

XPERIA

Press Release

The future of selfies: no longer just a picture ***New research finds consumers are ready to embrace 'selfies'*** ***as a tool for banking, shopping, healthcare and more***



- Futurologist's predictions, and a survey of 6,500 people, finds consumers are open to the 'vast number of potential applications' for smartphone front cameras
- Top ten future uses for smartphone cameras will include banking, shopping, healthcare and dating, among others
- Over a third of consumers would feel more secure if banks used selfies as passwords, while more than a quarter would prefer to see their GP via a selfie or video call than in-person

26 January 2017: Smartphone cameras could be poised to transform a number of industries, as 'selfies' transition from frivolous fad to technological phenomenon, according to a new report from Sony Mobile. The report and accompanying research, released in conjunction with Futurizon and based on a survey of 6,500 European consumers in the UK, France, Germany and Spain, found that consumers are open to the 'vast number of potential applications' for camera photography.

Working with futurologist Dr Ian Pearson, Sony Mobile explored a number of sectors likely to incorporate smartphone photography and selfies as a technological function in the future. The potential applications were wide-ranging, from theme parks building 'selfie-coasters' that let adrenaline-junkies capture their experience on the latest rides, to shoppers using it as a

'virtual personal assistant' to try on multiple outfits at the touch of a button. Once these applications were identified, more than 6,500 consumers provided their thoughts on the evolution of selfies as a social trend, and the appetite for these more functional uses of smartphone photography.

"The project has given us a real sense of how selfies have evolved, and why they could be set to transform so many different sectors", said Michio Maruhashi, Marketing Strategy at Sony Mobile.

"At Sony Mobile we face the dual task of designing smartphones that make consumers' lives easier today, while keeping an eye on what the future holds and being part of driving innovation and change. We have always seen photography as being a key function at the heart of the smartphone and have already advanced front camera technology in our Xperia™ XZ for superior quality photos, so it's incredibly exciting to find that consumers are ready to embrace selfies for such a wide range of future uses that enhance our everyday lives."

The report identified the top 10 ways consumers believe selfies could evolve in the next five years:

1. **Dating:** Taking a selfie with your date to find out what they *really* think
2. **Medical:** Over a quarter of people would prefer to see their GP via a selfie or video call, in the first instance
3. **Banking for the selfie generation:** Nearly half of 25-34 year olds would feel more secure if accessing their bank through a 'selfie password'
4. **In leisure:** Around half of thrill-seekers would like to try a 'selfiecoaster' – a rollercoaster that puts you in control of capturing your experience on the ride
5. **In a gym / fitness:** selfies that work with AI (Artificial Intelligence) to capture body monitoring e.g. testing heart rates and even suggesting how to improve on technique and how accurately a move is being performed
6. **Made to measure clothes:** taking a 3D body image for made-to-measure clothes
7. **In retail:** using your smartphone camera to try on different outfits suited to your body shape, at the touch of a button
8. **Social currency:** paying for entry to the cinema or a tourist attraction through a selfie

9. **Robots:** Using your smartphone to control drones or robots to take selfies from other or extreme locations

10. **Home:** Using selfies to secure and access our homes and cars

Dr Ian Pearson, Futurologist and creator of the Future of Selfies report, added: "Through this report, it has been fascinating to chart the evolution of selfies and smartphone photography with the team at Sony Mobile. But even more encouraging has been the response from consumers, who have shown they are open to the range of future uses for selfies and video calls."

"The results clearly show that selfies are well on their way to transitioning from frivolous fad to technological phenomenon, and provide food for thought to a number of industries. The potential is huge, and it will be exciting to watch this unfold over the coming years."

– Ends –

Notes to Editors

For more information or images, please contact your local Sony Mobile PR team, details can be found here <http://blogs.sonymobile.com/press-contacts/press-contacts-in-your-country/?rl=global-en>

About Xperia XZ

[Xperia XZ](#) perfects the fundamentals of a flagship smartphone. Packed with innovations in technology, it boasts one of the most advanced cameras in a smartphone, an intelligent battery technology and smart features that adapt to you. All delivered in a stunning, loop surface design. Key features:

- 23MP rear camera with triple image sensing technology for blur-free pictures and true-to-life colour
- 13MP front camera with superior low-light capabilities for sharper selfies
- 5.2" Full HD display with curved glass
- Stunning loop surface design
- Fast Qualcomm® Snapdragon™ 820, 64-bit processor

About Sony Mobile Communications

Sony Mobile Communications is a subsidiary of Tokyo-based Sony Corporation, a leading global innovator of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Through its Xperia™ smartphone and tablet portfolio, as well as innovative smart products, Sony Mobile Communications delivers the best of Sony technology, premium content and services, and easy connectivity to Sony's world of networked entertainment experiences. For more information: www.sonymobile.com

About the 'Future of Selfies' report (full report available)

The report has combined the work of Futurizon, a global futurologist organisation led by Dr Ian Pearson; with market research company OnePoll who conducted survey / data research across Europe. The statistics within the report are a collective of 6500 respondents across four territories – UK, Germany, France and Spain.

