

# **Tencent Effect SDK**

## **Purchase Guide**

### **Product Documentation**



## Copyright Notice

©2013-2022 Tencent Cloud. All rights reserved.

Copyright in this document is exclusively owned by Tencent Cloud. You must not reproduce, modify, copy or distribute in any way, in whole or in part, the contents of this document without Tencent Cloud's the prior written consent.

## Trademark Notice

 Tencent Cloud

All trademarks associated with Tencent Cloud and its services are owned by Tencent Cloud Computing (Beijing) Company Limited and its affiliated companies. Trademarks of third parties referred to in this document are owned by their respective proprietors.

## Service Statement

This document is intended to provide users with general information about Tencent Cloud's products and services only and does not form part of Tencent Cloud's terms and conditions. Tencent Cloud's products or services are subject to change. Specific products and services and the standards applicable to them are exclusively provided for in Tencent Cloud's applicable terms and conditions.

# Contents

## Purchase Guide

- Pricing Overview

- Purchase Guide

- Payment Overdue and Refund

# Purchase Guide

## Pricing Overview

Last updated : 2022-11-11 16:08:35

The Tencent Effect SDK comes in 14 editions, which fall into three categories: **basic editions (A series)**, **advanced editions (S series)**, and **avatar editions (V series)**. They differ in features. You can choose one that best fits your needs.

- [Basic A series packages](#) offer basic beautification features and are suitable for customers that do not have high requirements for facial beautification.
- [Advanced S series packages](#) offer advanced beautification features (including stickers and makeup effects) and are suitable for customers with high requirements for facial beautification.
- [Avatar V series packages](#) offer virtual avatars, avatar customization, and facial expression mirroring. They are designed for applications such as avatar-based socializing and live streaming.

In addition, to give you greater flexibility and scalability, the [X series](#) offers Tencent Effect services at the capability level. You can integrate the specific capabilities you need. For details, see [Feature Description](#).

You need to [purchase](#) different licenses (packages) to use different editions of the Tencent Effect SDK.

## Pricing

### Basic A series packages

Feature		Edition				
		A1 - 01	A1 - 02	A1 - 03	A1 - 04	A1 - 05
Basic	<b>Basic beauty filters</b> Brighten, smooth skin, and rosy skin	✓	✓	✓	✓	✓
	<b>Image settings</b> Contrast, saturation, and sharpness	✓	✓	✓	✓	✓

Feature	Edition					
	A1 - 01	A1 - 02	A1 - 03	A1 - 04	A1 - 05	
<b>Basic beautification</b> Big eyes and slim face (natural, woman, and man)	✓	✓	✓	✓	✓	
	✓	✓	✓	✓	✓	
Extended	<b>Filters</b> 20 general filters by default	✓	✓	✓	✓	✓
	<b>Stickers</b> (10 free 2D general stickers of your choosing)	-	✓	✓	✓	✓
	<b>General beautification SDKs</b> (Face width/Chin/Hairline/Nose size)	-	-	✓	-	-
	<b>Gesture recognition</b> (One gesture sticker for free)	-	-	-	✓	-
	<b>Keying/Virtual background</b> (Three keying stickers for free)	-	-	-	-	✓
<b>Makeup</b> (Three full-face makeup styles for free)	-	-	-	-	-	
Price	25,000 USD/year	31,000 USD/year	44,000 USD/year	41,000 USD/year	61,000 USD/year	

**Advanced S series packages**

Feature	Edition				
	S1 - 00	S1 - 01	S1 - 02	S1 - 03	S1 - 04

Feature		Edition				
		S1 - 00	S1 - 01	S1 - 02	S1 - 03	S1 - 04
Basic	<b>Basic beauty filters</b> Brighten, smooth skin, and rosy skin	✓	✓	✓	✓	✓
	<b>Image settings</b> Contrast, saturation, and sharpness	✓	✓	✓	✓	✓
	<b>Advanced beautification</b> 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	✓	✓	✓	✓	✓
	<b>Filters</b> 20 general filters by default	✓	✓	✓	✓	✓
	<b>Stickers</b> (10 2D general stickers for free)	-	✓	✓	✓	✓
	<b>Advanced stickers</b> (three 3D general stickers for free)	-	✓	✓	✓	✓
	<b>Makeup</b> (Three full-face makeup styles for free)	-	✓	✓	✓	✓
	<b>Gesture recognition</b> (One gesture sticker for free)	-	-	✓	-	✓

