



Bellus3D Announces Strategic Cooperation with Megvii, Inc. (Face++)

New Partnership provides Active Stereo 3D Solutions for Android Market.

Campbell, CA July 16, 2018: Bellus3D, Inc. a Silicon Valley pioneer in 3D scanning for mobile devices, announced today that it has started a strategic cooperation with Megvii, Inc. (also known as Face++), a world leading provider of face recognition systems. The close cooperation will accelerate the delivery of Android-based Active Stereo 3D solutions to market.

Market projections in the next two years forecast annual sales of hundreds of millions of 3D enabled mobile phones. The Chinese mobile phone market is poised for exponential growth for mobile phones with built-in 3D face scanning and face identification capabilities. Working together, Bellus3D and Megvii will offer combined hardware/software reference designs to Android mobile phone brands for implementing 3D face scanning and face recognition solutions.

Bellus3D is the key provider of “active stereo” depth sensing which is different than the structured light depth sensing technology used in Apple’s iPhone X. This novel approach uses 2 IR image sensors, an IR projector and high-resolution color image sensor to capture 3D information at a significant price/performance advantage over the more expensive structured light designs. The active stereo design leverages standard sensors and low-cost emitters enabling mobile depth camera systems to be manufactured at less than half of the cost and with higher depth resolution than structured light designs. The Bellus3D design is used in the Bellus3D Face Camera Pro USB camera accessory for Android. It was also integrated into an Android OS Spreadtrum mobile phone reference design shown at CES 2018.

In addition to pioneering the use of active stereo 3D systems for mobile devices, Bellus3D is known for the company’s 3D selfie technology that is implemented on both Android and iOS systems. Bellus3D’s FaceApp uses iPhone X’s TrueDepth camera to scan a user’s face to capture 250,000 3D data points and can construct a 3D face model in 10 seconds. Most recently, the Bellus3D 3D selfie system was demonstrated as part of the vivo TOF (Time Of Flight) 3D sensing demonstration at the Mobile World Congress in Shanghai 2018.

“We are thrilled to be able to announce this new partnership with Megvii and the Face++ platform,” said Eric Chen, co-founder & CEO of Bellus3D. “The combination of our novel 3D face capture technology in conjunction with Megvii’s facial identification system presents a very compelling offering to mobile phone brands.”

“We see unique potential with the 3D depth facial scanning systems that Bellus3D has developed.” said Wenhao Wu, SVP of Megvii, “Bellus3D has brought new vitality to the mobile phone market. We are already working together to present our combined offerings to our customers.”

Bellus3D Press Contact: Eric Zarakov, EZarakov@Bellus3D.com, Phone: (408) 499-3173

Megvii Press Contact: Olivia Geng, gengfuyao@megvii.com, Phone: (0086) 18701570563

About Bellus3D, Inc.

Bellus3D Inc, is the innovative leader in high-resolution 3D face scanning and face ID technology designed for mobile platforms. The company is a venture-backed Silicon Valley startup founded in March 2015 by leading computer vision experts to bring the next generation of face scanning technologies to worldwide markets.

About Megvii

Established in 2011, Megvii is a world-leading pioneer of artificial intelligence commercialization and an industry leader in face recognition. It’s also one of the first AI companies that commercialize face recognition with deep learning technology. It owns Face++ and Face ID, which are the biggest face recognition open platform and the biggest third-party face authentication platform in the world, respectively. It has launched several ground-breaking AI products in various verticals, including face recognition payment system, face unlock and full-frame intelligent snapshot cameras.