***A note about the statistics throughout the report**

All statistics in the report are not representative of the general population but are of those surveyed. A sample size of 6500 across four European markets (UK, Germany, France and Spain) were polled.

Top 10 ways identified as areas consumers could use selfies in the future *excerpts taken from the report

1. Dating: Taking a selfie with your date to find out what they really think

You can identify if someone finds you attractive by analysing factors such as their pupil dilation or body language when they were looking at you. Taking a selfie on a date could give an indication of how it is going.

2. Medical: Over a quarter of people would prefer to see their GP via a selfie or video call, in the first instance

Doctors could provide initial diagnosis via selfie; offering significant potential to improve health while reducing health care costs, aiding early diagnosis and encouraging people to take more proactive involvement in their own well-being.

High resolution selfies of the skin can help doctors remotely diagnose rashes, warts, or even skin cancers. Medical AI can do a lot of pre-work by advising whether a doctor should be consulted. Light emissions and reflections from skin give clues about blood flow, so a computer can directly check pulse rate and estimate blood pressure. They can also indicate body temperature – to help diagnose a fever, heat changes - to check blood circulation, skin moisture - that indicates stress levels.

Phobias can be detected too using image analysis, pupil dilation, face and gesture recognition.

3. Banking for the selfie generation:

Selfies can be used as biometric identifiers and if taken by a user's own phone, the phone itself automatically provides other security tokens that can be used to prove the selfie originated directly from the owner at that time, rather than a fraud using an older one copied from a website.

Taking a selfie is becoming a very familiar activity for many people, so it naturally combines biometric security with electronic security in contrast to increasingly complex passwords and user IDs.

4. In leisure: Around half of thrill-seekers would like to try a 'selfiecoaster' – a rollercoaster that puts you in control of capturing your experience on the ride

In the future, rollercoasters may have built-in phone carriers offering a secure holder that is cushioned from vibration and in a good location to take selfies from.

5. In a gym / fitness: selfies that work with AI (Artificial Intelligence) to capture body monitoring e.g. testing heart rates and even suggesting how to improve on technique and how accurately a move is being performed

An AI engine today could analyse body movements to not only check calorie burn and heart rate, but also advise on how accurately a move is being performed and show what needs to be changed. Selfies won't be used just to show off, but to tell us how to do better next time.

6. Made to measure clothes: taking a 3D body image for made-to-measure clothes

Rapid manufacturing, customisation and delivery are already accelerating but selfies will provide a big boost to it. A selfie taken in underwear in a changing room from different angles as we twirl allows automatic body sizing, so the user can get clothes made to precisely their shape and size, even if they are trying on outfits off the peg.

7. In retail: using your smartphone camera to try on different outfits suited to your body shape, at the touch of a button

A selfie can show how a user might look in assorted outfits, so they might try on one colour, and the image-processed selfie would show them in the same outfit in other colours, or a totally different outfit.

8. Social currency: paying for entry to the cinema or a tourist attraction through a selfie

Selfies could be used as part of entry procedures to tourist attractions or cinemas instead of using tickets or fingerprints. After entry, selfies could then be used to authorise any other payments, while uploading selfies from the park to social media could even be used as a means of getting discounts or queue priority.

9. Robots: Using your smartphone to control drones or robots to take selfies from other or extreme locations

Sports action selfies obviously don't let a user hold a phone in their hands to take them, so drones are starting to play a part in sports selfies too. Drones can already carry a camera and follow a skier down a run. They are often controlled by smartphone apps and can relay images to the phone too, so this can augment the phone's own capabilities with a remote camera.

As well as drones, robots will soon be used frequently to take selfies of themselves or of people. They could be used to get selfies in dangerous locations, by using the robot as a stand-in and use AR to replace with a picture of the person. So you could get your robot to stand on the edge of the cliff and take a selfie and you would be edited in afterwards.

10. Home: Using selfies to secure and access our homes and cars

How we achieve personal safety and security is an important factor in our everyday lifestyle and self-expression. Many people are investing in internet-of-things devices such as smart locks. Entry to the home, car or office can now be enabled via selfies. An entrance camera can do the job, but having a phone with its own security credentials take a selfie at a particular angle with a particular facial expression or gesture adds a high degree of extra verification of identity. Using the selfie gives extra peace of mind.