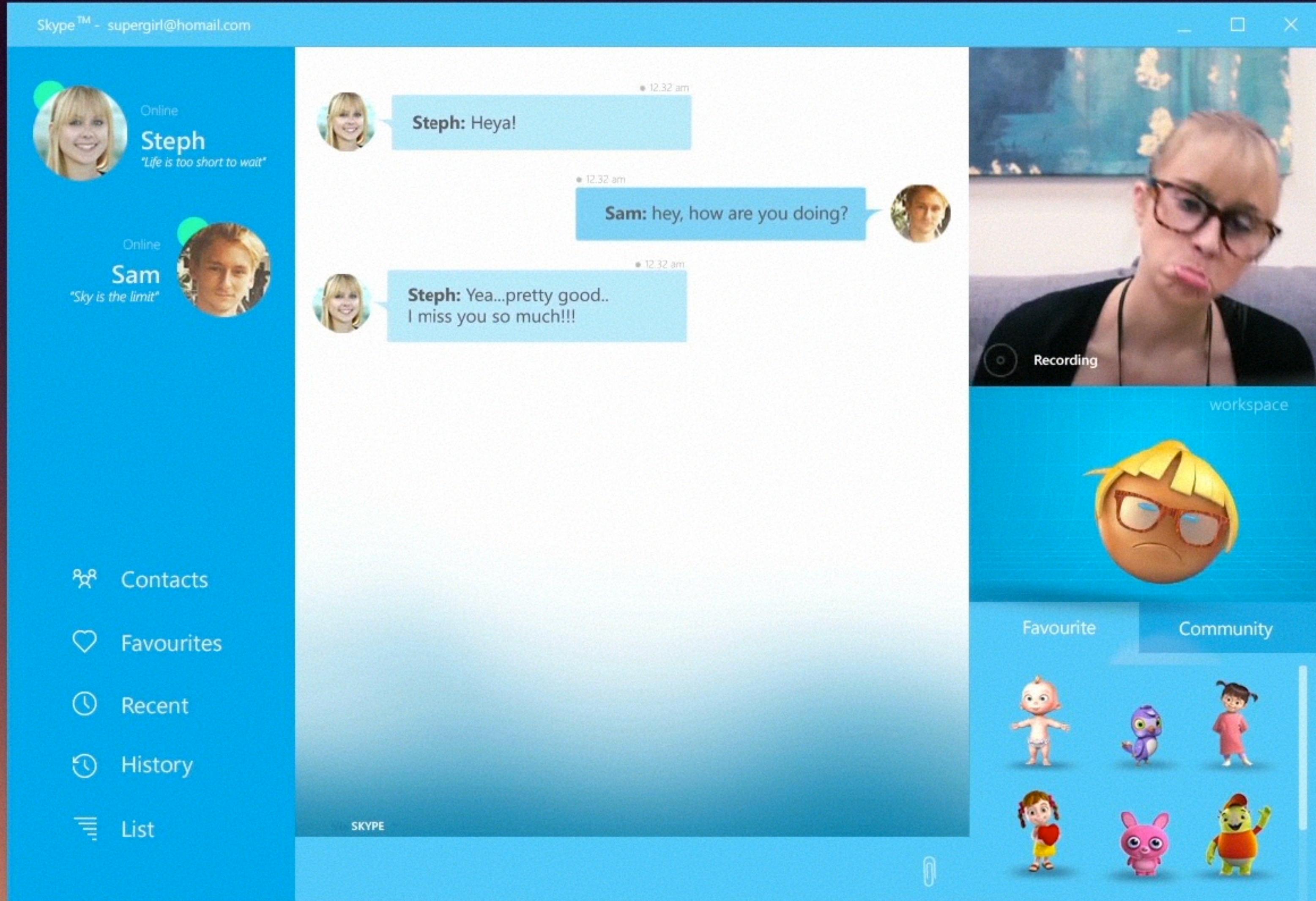


Case Study #4

# Microsoft Skype 3D Emojo





## The challenge

Communicating with your remote friends has its challenges. That's the reason why we use emoticons to convey an additional layer of meaning. Unfortunately though, these icons look unpersonal and predictable sometimes,

## The solution

We envisioned a synchronous communication tool reinforced with animated 3D emoticons. The facial recognition technology enables a dynamic tracking of the personal mood. Hence, the virtual character becomes enjoyable and tailored to the user needs. This solution amplifies the quality of the communication, allowing the users to bond and feel closer.