

## Faceifi Press Release

### New facial recognition app makes faces “social”

A revolutionary App that combines facial recognition and online search has launched.

Faceifi is a social facial recognition platform that allows users to search anybody via a photograph and put people in control of where their face takes people online.

The search will reveal whether a person has opted in to have users directed to their social media profiles, revealing who they are.

Faceifi is a spin-out company of Ground Six Limited that aims to put users in control of their online identity at the same time as offering a revolutionary search tool.

The idea was sparked by the use of QR codes which take mobile users to online destinations and Ground Six realised the potential in using facial recognition in a similar way.

Faceifi co-founder, Martin Stanley, says the company acknowledges that this offering will raise concerns around privacy.

He said: “We’re aware that this may be considered a somewhat controversial product. However, it’s an opt-in service and that won’t change. Facial recognition isn’t just coming, it’s here and with the likes of Google Glass Project on the horizon, we wanted to put people in complete control of their most identifiable feature.

“With Faceifi, users decide what their face says; whether that’s a link to a Twitter profile, a business website or just a funny picture.”

Work is continuing on the service to expand beyond the iPhone application and current web version. It is the long-term goal of the company to be at the forefront of a new method of search for both personal and business use.

Martin added: “Searching to find out more about people is fun and lots of people like to be found and to have a platform to share what they’re about. Typically, once you know somebody’s name you can search for them online. What we have done is to extend that parameter to include appearance.”

Faceifi is available to download for free on the Apple App Store and users can sign up online at [faceifi.com](http://faceifi.com)

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**Picture:**

## **Notes to Editors**

Ground Six is based in Newcastle upon Tyne. The company was set up in April 2012 and builds technology businesses.

Faceifi is one such business and uses third-party facial recognition software to allow users to create profiles and be “found” from their photograph using the app or web service.

The long-term goal of Faceifi is to offer users an innovative, secure service through which to be identified online. Ultimately, these users will be given opportunities to opt in to additional pieces of functionality as facial recognition becomes more prevalent and widely accepted.

Faceifi software is Patent Pending in the USA.

The Directors of the Company are:

- Martin Stanley, 25, from Newcastle upon Tyne
- Paul Slater, 37, from South Shields
- Sarah Armstrong, 37, from Newcastle upon Tyne

Website: [www.faceifi.com](http://www.faceifi.com)

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