



### The Future of Facial Recognition

Source:	<a href="https://www.cbinsights.com/reports/CB-Insights_Facial-Recognition-Disruption.pdf">https://www.cbinsights.com/reports/CB-Insights_Facial-Recognition-Disruption.pdf</a>
Industry	Prediction
Retail	Some stores in China recognise the shopper as they enter using facial recognition, with RFID tags on the items, cameras scan the items and their face at the end of the shop to charge items to their account.
Hotels	At hotels facial recognition can be used to allow guests to check in, enter their room and receive a more personalised stay with recommendations tailored to them.
Marketing and Advertising	Adverts are becoming more tailored as facial recognition can analyse facial expressions and share adverts which align with how we may be feeling.
Banking	Facial recognition is used by banking apps to allow users to log in securely, and at ATMs to allow customers an additional layer of security and eliminate the need for a PIN.
Air Travel	To help streamline the paperwork needed to board a flight, some airlines are trialling facial recognition to enable passengers to embark on the aircraft.
Automobiles	Facial recognition could be used to not only unlock the car but also to tailor driving preferences such as seat distance, temperature and preferred music.
Education	Facial recognition is being used by some schools to improve safety. The technology analyses the user's face to identify whether they are allowed on campus.
Ride-Hailing	Face-scanning is used by those driving a taxi. Drivers use a selfie to access their account which then allows them to begin the journey and could be used to verify passengers too.

Food	Fast-food chains are using facial recognition to identify customers and allow them to not only pay for a meal but also provide them with recommendations on meals they may like.	
Consumer Electr	Our everyday electronics may be savvier in the future, as they use facial recognition to aid those who are blind or partially sighted by using a wireless camera which reads texts and identifies faces.	