

Samsung introduces AR emoji

Samsung has introduced the AR emoji, allowing users to create an accurate computer-generated image of themselves (avatars) that enables real-time emotional expression such as winks, laughter, anger, etc.



Craige Fleischer, vice president of integrated mobility for Samsung South Africa says: “The AR emoji feature on the S9 and S9+ is an incredible innovation that speaks directly into how the millennial generation like to communicate. Who wouldn’t want a personalised avatar to use in messaging? It really puts the conversation back into messaging platforms.”

According to Samsung, its more than just an avatar – the phone uses the front-facing camera to map more than 100 points in a user’s face to build a realistic 3D avatar that corresponds to unique facial movements.

“Users can turn their selfies into an emoji, creating an animated version of themselves that showcases their unique characteristics, emotions and expressions. The various sticker options enhance personalised expressions even further,” says Fleischer.

“ [#AREmoji @SamsungFR #GalaxyS9 pic.twitter.com/m6htvzuEA6](#)— Actualitesjeuxvideo.fr (@actu_jv) [March 8, 2018](#) ”

In addition to the 18 animated stickers, AR emojis can be shared with third-party apps like WhatsApp and Facebook Messenger as well as with people who have other phone brands.

For more, visit: <https://www.bizcommunity.com>