



Maximize Consumer Confidence Through Immersive Retail

Virtual Makeup Application System

Virtual try-on(VTO) continues to bring physical and digital retail experiences closer together, to drive conversions, the experience must be highly accurate and deeply immersive. Adeia researchers are developing technologies that support more accurate and immersive VTO experiences.

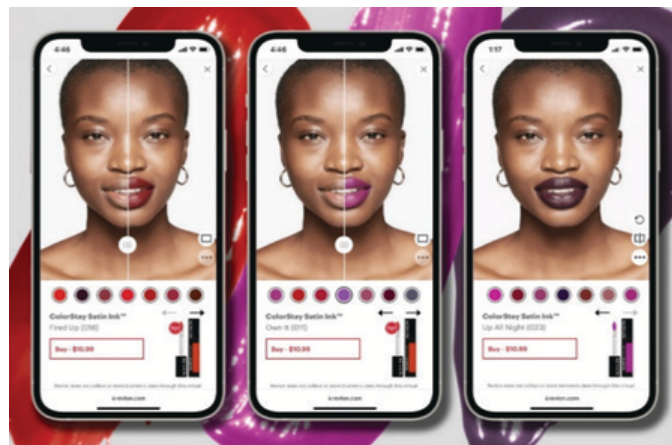
Our premier showcase for this innovation is the **Virtual Makeup Application System**. Unlike traditional augmented reality (AR) beauty applications that rely solely on static overlays, our system dynamically responds to real-time user interactions. It captures fine details such as pressure, motion, and angle to provide a more realistic application experience.

Precision Tracking: Uses computer vision to track the stylus in relation to the face, paired with built-in pressure sensors that detect contact to apply the perfect amount of virtual makeup.

Cost-Effective Design: Eliminates the need for complex connectivity or expensive components.

Seamless integration: A lightweight, highly affordable stylus that acts as a virtual makeup brush, allowing users to apply cosmetics seamlessly in the digital mirror.

With trustworthy, hyper-realistic VTO, viewers gain the confidence they need to become buyers.



Our Virtual Makeup Application System is the first to sense the pressure, motion, and angle that users employ when applying makeup, making it the most accurate try-on technology available.



Scan here to see our demo video

Let's discuss the technical deployment.

Talk to our technologists today to explore how our VTO innovations can elevate your customer experience.