

Tencent Effect SDK

Purchase Guide

Product Documentation



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Pricing Overview

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The Tencent Effect SDK comes in 11 editions, which fall into two categories: **basic A editions** and **advanced S editions**. They differ in features, and you can choose the edition that best fits your needs. For edition details, see [Feature Description](#).

- [Basic A editions](#) offer common beautification features for customers with basic requirements for facial beautification.
- [Advanced S editions](#) offer enhanced beautification features (including stickers and makeup styles) for customers with high requirements for facial beautification.

You can purchase an edition license on the [Tencent Effect SDK purchase page](#).

Pricing

Basic A series packages

Feature		Edition					
		A1 - 01	A1 - 02	A1 - 03	A1 - 04	A1 - 05	A1 - 06
Basic	Basic beauty filters Brighten, smooth skin, and rosy skin	✓	✓	✓	✓	✓	✓
	Image settings Contrast, saturation, and sharpness	✓	✓	✓	✓	✓	✓
	Basic beautification Big eyes and slim face (natural, woman, and man)	✓	✓	✓	✓	✓	✓
	Filters (Ten general filters by default)	✓	✓	✓	✓	✓	✓

Feature		Edition					
		A1 - 01	A1 - 02	A1 - 03	A1 - 04	A1 - 05	A1 - 06
Extended	Stickers (10 2D general stickers for free)	-	✓	✓	✓	✓	✓
	General beautification (Face width/Chin/Hairline/Slim nose)	-	-	✓	-	-	-
	Gesture recognition (One gesture sticker for free)	-	-	-	✓	-	-
	Keying/Virtual background (Three keying stickers for free)	-	-	-	-	✓	-
	Makeup (Three full-face makeup styles for free)	-	-	-	-	-	✓
Price		25,000 USD/year	31,000 USD/year	44,000 USD/year	41,000 USD/year	70,000 USD/year	44,000 USD/year

Advanced S series packages

Package Feature		Edition				
		S1 - 00	S1 - 01	S1 - 02	S1 - 03	S1 - 04
Basic	Basic beauty filters Brighten, smooth skin, and rosy skin	✓	✓	✓	✓	✓
	Image settings Contrast, saturation, and sharpness	✓	✓	✓	✓	✓

	Package Feature	Edition				
		S1 - 00	S1 - 01	S1 - 02	S1 - 03	S1 - 04
	Advanced shaping Big eyes, face width, slim face (natural, woman, and man), V shape, chin, face length, face shape, hairline, bright eyes, eye distance, eye corners, slim nose, nose wings, cheekbones, nose position, white teeth, wrinkles, smile lines, eye bags, lip shape, lip height, lipstick, blush, and contour	✓	✓	✓	✓	✓
	Filters (Ten general filters by default)	✓	✓	✓	✓	✓
	Stickers (Ten specified 2D general stickers for free)	-	✓	✓	✓	✓
	Advanced stickers (Three specified 3D general stickers for free)	-	✓	✓	✓	✓
	Makeup (Three full-face makeup styles for free)	-	✓	✓	✓	✓
Extended	Gesture recognition (One gesture sticker for free)	-	-	✓	-	✓
	Keying/Virtual background (Three keying stickers for free)	-	-	-	✓	✓
Price		47,000USD/year	78,000 USD/year	87,000 USD/year	110,000 USD/year	120,000 USD/year

Material

Material Type	Feature Description	Price (Valid for One Year)	Quantity
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Material Type	Feature Description	Price (Valid for One Year)	Quantity
Filters	High-quality high-performance filters with real-time image coloring	16,000 USD	10 (minimum order quantity)
2D stickers	2D stickers, widgets, and other effects after facial features are positioned	16,000 USD	10 (minimum order quantity)
3D stickers	3D stickers, music, and other animated effects after facial features are positioned	32,000 USD	10 (minimum order quantity)
Makeup stickers	Trendy makeup effects that can be quickly added for natural beautification	16,000 USD	10 (minimum order quantity)
Gesture stickers	Animated effects triggered by gesture recognition for interaction	32,000 USD	10
Keying stickers	Stickers for precise and real-time keying with background added	32,000 USD	10

Billing Details

- One license can be bound to one `Bundle ID` and one `Package Name`. The package name bound to a production license cannot be modified. If you need to connect multiple package names, you need to purchase and bind the corresponding number of licenses.
- A license is valid for one year. After it expires, you need to purchase a new license; otherwise, the corresponding features will become unavailable.
- **Shadow package description:** You can have two shadow packages if you purchase a package at the price of 65,000 USD or higher. To use a shadow package, contact sales to reach the product team for manual package issuance. During issuance and authorization, provide the names of both the shadow package and production package. If your business needs more shadow packages, one additional shadow package name will cost 5,000 USD.
- **Materials are valid for one year.** After you renew a license, you can continue to use the complimentary materials.
- **The purchased materials can only be used under the license used to purchase them.** Any form of material exchange is prohibited, including but not limited to gifting, resale, and renting. Tencent Cloud reserves the right to take legal action against violators.

Billing Example

You purchased the basic A series package A1 - 02 and obtained the approved license A on January 1, 2022. You will purchase the advanced S series package S1 - 01 and obtain the approved license B on June 1, 2022. Your package name will be unbound from license A and bound to license B on June 1, 2022. Then:

- License A will be valid until 00:00:00 on January 2, 2023 and include basic beauty filters, image adjustment, basic shaping, filters, and stickers of the basic A series package.
- License B will be valid until 00:00:00 on June 2, 2023 and include basic beauty filters, image adjustment, advanced shaping, filters, stickers, advanced stickers, and makeups of the advanced S series package.

The app under your package name can use the features (basic beauty filters, image adjustment, basic shaping, filters, and stickers) in the basic A series package A1 - 02 from January 1, 2022 to June 1, 2022 **before it is unbound from the original license**. It will be able to use basic beauty filters, image adjustment, advanced shaping, filters, stickers, advanced stickers, and makeups in the advanced S series package S1 - 01 after **it is bound to the new license** on June 1, 2022 till 00:00:00 on June 2, 2023.

The unbound license of the basic A series package A1 - 02 can be bound to another app that is not bound to any license and will be valid until 00:00:00 on January 2, 2023.

Purchase Instructions

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1. Signing up

[Sign up](#) for a Tencent Cloud account or, if you already have an account, [log in](#) directly.

2. Purchasing a Production License

On the [Tencent Effect SDK purchase page](#), select a package that fits your business needs and application scenario and complete the payment. [Contact us](#) after you make the payment. We will issue a license to your account as soon as possible.

3. Applying for a Trial License

You can also contact your sales rep to apply for a trial license and download [Tencent Effect SDK S1 - 04](#) at [SDK Download](#) to try out its features.

Payment Overdue and Refund

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Refund Policy

Tencent Effect SDK and effect materials are not refundable. They come with a 28-day trial period, during which you can stop using them at any time if you are not satisfied. Once a purchased license is bound to an app, the SDK cannot be refunded. Effect materials cannot be refunded either, as they cannot be repossessed once downloaded.

Overdue Payment Policy

Tencent Effect SDK licenses and effect materials are prepaid. You cannot place an order if there is no sufficient balance in your account.