Bellus3D Announces Issuance of US Patent for 3D Face Scan Technology

Newly issued patent recognizes the company's unique innovation for 3D selfie face scanning.

Campbell, CA, Jan. 3, 2019: Bellus3D, Inc. a Silicon Valley startup formed by leading computer vision experts, announced today that the U.S. Patent and Trademark Office granted the company a new fundamental patent that covers key aspects in 3D selfie face scanning user interface and implementation.

The new patent (U.S. Patent No. 10,157,477) issued on December 18, 2018 describes the company's original invention of a self-scanning method that automatically detects a user's head position and orientation and guides the user to turn their head in a directed sequence over a wide range of angles resulting with a 3D face model produced from a composite collection of color photo and 3D depth captures. It is a basic patent that recognizes the company's unique invention that enables non-technical users to capture a 3D selfie. Three-dimensional face scanning is a breakthrough technology enabling the personalization of products and services that utilize the unique 3D shape of each human's face. The customization and personal design of products is emerging as an important trend towards developing customer loyalty which leads to increased profitability. Examples of face-based product customization include custom designed eye glasses, custom fitting beauty masks, cosmetic surgery simulation, personalized 3D figurines, and immersive entertainment experiences placing the user's real face in video games and movie clips.

Previously, obtaining a 3D face scan has required very expensive, specialized, and cumbersome equipment to move a 3D scanner around the subject to capture them from different directions and can take several minutes. The technology developed and now patented by Bellus3D only requires the user to turn their head in a guided sequence using commonly available 3D-enabled mobile phones.

Issuance of the patent reflects the importance of the company's intellectual property portfolio representing its early and on-going development in this field. This is the 18th patent issued to the company's co-founder Eric Chen.

Bellus3D is currently shipping 3D face scanning solutions for Apple iOS, Android, and Windows platforms. The Bellus3D FaceApp is a 3D face-scanning application for Apple iPhone X models that include TrueDepth/Face Id cameras. Android and Windows platforms are supported by the Bellus3D Face Camera Pro USB Camera Accessory.

About Bellus3D, Inc.
Bellus3D (www.bellus3d.com) is the innovative leader in high-resolution 3D face scanning designed for mobile platforms. More information about Bellus3D: www. Bellus3d.com

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