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Facial Signature makes its entry

Special Correspondent



VOBD's CEO Srinivas Kishan Anapu and advisor Karuna Gopal in Hyderabad on Friday.— Photo: THAKUR AJAYPAL SINGH

US-based Voice of BigData (VOBD), which business intelligence solutions, on Friday unveiled 'Facial Signature', touted as a novel way to handle the identity of a person.

"Facial Signature (FS) is built on a technique that uses 3D sensors to capture details about the shape of a face, providing up to 95 per cent accuracy," VOBD Chief Technology Officer B.L.V. Rao told reporters. CEO Srinivas Kishan Anapu said the technique, was being honed to deliver results for the past six months, with an investment of US \$ 2, 00,000.

Opportunity for FS lay in retail, public transport and other domains where there was high density of people's movement and had generated interest among law enforcement agencies, he said, adding that in the aftermath of the Dilsukhnagar bomb blasts, VOBD was asked to sift through 25 terabytes of data to narrow down suspects and that its advanced processors had done in hours what would have taken months via conventional methods.