ROOM of the FUTURE

FACIAL ANALYTICS
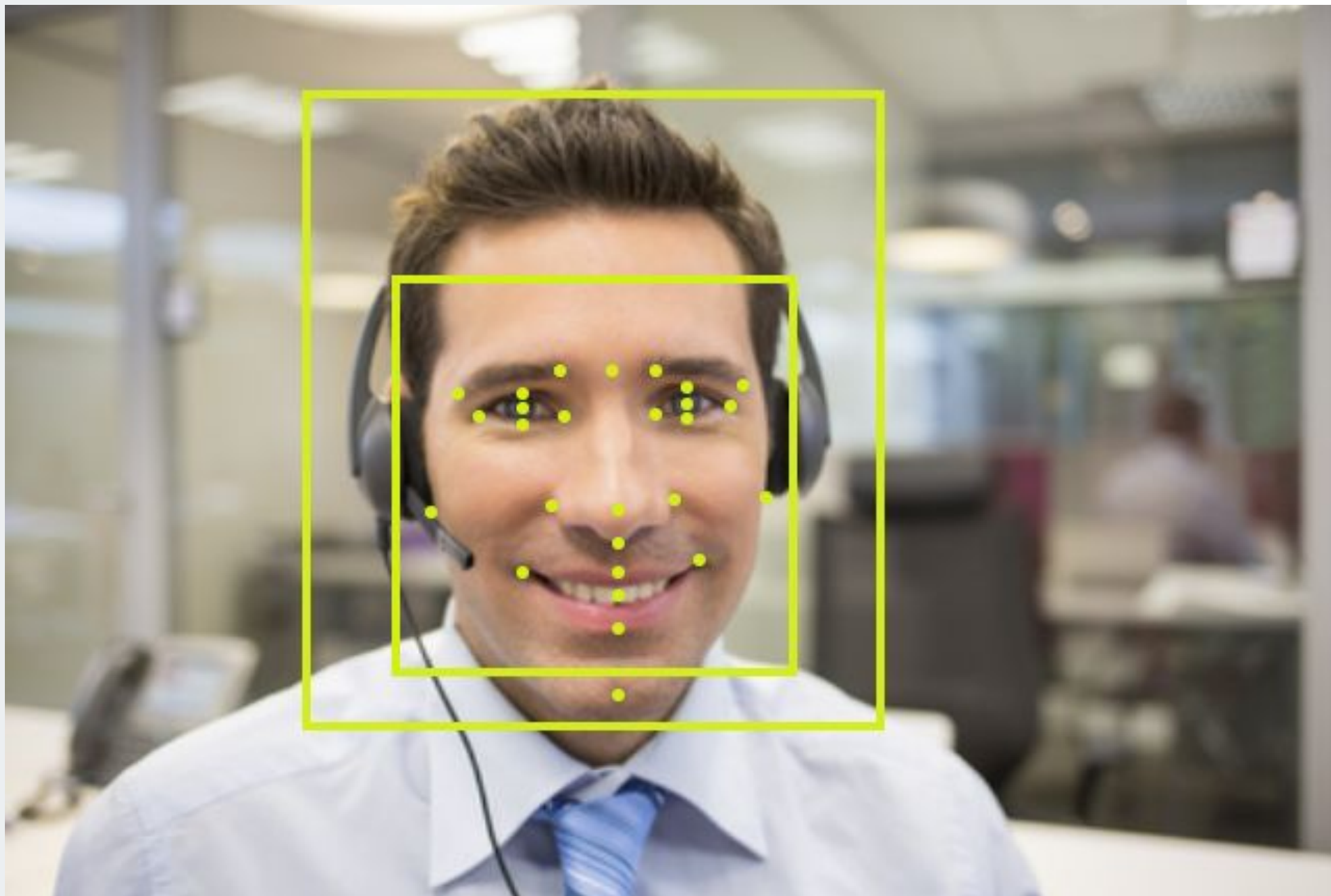
Facial Analytics Pilot

mashme.io is proud to announce the very first integration of facial analysis capabilities into the Room of the Future, available from version 3.3 of the product as a **pilot feature**.

Thanks to this feature, we will integrate cutting-edge artificial intelligence technology into the classroom so that you can derive insights from the attendees on your sessions.

This analysis will help you to adjust the contents, delivery or scheduled interactions with the attendees or even analyze the reaction of each one during the sessions.

Pilot Objectives

A pilot feature is a new feature available to a limited set of customers who will be closely monitored. The purpose of a pilot feature is to gather feedback and data on product functionality, scalability, performance, and usability, which influences the direction, development or even the rollout of the feature.

In this case, mashme.io will gather information about facial analytics to determine next steps, especially those related to:

- **Privacy**: anonymization techniques to ensure privacy and compliance
- **Accuracy**: how to gather better measures and achieve better precision.
- **Data:** what data is the most suitable for the ed-tech sector.
- **Model**: what is the best model to integrate this 3rd party AI technology.

Facial Analytics

SET-UP

This feature will capture attendee's facial expressions during the session to extract emotions and objects that could allow a later analysis.

