HOW AUGMENTED REALITY

HAS CHANGED SELFIES FOREVER

Millennials will each take about **35,686 SELFIES** during their lifetime — When testing a new look, many turn to their cousins instead of the mirror

SELFIES RISE IN POPULARITY

Definition | Picture taken of yourself, usually with a smartphone or webcam and often shared via social media

In 2003, Sony designed the first forward-facing smartphone camera the Ericsson Z1010 — it wasn't meant for selfies but rather for business meetings

MILLENNIALS & THE SELFIE

By 2015, 90% of millennials had taken at least one selfie

MILLENNIALS POST 9 SELFIES EACH WEEK

BUT WHY?

To post on social media **66%**

While on vacation **63%**

To send to a significant other **46%**

When celebrating a birthday **46%**

MOST MILLENNIALS AGREE YOU SHOULDN'T TAKE A SELFIE

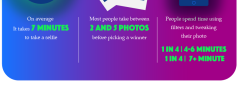
Just because you can doesn't mean you should...

In a place of worship

While driving

During a movie, speech, or live performance

MILLENNIALS SPEND MORE THAN 54 HOURS EACH YEAR TAKING SELFIES



On average It takes **7 MINUTES** to take a selfie

Most people take between **2 AND 3 PHOTOS** before picking a winner

People spend time using filters and tweaking their photo:

1 IN 4 | 4-6 MINUTES
1 IN 4 | 7+ MINUTE

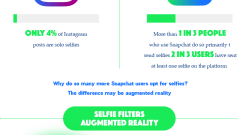
SELFIES ARE MORE POPULAR ON SOME PLATFORMS THAN OTHERS

ONLY 4% of Instagram posts are solo selfies

More than **1 IN 3 PEOPLE** who use Snapchat do so primarily to send selfies **2 IN 3 USERS** have over at least one selfie on the platform

Why do so many more Snapchat users opt for selfies?
The difference may be augmented reality

SELFIE FILTERS AUGMENTED REALITY



2015
Snapchat introduced a **"RAINBOW BARFING"** filter — the first use of augmented reality for selfies
Computer vision locates facial features and maps each user's face
Mapping lets the filter adapt to facial movements in real time

2016
Snapchat's **DOG FILTER** was released, and quickly rose in popularity
Dogs more than add a dog ears, snout, and tongue to the users' face
Filter covers imperfections and elongates the user's face

2017
Snapchat launches **LENS STUDIO**
Desktop application allows anyone to create an AR filter
More than **30,000 LENSES** were submitted to Snapchat in the first 2 months

2018
Snapchat introduced **SNAPPABLES**
Gamers users can play on screen with augmented elements
Example: Players try to catch an iconic eggs by opening their mouths

Virtual Reality and the Selfie Facebook Spaces, a VR product for Oculus Rift and Touch controllers, allows friends to hang out in virtual reality, where their custom avatars can take selfies with virtual selfie sticks

Selfies might seem just silly and fun...

FUTURE SELFIES ADVANCING TECHNOLOGY

GETTING MORE EXTREME

From sitting on the edge of a cliff to standing on train tracks, many are seeking the most daring selfies possible

In Europe, about **3 OF PEOPLE** would like to try a selfie counter that puts others in control of capturing their own experience

BROWSE, controlled by a **SMARTPHONE**, will enable intense selfies easier to capture

MOVING BEYOND SOCIAL MEDIA

Selfies + Facial Recognition
More than **1 IN 3** Europeans consumers would feel more secure using selfies as passwords for banking

SECURITY | Uses selfies instead of passwords to unlock your device with a look

PAYMENT | Pay with a picture or there's no need to bring your wallet

Apple's iPhone X using Face ID to unlock your smartphone with a look

Augmented Reality is moving selfies beyond social media – and changing how we see ourselves

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