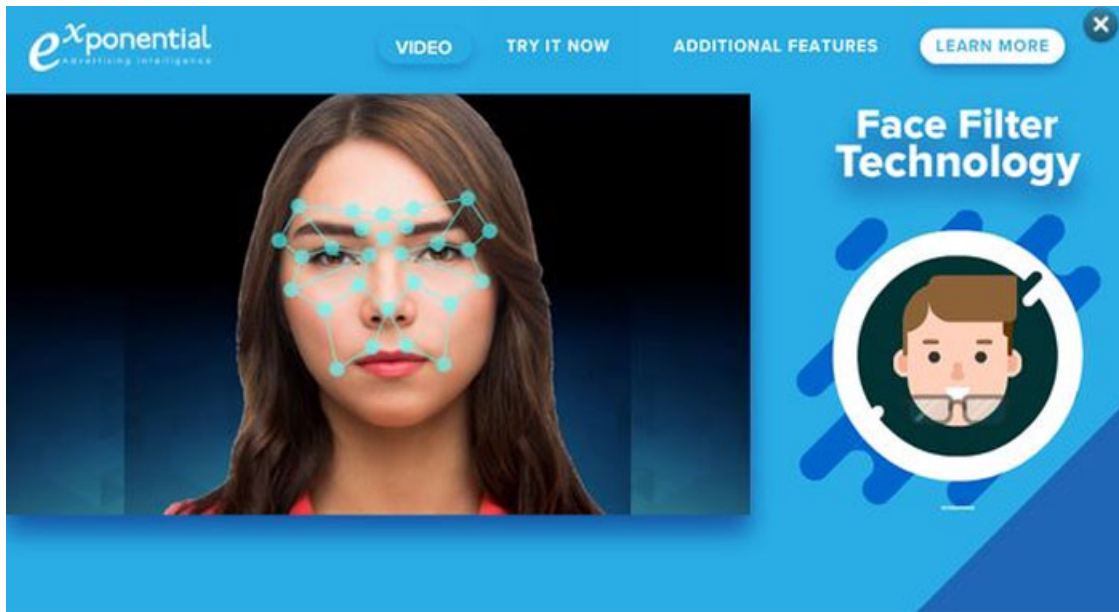


Exponential creates augmented reality ad experience with new Face Filter VDX ad unit

Issued by [VDXtv](#)

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The new Face Filter functionality is part of Exponential's proprietary video advertising offering (VDX) with the innovative format enabling brands to produce facial overlays for display and in-stream ads.



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The Face Filter is a canvas for innovative augmented reality (AR) consumer experiences that seek to build deeper relationships between brands and consumers.

Users who opt into the experience can activate their webcams to engage the Face Filter. Facial feature and head-tracking technology is applied to the user's face, thus allowing the advertiser to overlay virtual objects such as glasses, makeup, hats, helmets, etc. The Face Filter is available on display and in-stream on devices that have webcams installed. A step-by-step guide on how the ad unit works and visual examples of the ad can be seen [here](#).

"Augmented reality is widely expected to hit its stride during 2017 and so we are extremely proud to be launching VDX Face Filter in Australia," said Ben Maudsley, Managing Director of Exponential APAC & South Africa. "Increasingly, brands will begin to experiment with augmented reality in order to deepen consumer engagement and interaction. As one of the first companies to bring this type of scalable solution to market, Exponential looks forward to pioneering this type of innovative marketing."

Benefits of the Face Filter ad unit include:

- Increased user engagement with a brand
- Increased user likelihood to purchase a product
- Offering a unique brand experience for a user

According to [a study](#) commissioned by Exponential in April 2016 which compared interactive video ads to standard banner and pre-roll video ads, interactive video ads were found to significantly impact a viewer's brand perception and increase purchase intent.

"We already know that VDX is an advertising experience proven to engage audiences and we look forward to taking this engagement to the next level with the introduction of VDX Face Filter," added Maudsley.

About Exponential

Exponential Interactive delivers innovative advertising experiences that transform the way audiences interact with brands across desktop and mobile. Exponential's platform fuses one of the largest global digital media footprints and proprietary data with user-centric ad formats designed to drive engagement and performance. Creativity, data and audience insights form the foundation for building smart and relevant brand engagement and brand performance solutions for advertisers and publishers. Exponential was founded in 2001 and has locations in 22 countries. For more information, please visit www.exponential.com.

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