The feature will only be enabled per organization. When enabled, facial analysis works pretty much like the recording feature since it must be activated on each session.

The results will be available in the analytics portal, where you will find a link to download the report in spreadsheet .CSV format with all data extracted during facial analysis.

When a session where facial analysis is activated, the system will automatically:

- Take a snapshot of each attendee every 5 seconds
- Detect emotions and objects on that snapshot
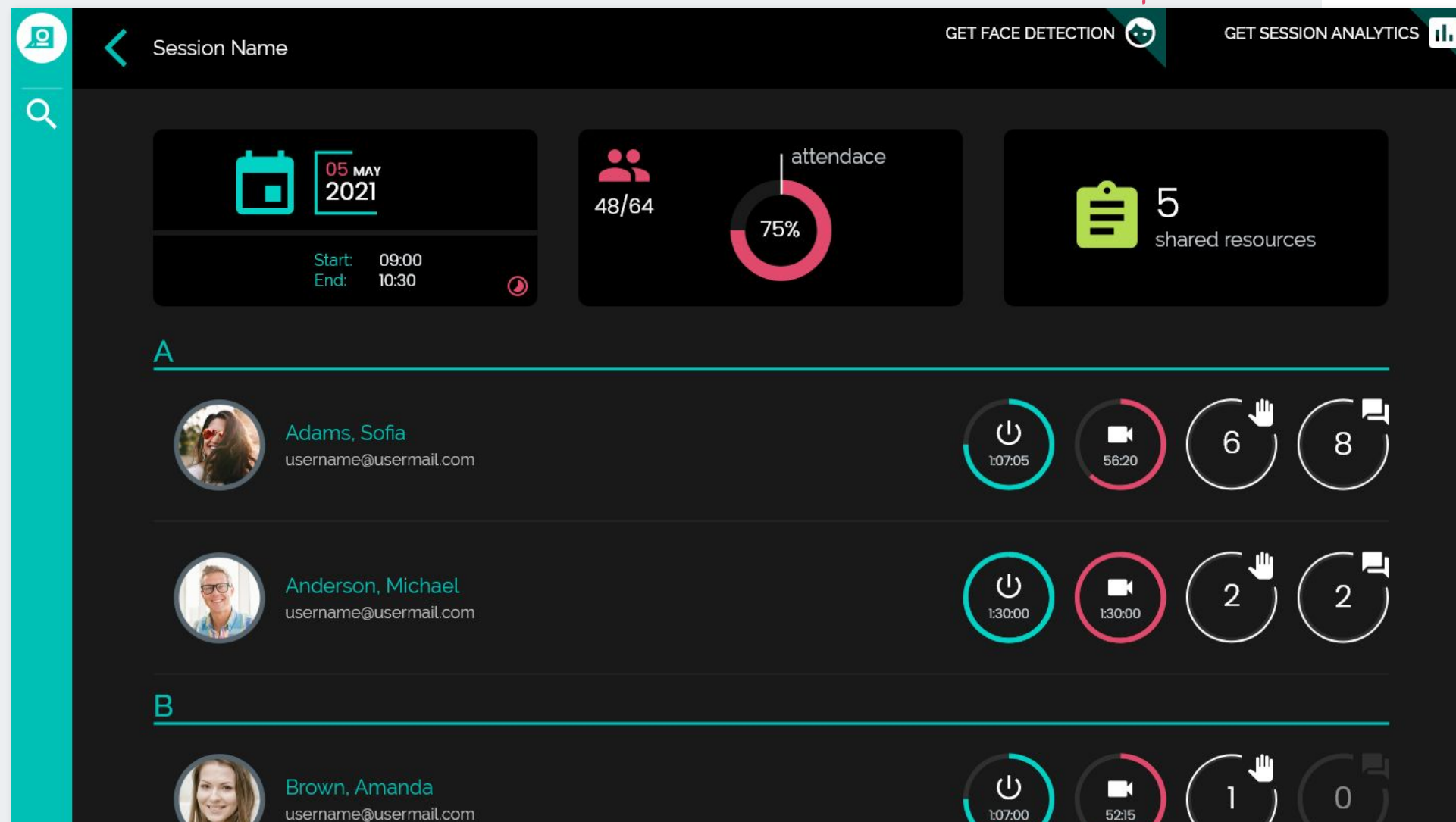- Store the data

Facial Analytics

GET REPORT

A row per snapshot will be added to the report, where you will find this data:

- **Timestamp**: When this snapshot was taken

- **Attendee**: Username / Userid

- **Snapshot status**:
  - OK: when the attendee's stream is detected
  - Not-present: when the attendee's stream can not be detected

- **Confidence**: Score about how confident is the system about the data

- **Emotions**:
  - A column will be available per emotion, given that these emotions will be available. Joy / Sorrow / Anger / Surprise
  - The value of each snapshot could be: Very unlikely / Unlikely / Likely / Very Likely / Possible

- **Quality**: Underexposed / blurred

- **Labels**: Facial hair / Glasses / Skin colour / Audio equipment / Beard / Glasses / T-shirt

built with love by

mashme