing their photos, the users were able to connect their smartphone to Zoemini portable printer via Bluetooth and immediately print their photos, creating fun and long-lasting memories.

Another example is [FaceDanceChallenge](#), a game that uses human face as a joystick. Users have to mimic the emoticons shown on the screen to gain points. The game quickly went viral and has more than 10 mil downloads to date.

Case studies:

- *[FaceDance challenge: Using face as a joystick](#)*
- *[Canon lets users print out photos decorated with face masks](#)*
- *[McDonald's Happy Studio: A virtual playground](#)*

Events and tours

AR face filters can help create immersive, unforgettable experiences at tours and events. They can be used to bring various characters to life (for example, historical people in museums), change people's appearance in accordance with the main theme of the event, create fantastic photos, etc.

A great example of such a use case is [Sakuya Lumina Night Walk in Osaka Castle](#), a tour that offers a stunning conception and production of immersive environment. Besides being amazed with surreal lighting and special effects, the visitors were also able to enjoy various face filters which helped them become a part of the story.

Case studies:

- *[Moment Factory: Creating a high-tech experience in a historical location](#)*



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