

banuba



CASE STUDY

# AR Video Editor SDK and Face Filters For The Fashion App



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The technology company Yandex has set a goal to help young people explore the world of fashion with an AR-enabled short video app. The company was looking for the augmented reality SDK to implement the video editor that would engage users with AR mask, camera effects and video editing tools.

Banuba's Face Filters and AR Video Editor SDK allowed implementing the augmented reality video editor in the client's app. It features a variety of masks and effects designed for the young audience. AR video editor simplifies the content creation to several taps, immerses users with cool visual effects and inspires them for self-expression.

**Client:** Yandex

**Size:** 5001-10,000 employees

**Industry:** Machine Learning, AI

**Links:** iOS, Android: in early 2020

**Banuba's Technology:** Face tracking, Face Filters SDK, AR Video Editor





# About Sloy

Sloy is the first AR-based social media video app dedicated to fashion and style. Users can create 90-second fashion videos with automatically recognized tags for items of clothing, and use the app's video editing tools, filters, masks, special effects and music tracks, before uploading them to the app.

*With Sloy, augmented reality will completely change the way we interact with style and fashion, allowing us to try things on virtually and opening new social layers for communicating with our friends and subscribers*

— Daniil Trabun, head of Sloy.

*Tech giant Yandex just launched a TikTok rival called Sloy*

— **TheNextWeb**



## Why Banuba

Yandex tested a dozen face filter SDK providers and opted to Banuba due to:



Our Face AR platform enables **the most versatile** facial AR experiences ensuring the app's quick scalability.



We have **hands-on experience** in face filter app development and share our best practices.



Our **in-house R&D department** backs up unique technology development per client's request without the need for 3rd party software.



**The broadest device coverage** ensures the maximum user outreach and quality AR experience on any platform.



# Solution: AR video editor with face filters and effects

With the Sloy's video editor users can try on a variety of AR effects, filters and masks in real-time or on photos or videos, from realistic glasses and accessories to sophisticated art-like fashion masks.

We've added a collection of color filters that users can apply on top of face filters. Color filters personalize the AR mask experience in a certain way allowing each user to choose his or her favourite color and take a unique photo or video.

The user can trim and concatenate recorded videos and enhance it applying a variety of styling camera filters - color correction, retro style, changing lighting and much more. This way, each video comes unique and of a high quality inspiring self-expression and creativity in users.





# AR video editor features

1

AR effects and face filters applied to photos and videos

2

Color filters applied together with face filters

3

Video post-processing effects (multiple effects added by tap-and-hold)

4

Face beautification to auto-enhance user appearance

5

Trimming and concatenating videos

6

Video exporting or sharing to Sloy and other social networks

7

Sound mixing

8

**Coming soon:** slideshow videos, sound recording, adding GIFs on video, text on video, face masks with text



# Client's Testimonial

*We chose Banuba as they are simply the best in face filters and their Face AR SDK works on a wide range of devices. This is important as it ensures Sloy is accessible to everyone. Besides, they have expertise in AR content creation and helped us to take Sloy from inception to completion in a short space of time*



**Daniil Trabun,**  
Head of Sloy

## Banuba deliverables

- 3D face tracking technology
- Face AR SDK
- Custom feature development
- Face filters design and customization
- Video post-processing effects
- Dedicated team for the continued development and support of the video editor.

## Client's benefits

- Full-fledged AR video editor with intuitive editing tools, 3D masks and camera effects.
- Possibility to quickly scale the app by accessing other Face AR platform features
- 40 unique masks and effects (growing) that democratize video content creation and engage users.
- Company's expertise in AR face filter app development with an experienced team who supports the product





# Transforming the fashion world with augmented reality

Today hundreds of bloggers with million-strong audiences on other social platforms contribute their content to the app. Sloy's video editor is a great tool to inspire creativity and self-expression in users. It's intuitive and easy to use with all the effects enabled by a tap, so anyone can become a fashion influencer creating and sharing video content



*AR apps will open a new market for brand advertising targeted to young audiences in digital reality.*

— **Daniil Trabun, head of Sloy.**



*The fashion industry is actively adopting augmented reality, and we're thrilled to see that our Face AR SDK enables such projects like Sloy.*

— **Dmitry Ogievich, CEO of Banuba.**

**Explore how Face AR can empower your business**

## Contact us



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