



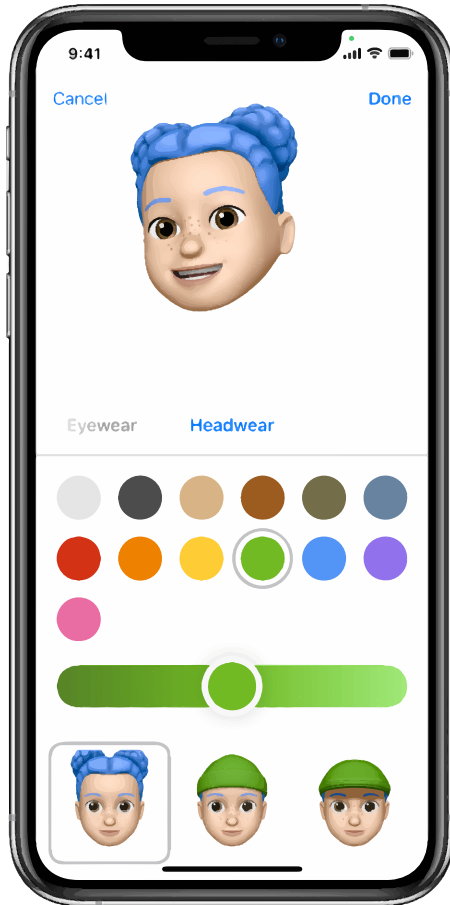
Willis Newman

Face to face: Memoji

Express yourself through cartoon,
with Animoji and Memoji augmented
reality software.

Face to Face: Memoji

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Since June 29, 2007 Apple have taken the world by storm, with their ever evolving smartphone, the iPhone. After its release, the iPhone influenced the market greatly setting the path of touchscreen smartphones because of its quality features such as its software, camera and overall build quality. It's been over ten years of the iPhone and Apple are still considered to have the best phone on the market with the iPhone 11 Pro Max currently the latest generation on shelves. A large reason for apple's success in the iPhone over the last century has been because of their ever developing software, iOS. This software has been designed to be as user-centred and friendly as possible to not only appeal to a large demographic but be as easy to use as possible, while giving the user a sense of enjoyment and luxury. A constant reminder and great example of the fun user experience which iOS offers is found in how we communicate within iOS. Apple offer Animoji and Memoji which are custom animating messaging solutions which are animated to your

facial expression and mimic your voice, offering a new way to personalise and brighten a digital conversation. Within this article we'll look at how these quirky new features came about, how they're used and the impact they are having.

Animoji was the first development of Memoji and was released on September 19, 2017, with iOS 11. This was the year of which the iPhone X (the first button-less iPhone) was released which had the hardware that enabled Face ID, that therefore allowed the software to function Animoji. Animoji utilised augmented reality (AR) within the face id software to map out the face and recreate/mimic popular emoji characters to the user's facial expressions. Popular emojis which were included within the first release/development included characters such as the robot, ghost, panda and many more. The AR within this software meant that the emojis where able to show expression around the common face areas such as the eyes, mouth, nose and much more as

updates came along progressing to iOS 12. At the time, the new Animoji's were able to be used within messages as GIF's and during facetime calls, as well as in verified apps such as WhatsApp found within the apple keyboard. However as competition grew in character software in areas such as Snapchat with Bitmoji and Samsung's AR Emoji, apple begun creating Memoji.

Memoji was released as part of iOS 12, on September 17, 2018 and enabled users to create an avatar either of themselves or a fantasy character where they could choose and adjust skin tone, face features, hair, hairstyles, headwear, accessories and more, to match the personality and mood of themselves or their imagination. Commonly users create a custom memoji of themselves to help communicate and customise within chat rooms. Similarly to Animoji, Memoji can be used in messaging software and facetime. With the addition of Memoji to iPhone users are able to use the feature to create there character and like said above, either

use as an animating GIF or in facetime but also as a sticker. Similar to a regular emoji, by creating a memoji, the iOS generates emoji stickers of your character under the same emoji tab and with your memoji (still) stickers beside regular emojis.

Animoji and Memoji is able to be used thanks to the True Depth camera system and A9 chip found on models upwards from the iPhone X in conjunction with the face id software. The True depth camera is made of a flood illuminator, infrared camera, front camera, dot projector, proximity sensor, ambient light sensor, speaker and microphone. This system enables when the user glances at the iPhone directly. The technology detects over 50 facial muscles to calculate and replicate the movements of your face. With technology progressing rapidly it is without a doubt that augmented reality software similar to memoji/animoji will continue to grow into the future.

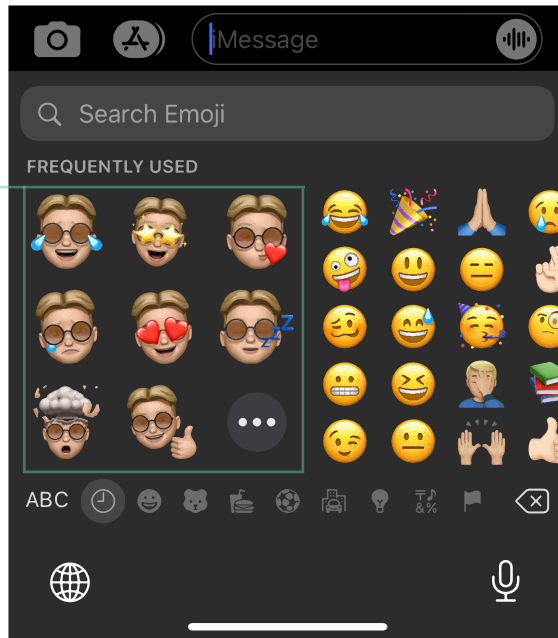


Need More Info?

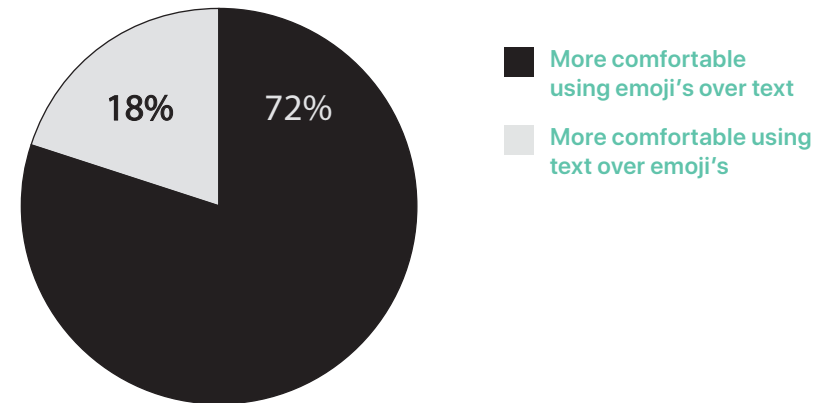
Check it out!

STICKERS

- these are the emoji stickers of your memoji which enable you to send custom emojis of yourself without having to use your camera to create another memoji GIF.



Apple recognised the potential memoji market after seeing the standard emojis capture the market with shocking statistics which showed that 72 percent of participants between 18 to 25 said they felt more comfortable expressing themselves using emoji than words (Bangor University, 2015).



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