



## Affdex SDK 2.0 – What's New

Affectiva has released version 2.0 of its Affdex Software Development Kit (SDK), available for iOS, Android and Windows platforms.

This release offers exciting new functionality, which makes it even easier for developers to add emotion-sensing and analytics capabilities to their own digital experiences, apps, games, devices or other technologies.

### New in version 2.0:

- Dramatically improved accuracy with new expression models trained over a broader set of facial images.
- Better ease of use and accessibility by standardizing models for seven emotions:
  - Anger, Sadness, Disgust, Joy, Surprise, Fear and Contempt.
- New facial expressions for a total of 15 facial action units, including very nuanced expressions that are difficult even for the human eye to detect:
  - Attention, Brow Furrow, Brow Raise, Inner Brow Raise, Eye Closure, Nose Wrinkle, Upper Lip Raise, Lip Suck, Lip Pucker, Lip Press, Mouth Open, Lip Corner Depressor, Chin Raise, Smirk, Smile.
- 3D head orientation metrics
  - Left/Right, Up/Down, Roll
- Supports the development of 64-bit applications for Windows.
- New Developer Portal with documentation and source code for sample apps, including the flagship AffdexMe demo app. Visit the portal at [developer.affectiva.com](http://developer.affectiva.com).

### Where to get Affdex SDK 2.0

If you would like a free evaluation version of Affdex SDK 2.0, you can download it here: [affectiva.com/45-day-free-trial](http://affectiva.com/45-day-free-trial).

If you have already have a developer or commercial distribution license please contact [sales@affectiva.com](mailto:sales@affectiva.com) for a free upgrade.

### About the Affdex SDK

The Affdex SDK lets developers bring emotion-sensing and analytics to their own digital experiences and apps, so that these instantly respond to users' unfiltered emotion feedback. The Affdex SDK has been built on Affectiva's industry-leading patented science, using our massive emotion data repository – the world's largest emotion database with more than 2.3 million faces from 75 countries analyzed, amounting to over 12 billion emotion data points.