



## Faceter

Computer vision surveillance technology  
powered by fog network of miners

## Project status:

MVP, successfully finished  
three PoC projects

## Problem

Video surveillance systems are currently the most efficient technical tool to ensure public safety by the means of recording facts and controlling the situation at any site. The global increase in crime, terrorist attacks and, most especially, public concern about safety are the factors that promote the development of the global video surveillance market. According to Markets&Markets, the industry's turnover reached \$30.37 billion in 2016. The growth rate is seemingly unabated, as the industry is expected to reach **\$75.64 billion in turnover by 2022**.

The problem is something similar — most video surveillance systems are of little use, and therefore inherently inefficient, since it is only possible to record data via videos, and store video archives. They are therefore backward-looking and dumb in that they cannot, and are completely unable to react to a situation when it is actually happening in real time.

Computer vision technologies are **expensive to develop and require the additional expense of requiring substantial computing resources to run**. Only a few very expensive B2B solutions have computer vision and video content analysis implemented as a part of their technology stack. As a consequence, their technologies are still very early-stage compared to the possibilities offered by the vast potential of neural networks. There are currently no products to analyze video streams by means of objects, faces or event recognition that are remotely **affordable to consumers**.

## Solution

**Faceter** is the first blockchain surveillance system for consumers. Faceter makes video surveillance smart, giving brains to cameras through enhanced face detection, object detection and real-time video analysis. These features allow cameras to understand the situation and respond to it, offering much better security to all the customers.

Computer vision technology on the blockchain powered by a decentralized network of miners makes the product affordable for all-sized businesses and mass market consumers. The benefit from a mining perspective is that miners can use the same Graphic Processing Usning (GPU's) that they use to mine Ether. At Faceter's technological core is the absolute respect for privacy, and the utilization of the features of convolutional neural networks to split the tasks reinforces this commitment. As a result, sensitive data is always processed in a completely trusted environment, and all images not subject to recovery are passed to the decentralized network. This amounts up to 80% of the total amount of calculations performed.

\*Compared to estimated results from mining Ether with two NVIDIA Tesla M60 graphics cards (2x16Mh/s).

## Primary features of Faceter

- Object and facial recognition and resultant behavioral analysis** greatly enhances the capabilities of video surveillance systems to detect potential threats or such events as a smiling customer, a focused employee, etc. The technology's algorithm was proven by LFW and MegaFace test, which are the most trusted in the industry.
- Fog computing** — The cost of the product is significantly reduced by involving cryptocurrency miners into a decentralized computing network to perform recognition calculations with the added benefit of offering miners another option to utilize their existing equipment.
- Blockchain** — Faceter uses all the nascent opportunities of smart contracts to deliver flexible and transparent payment options and as well as proof-of-recognition mechanisms to a Fog computing network. This is the way Faceter contributes to the growth of the crypto-industry.
- Machine learning** — using neural networks, you can teach Faceter to react on variations of certain events.
- Data protection** — Faceter does not process the source video stream outside its trusted environment; **only anonymized data is transferred to decentralized networks**.
- The Faceter token** is the "fuel" of a decentralized network enabling flexible, transparent, cross-border closed-loop settlement mechanism for all participants.

## Token Sale

**Total Supply:** 1,000,000,000  
**Token Price:** 1,000 FACE = 0.0872 ETH  
**Token Ticker:** FACE  
**Token Usage:** Miner rewards, License issuance

### Presale

Feb 5, 2018 – Feb 15, 2018

**Tokens to sell:**  
108,000,000 FACE

**Bonus program:**  
50%, 40%, 30%, 20%  
determined by whitelist  
position.

Extra 5% bonus for individual purchases greater than \$10,000 on presale.

\* All tokens that will not be sold during the token sale will be burned.

### Token Sale\*

Feb 15, 2018 – Mar 30, 2018

**Tokens to sell:**  
300,000,000 FACE

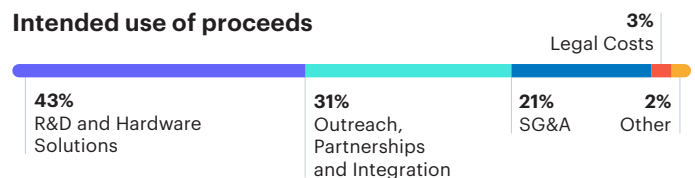
**Bonus program:**  
20% for early contributors only.



- 40.8% Free sale
- 30.8% The reserve pool to ensure the operation of the system since its launch
- 15% Team bonus (with sale restrictions for 2 years)
- 0.5% Bounty program
- 6% Advisers remuneration
- 6.9% Bonuses at early stages

\* Percentages are approximate.

## Intended use of proceeds



## Team

An international team with extensive R&D experience at computer vision, as well as managing a high-tech international business. The team has already released a successful computer vision products.



### Robert Pothier — CEO, Co-founder

Top manager with an impressive experience in large companies (Pinnacle Micro, Walletone.com, etc). He developed and implemented projects in the fields of e-wallets, gambling, KYC, as well as banking solutions in the United Kingdom, Spain, Italy and several African countries.



### Vladimir Tchernitski — CTO, Co-founder

A professional with 20 years of experience in software development and 4 years in neural networks, computer vision and biometry algorithm development.



### Paul Scott — Business Development (CBDO)

Paul has deep-level FinTech, InsurTech and Big Data ecosystem knowledge. His focus for the last 2-years has become the inherent benefits in Blockchain technology and the nascent opportunities this presents for a decentralized global economy.



### Jayson Gouws — Solutions and Distribution

Specialist in security technologies with more than 20 years of experience. Vast experience in the sale of video surveillance systems and large-scale security projects at the regional and city levels.



### Aleksandr Chernov — Tech Lead

An expert in full-stack administration, as well as front-end and backend programming. A professional in product design and analytics.



### Vitaliy Kuzmenko — Mobile Development

High qualified Mobile developer and UI expert with 5 years of experience. Worked on mobile solutions for walletone.com, pay.cards, taaasty.com and siberian.pro projects.



### Anton Ivashkevich — Design

Offers 8 years of product design experience. Expertise areas: adaptive web and mobile interfaces, design, prototyping. Was a lead designer in projects with millions of users (Viber Wallet and more).

Social networks: