

Social investigation

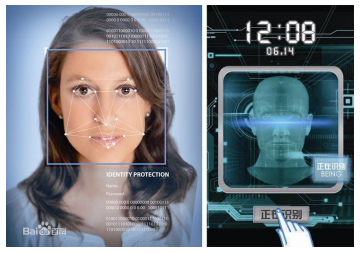
Design of extension scheme of access control system based on face recognition

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Background introduction

Face recognition technology

Face recognition technology refers to the use of analysis and comparison of computer technology for face recognition. Face recognition is a hot research field of computer technology, including face tracking detection, automatic adjustment of image magnification, infrared detection at night, automatic adjustment of exposure intensity and other technologies



Application of face recognition

- > Attendance check
- > Self service (ATM, station)
- > Device login
- > Electronic ID
- > Security field



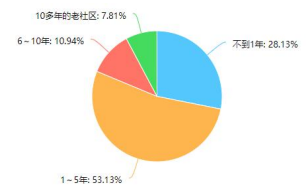
access control system based on face recognition

- > Intellectualization
- > Convenience
- > security

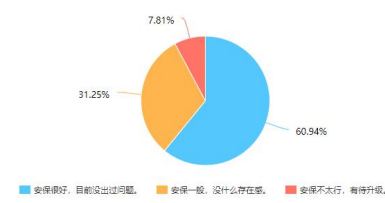


- 64 respondents
- 30% of respondents live in a short time
- About 40% of the respondents said that the security measures of the community need to be improved
- About 60% of respondents come from first tier cities

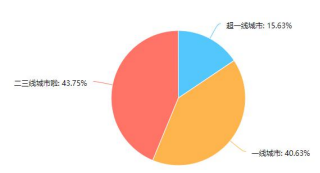
How long do you live in the current community?



How do you evaluate the security measures in your community?

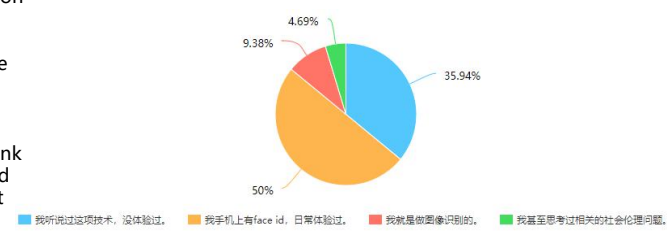


What is the development level of the city where the community is located?

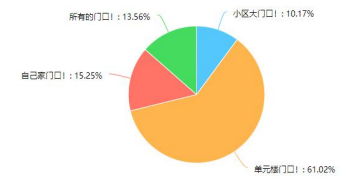


- About 70% of the respondents have some knowledge of face recognition system
- 40% of respondents welcomed the installation of face recognition system
- About 60% of the respondents think the face recognition system should be installed at the door of the unit building

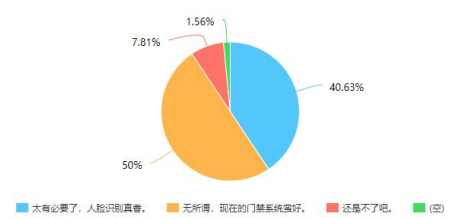
What do you know about face recognition system?



If the community decides to install a face recognition access control system, where should it be installed?



Do you think it is necessary to add face recognition system to enhance the security of the community?



Our plan



Working with housing seller

Because the cost of face recognition access control is much higher than that of traditional methods, it is very difficult to popularize it widely at present. According to the field survey, the high-end community has been equipped with a face recognition access control system. The high-income group is the main force of consuming this product at present. Therefore, through the fine decoration of the high-grade district supporting sales, it is to promote the sale of products a feasible plan. For those high-end fine decoration real estate projects, the face recognition system is included in the real estate budget, so that for real estate developers, it can not only make the product a good "selling point" of the real estate, but also a profit point

Working with government

The state vigorously promotes the smart city project. Establish face recognition database, connect access control system and public security system. (crime prevention, urban safety). Smart security is closely related to the product. Through government promotion, policy promotion



Short term goals

High knowledge, high understanding of products, easy to accept. Interested in technology products, willing to actively experience and use. High income people, pursuit of quality of life, technology products to bring convenience, provide better services, at the same time higher costs. These users are also more suitable for the installation of home personal access control system. With the consent of users, carry out the installation and promotion of products. Under the short-term and small-scale promotion, the social impact of good products can be accepted by more people.

Long term goals

Main social group, working class. In the promotion stage, preferential promotion and installation, even free installation experience, and good product reputation. It mainly provides collective access control, installation cost and follow-up management cost of the unit building.