

Five Questions to Ask Your Face Matching Technology (FMT) Provider Today

1. Does your FMT have an accuracy of 99.8% or better and can they prove it?

Low accuracy means you end up missing matches or getting incorrect matches / false alerts. False alerts are particularly disruptive because they lead to employees getting alarm fatigue and then quickly ignoring incoming alerts. SAFR Guard alerts are verified at 99.87% (or better) to virtually eliminate false positives.

2. What is their BIAS? Has it been verified by a 3rd party? Do they own the algorithm?

There have been many stories about the challenges of face matching when it comes to women and people of color. When systems fail to match people of varied ethnic backgrounds, it damages trust with the public. SAFR Guard's algorithm has been evaluated for demographic differentials in a deep dive done by the National Institute of Standards and Technology (NIST) and demonstrates extremely low bias across age, gender, and skin tone. In addition, SAFR Guard develops and maintains its own software in-house, ensuring full control over its technology without reliance on third-party systems.

3. Has the algorithm been trained on 'faces in the wild' (uncooperative, on-the-move faces) or only on cooperative face images?

If you've ever used face matching at TSA, you know you must stop and pose to get a good match. Sometimes it takes a couple seconds before it recognizes you. Shoppers entering your stores are not going to stop to pose for the camera. They are naturally in motion and thus you want to ensure you can dynamically capture images. This is what is meant by "wild faces". You want to ensure that your face matching solution has been specifically trained to capture "wild faces". SAFR Guard is explicitly trained for real-world conditions like those found in retail environments. It was optimized and tested on diverse, in-the-wild datasets, capturing faces in motion doing real things.

4. Is your algorithm fast enough to capture at least 10 faces per second?

Speed is king! Modern face matching systems need to be fast enough to capture many images at the same time. A fast FMT system can capture many images from the same person and select the best / highest quality image, further improving the likelihood of a positive match. Systems also need to be quick enough to process these in parallel, so they don't miss faces entering the store, especially during peak times. SAFR Guard is extremely fast, designed to handle up to 10 faces per second and select the best from an array of images.

5. What is my total investment or ownership or this system, including any servers or other infrastructure required?

Most FMT systems require costly in-store servers with GPUs just to get started. This expense can severely hamper the scalability of these solutions. These servers will also need ongoing updates and support from internal IT resources. Another consideration is how much and what types of data are running over the store network, potentially interfering with payment systems and other critical store needs. SAFR Guard does matching on the camera itself so there is no dedicated server infrastructure to buy, no heavy IT lift, and no connection to the store networks.

About SAFR:

Launched in 2018, SAFR is backed by over three decades of technology innovation from RealNetworks—the company that invented streaming and co-developed the Real-Time Streaming Protocol (RTSP), which remains foundational to today's video surveillance systems. That same pioneering spirit now powers a new era of ethical face matching, built to protect, perform, and earn trust.

Our mission is to help make the world safer through AI that's designed not just to work—but to work responsibly. Rooted in "AI for Good," SAFR delivers the industry's first unified face matching ecosystem—seamlessly spanning access control, surveillance, and mobile solutions—without compromising personal privacy or data integrity. From the team that revolutionized how the world connects, SAFR now redefines how the world protects.



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