

# Facial Recognition

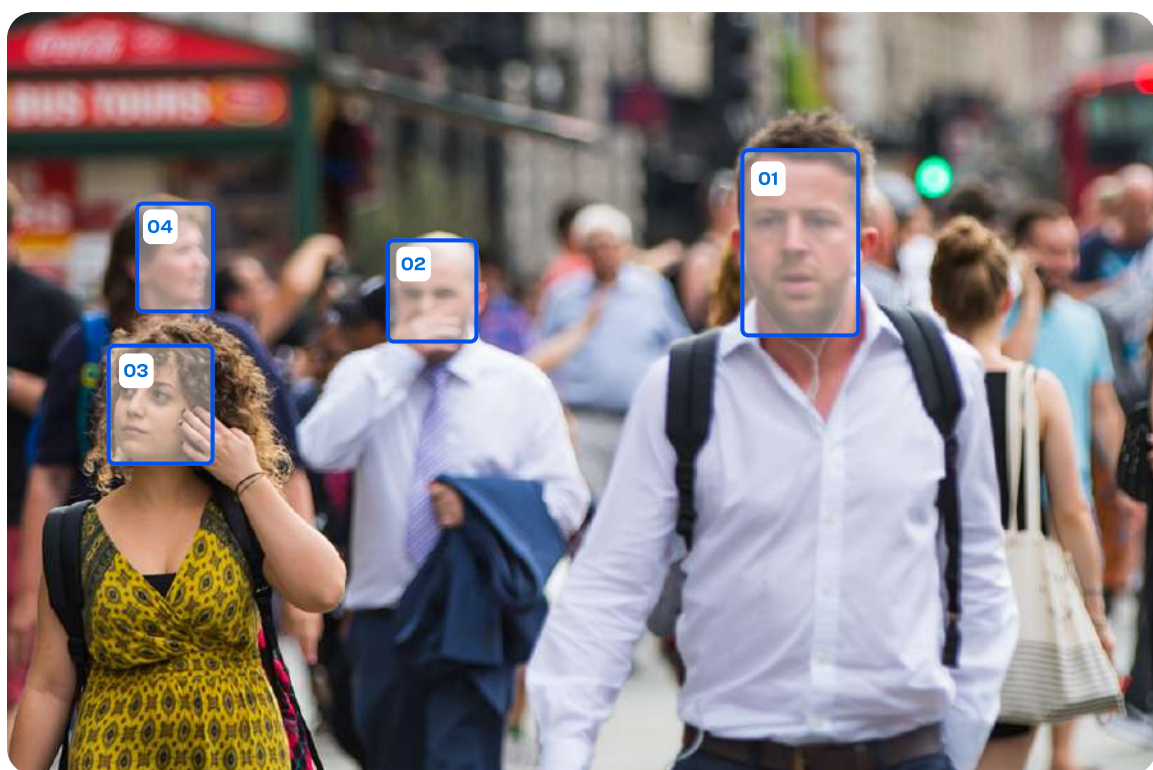
Improve security, safety and experiences with AI-powered solutions.

Facial Recognition allows users to understand where faces exist in images and video as well as what attributes those faces have. With Artificial Intelligence and Machine Learning technologies, Face Recognition systems can operate with the highest safety and reliability standards. Using algorithms and computing techniques, the process can be carried out in real-time.



**Help people access spaces and services with confidence and convenience.**

With Clarifai's lightning-quick face detection and visual content recognition abilities, you can build use cases that improve operational efficiencies, keep people safer and create better experiences.



## How customers are using Facial Recognition to drive safety and sales

### ID verification

Drastically accelerate security and processing times of any photo id while protecting sensitive information with two-part authentication.

### Know your customer

Use Facial Recognition to identify VIPs and high-potential customers to provide personalized experiences.

### Access control

Secure access to schools, airports and offices to keep people safe. Send alerts when concerns arise in physical spaces.

### Media exploitation

Track and discover desired targets in video feeds and images 100x faster to expedite investigations.

### Demographic Analysis

Enhance loyalty programs and product advertising by knowing your customer better.

**Contact us to schedule a demo.**

We can help you advance your AI projects. [Learn more.](#)