# FACIAL RECOGNITION - A BRIEF HISTORY

## 1960's

The first iteration of facial recognition dates back to the 1960s. A small team of experts had to manually marked positions on the subject's face. A computer mathematically rotated thse landmarks to compensate for various angles.

## 2001

We jump forward in time to the 2001 Superbowl, the first time facial recognition truly entered the consumer world by providing CCTV security to all football fans.

## 2010-15

Massive advancements were made in this period. For instance, Android and Windows implemented facial recognition into personal devices.

## 2017

The iPhone X arguably made facial recognition mainstream, it was the first iPhone to ever implement this technology. Ever since consumers have been using FacePay to purchase their morning latte.

## TODAY

**VisionLabs**

Today, facial recognition improves the daily consumer's experience in a multitude of ways. From speeding up flight check-ins, protecting us from fraud, allowing us to purchase items seamlessly and much more.

visionlabs.ai

**Facial recognition for better, safer interactions in the connected world**