

HOW FACIAL RECOGNITION WORKS

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A close-up profile photograph of a woman's face, facing right. A semi-transparent white layer covers the right side of her face. Overlaid on this white area is a complex network graph consisting of numerous small blue dots connected by thin blue lines, forming a mesh-like pattern across her forehead, nose, and cheek. The background behind the woman's head is a solid teal color.

INTRODUCTION

Facial recognition is a way of identifying a human face through technology known as biometrics, oftentimes mapping facial features from a photograph or video and then comparing the information with a database of known faces to find a match.

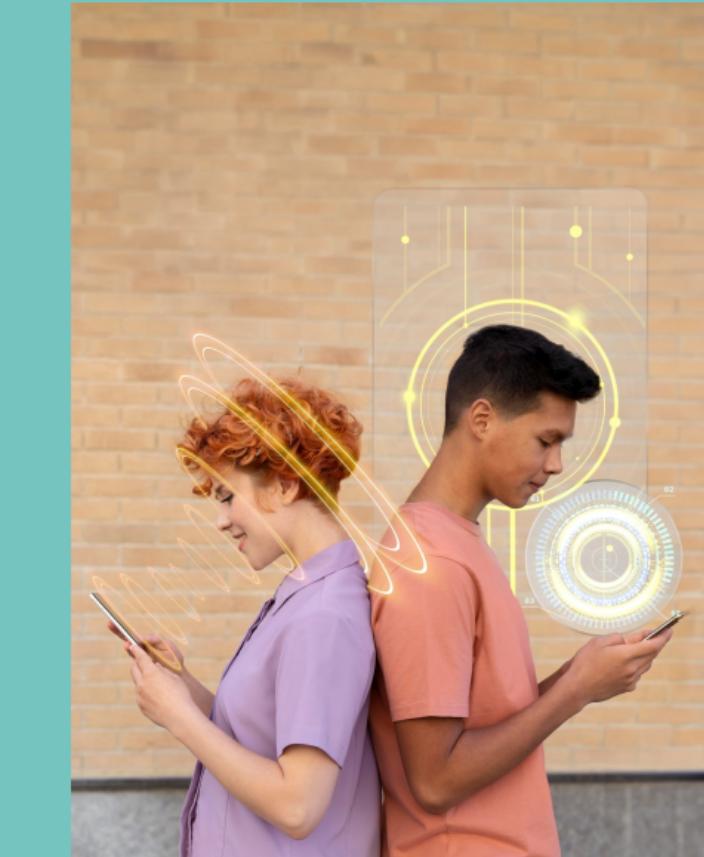
STEP OF FACIAL RECOGNITION



1. Face Imaging
2. Checking the Key Factors Of The Face
3. Recognizing Your Face Signature
4. Match The Information

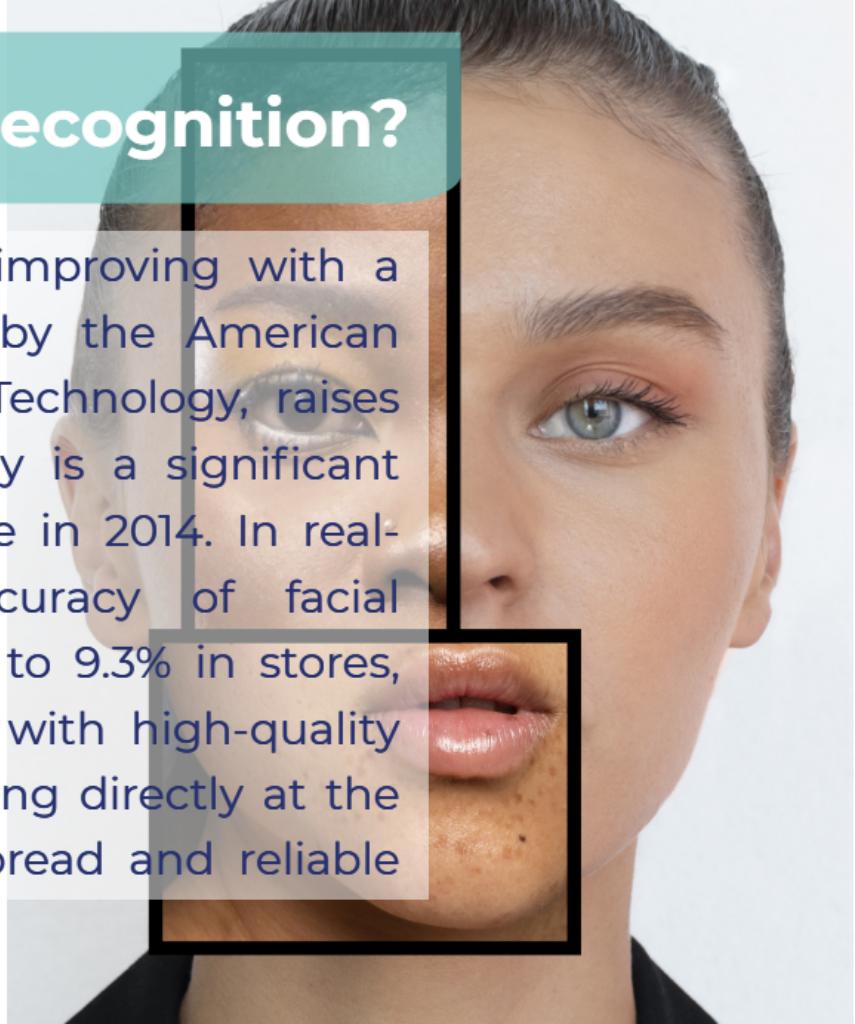
HISTORY OF FACE RECOGNITION

Facial recognition, originating in 1960 with Woodrow Wilson Bledsoe, evolved from early law enforcement systems in the 1970s to 1990s. The year 2001 marked a turning point, and by the 2010s, computing power made facial recognition commonplace. In 2015, Android introduced facial recognition for device login, followed by Apple's Face ID in 2017. Today, facial recognition is widespread, integrated into smartphones, businesses, and even innovative uses like Coca-Cola's personalized ads in vending machines.



How Accurate Is Facial Recognition?

Facial recognition technology, while improving with a 0.08% error rate according to tests by the American National Institute of Standards and Technology, raises concerns among critics. This accuracy is a significant advancement from the 4.1% error rate in 2014. In real-world scenarios, however, the accuracy of facial recognition varies, ranging from 0.1% to 9.3% in stores, particularly when faces are matched with high-quality photos or when subjects are not looking directly at the camera, posing challenges for widespread and reliable implementation.



EXPLORING THE PROS AND CONS

This section outlines both the potential advantages and drawbacks of facial recognition technology, acknowledging that, as a relatively recent innovation, we are still in the process of understanding its full range of benefits and challenges.



CONS

Aging Reduces Its Effectiveness
Threat To Privacy
Misidentification
Can Be Fooled

PROS

Finding Missing Persons
Identifying Criminals
Making Flights Safer

Thanks!