Real-time recognition through machine learning and AI

SAFR™

from **real**networks

SAFR from RealNetworks

recognizes faces in digital video to surface and highlight insights and actionable information. The platform is specifically designed to detect and differentiate faces in photos and videos under real-world conditions, such as people in motion, under poor lighting, or when the subject is partially obscured. Applications and use cases for computer vision are increasingly prevalent in everyday life. SAFR from RealNetworks uniquely facilitates a broad spectrum of real-time, innovative solutions, employing world-class machine learning and AI.

SAFR from RealNetworks uniquely facilitates a broad-range of real time solutions.

Know your environment: recognize every fan, customer, employee, or guest –invited or not

SAFR gives you a new level of situational awareness. Instantly identify gender, age range, and sentiment. Welcome repeat customers by name. Streamline guest check-in. Ensure secure access for employees and visitors. SAFR enables you to do all this, and much more.

Designed to work effectively in real-world conditions

SAFR uses the latest machine learning and AI to detect and differentiate individuals, IDs, and other recognition tags in complex surroundings. It's not necessary to stop and pose for a camera, stand in a certain place, or apply bright lighting. Whether walking, running, wearing face paint, being partially blocked, or captured under low light, SAFR recognizes faces with proven 99.8 percent accuracy.

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Accurate and powerful facial recognition

Facial detection
Find and track faces in real-time from within live video streams, such as CCTV, smartphone and tablet cameras, live broadcast feeds, photos, archived video, and more. Rejects unclear or less distinct faces and duplicates.

Facial recognition
Dynamically scales with high performance to achieve matches against millions of records. Provides a Facial ID match and Confidence score with the match. Designed to enable businesses to adapt the platform and recognition information to fit their business needs.

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Facial learning database
Uses advanced machine learning algorithms to build facial recognition models that achieve far more accurate results than either machines or human beings.

Alerts on match
Supports setting triggers on thresholds the system needs to hit before sending notifications. Notifications are signals, such as messages to your phone, triggering door openings, or turning on a light.

SAFR platform
Programmers access the platform via a RESTful API. Platform includes a web-based dashboard to fine tune and calibrate the system to meet business requirements.

SEI embedding of metadata
Various metadata information is available and inserted into output streams.

✔ Face as a password

✔ Instant personalization or profile management

✔ Customer recognition

✔ Three factor authentication

✔ Visitor tracking and access control

✔ Photo and media tagging

Unlimited applications

Face as a password
Unlock devices or applications and authorize payments through facial recognition.

Instant personalization or profile management
Opt-in personalized experiences.

Customer recognition
Provide personalized retail, fitness, hospitality experiences delivering premium personalized service.

Three factor authentication
Use faces as a third factor layer for secure authentication.

Visitor tracking and access control
Combine visitor analysis with secure access to more intelligently manage your venue.

Photo and media tagging
Enhance search, optimize ad targeting, add value to both broadcast and streaming media.

Seamless integration

Flexible inputs
Works with live video streams such as CCTV, smartphone/tablet cameras, live broadcast feeds, photos, archived video and more.
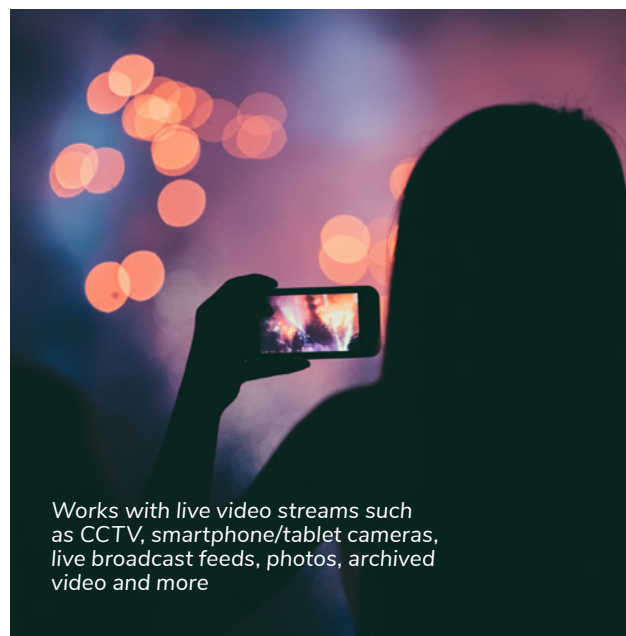
Customizable
Allows error rate tuning to minimize false rejections, false acceptances, or can be configured to optimize between the two.

Deployment
Available as an SDK, a standalone app, or as APIs. SAFR can run on mobile devices, Macs, blade servers, in the cloud, on or off premises.

Private and secure
Facial information is encrypted. Supports opt-in facial recognition.

Works with live video streams such as CCTV, smartphone/tablet cameras, live broadcast feeds, photos, archived video and more

Need more information?

Email us: bizdev@realnetworks.com
Visit us: www.safr.com

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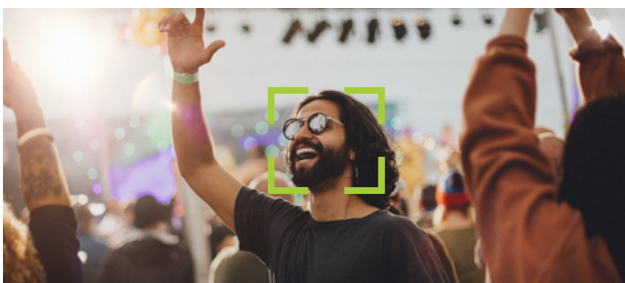# World-class face and object recognition

Scale

Recognize faces at varying degrees from camera.
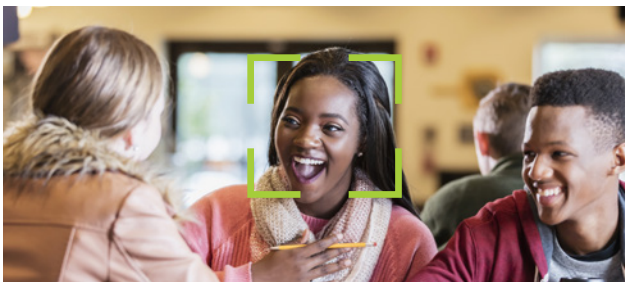

Pose

Includes images in profile, at different angles and facing forward.

Occlusion

Identifies faces which are partially obscured.

Sentiment

Detect feelings or emotions from faces such as happy, sad, surprised.

Makeup

Identifies faces wearing makeup.

Illumination

Detects and recognizes faces in varying lighting conditions.

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