Augmented Reality Filtering

photo

1. The problem that the technology addresses.

2. How well does the technology address said problem?

3. Resulting usages / problems.
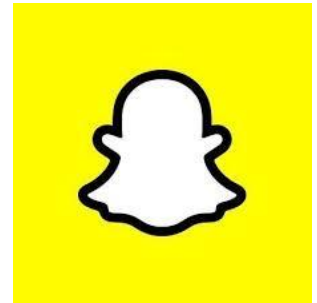
4. The corresponding ADEME scenario.

Based on the cacm article ["Filtering for Beauty"](Filtering for Beauty)

The problem: Digital Appearance

Augmented Reality Filtering allows users to tailor their digital appearance (images and video) to their needs and desires.

The technology became more widespread with the COVID-19 pandemic forcing many into work-from-home.

Dark spots

Scars

Birthmarks

Blemishes

Contrast

Lighting

Smaller nose

Thinner neck

And much more...

How good is the technology?

Augmented Reality Filtering is very good at its job, allowing people to cover up their imperfections and portray the perfect image of themselves.

The technology addresses the

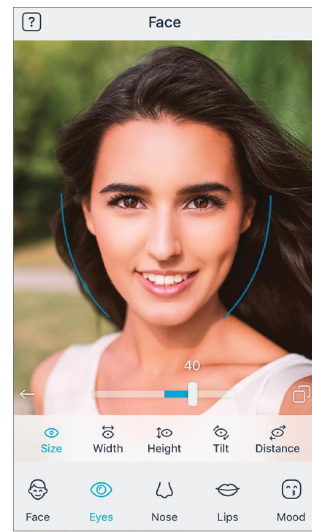problem very well, but it comes at a

cost.

IMAGE FROM FACETUNE APPS PRESS KIT

image

Resulting problems / usages

- Mental health:

The technology has lead to unrealistic beauty standards and senseless expectations on appearance.

This affects society as a whole and disproportionately affects young girls.

- Deep-fakes:

The technology can be used to created fraudulent videos and images, used with malicious intent.

+ Product testing

One useful outcome of the technology being so well-developed is that we can try on new glasses, a new hair color, or even a new hat, all from the comforts of our home.

Many companies have implemented augmented reality product testing, allowing you to submit a photo of yourself and "wear" the product without even leaving your home!

ADEME Scenario: Green technology

image

Augmented reality filtering and by extension augmented reality technologies are rooted in the third ADEME scenario "Green Technologies".

This is because, with the use of augmented reality, we can achieve more aesthetic goals through digital tools without achieving them in reality.

The carbon footprint of the movie industry will reduce as more special effects are used, instead of real explosions, airplanes, cars etc...

Influencers and advertising agencies will consume less of the world when more of their work can be done with technology, as opposed to travelling the world for the "real deal" all the time.