

# Facial Fusion

Client: Future Marketing Summit Agency: Digit London



Organisers of the Future Marketing Summit wanted an installation to entertain their attendees. The idea was to ask the user three questions and shamelessly fit them into one of several amusing demographic profiles. After a little prototype work we found that we could interface the OpenCV face tracking library with Flash. This meant I could quite reliably detect people's faces and place graphics over them. I worked on a system to detect the subtle movements of the user's face so that I could get a yes or no to a question from a nod or shake of the head. Once the user had answered the randomly picked questions they were told what type of attendee they were. Their face was also captured and other participants who were in the same demographic had their face parts laid over the current participants face live on the screen. The captured facial fusion was then uploaded live onto a website dedicated to the experience.

**WELCOME**  
**THIS IS FACIAL FUSION**

THE CONFERENCE FLOOR CAN BE A BEMUDGING PLACE. WHO ARE YOUR ENEMIES? WHO ARE YOUR FRIENDS? WHERE DO YOU FIT IN?

FACIAL FUSION USES SOPHISTICATED DATA ANALYSIS TO DETERMINE THE CONFERENCE DEMOGRAPHIC THAT BEST FITS YOUR PROFILE. LEADING EDGE IMAGING TECHNOLOGY IS THEN EMPLOYED TO MERGE YOUR FEATURES WITH THOSE OF OTHER MEMBERS OF YOUR SOCIAL GROUP.

YOU CAN FIND YOUR UNIQUE IMAGE IN THE GALLERY ON THIS SITE. WE HOPE IT WILL HELP YOU FIND YOUR PLACE ON THE CONFERENCE FLOOR.

DESIGNED AND DEVELOPED BY DIGIT.  
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