Feature		Edition				
		S1 - 00	S1 - 01	S1 - 02	S1 - 03	S1 - 04
	<b>Keying/Virtual background</b> (Three keying stickers for free)	-	-	-	✓	✓
Price		47,000 USD/year	78,000 USD/year	87,000 USD/year	110,000 USD/year	120,000 USD/year

### Avatar V series packages

Feature		Edition		
		V1 - 00	V1 - 01	V1 - 02
Basic	<b>Virtual avatars</b> Proprietary lightweight 3D rendering engine	✓	✓	✓
	<b>Avatar customization</b> More than 50 types of detail adjustment, including eyes, nose, lips, face shape, and hair	✓	-	✓
	<b>Facial keypoint recognition and expression mirroring</b> Recognizes 256 facial keypoints and mimics facial expressions from 52 dimensions	-	✓	✓
Price		41,999 USD/year	105,000 USD/year	129,999 USD/year

### X series capabilities

Capability	No.	
	X1 - 01	X1 - 02
Capability	Keying	Facial keypoint detection
Description	Accurately removes the background in real time and applies a virtual background (customizable)	Detects when a face is partially captured or concealed or when there are multiple faces; recognizes 256 facial keypoints

Capability	No.	
	X1 - 01	X1 - 02
Price	30,000 USD/year	50,000 USD/year

## Materials

Type	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 based on facial feature detection	16,000 USD	10 (minimum order quantity)
3D stickers	3D stickers, music, and other animated effects based on facial feature detection	32,000 USD	10 (minimum order quantity)
Makeup stickers	Trendy and natural makeup effects	16,000 USD	10 (minimum order quantity)
Gesture stickers	Animated effects based on gesture recognition	32,000 USD	10
Keying stickers	Precise and real-time keying and virtual backgrounds	32,000 USD	10

## Billing Details

- Each license can be bound to only one bundle ID and one package name. You cannot change the bundle ID or package name bound to an official license. If you want to use the SDK in more than one application, you need to purchase multiple Tencent Effect packages.
- 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 packages:** You can use two shadow packages for free if you purchase a Tencent Effect package that's priced 65,000 USD or higher. Please contact sales for the shadow packages. You need to provide the bundle ID/package name for both your official application and shadow applications. If you want to have more than two shadow applications, please purchase additional shadow packages (5,000 USD each).
- **Purchased materials are valid for one year.** To continue using the materials after they expire, you need to purchase them again.



- **Materials can only be used with the license specified at the time of purchase.** We prohibit all forms of material exchange, including but not limited to gifting, resale, and renting. Tencent Cloud reserves the right to **take legal action against violators.**

## Billing Example

Suppose you purchased the basic A series package A1 - 02 and, after passing the review, you were issued a license (license A) on January 1, 2022. You later purchased the advanced S series package S1 - 01 and were issued a license (license B) on June 1, 2022. On the same day, you unbound license A and bound license B to your application.

- License A is valid until 00:00:00 on January 2, 2023. With it, you can use the features of package A1 - 02, including basic beauty filters, image settings, basic beautification, filters, and stickers.
- License B is valid until 00:00:00 on June 2, 2023. With it, you can use the features of package S1 - 01, including basic beauty filters, image settings, advanced beautification, filters, stickers, advanced stickers, and makeup effects.

That means from January 1, 2022 to June 1, 2022, **before you unbound license A**, your application can use the features of package A1 - 02 (basic beauty filters, image settings, basic beautification, filters, and stickers). From June 1, 2022 to 00:00:00 on June 2, 2023, **after you bound license B**, your application can use the features of package S1 - 01 (basic beauty filters, image settings, advanced beautification, filters, stickers, advanced stickers, and makeup effects).

After unbinding license A, you can bind it to another application, which can use the features of package A1 - 02 until 00:00:00 on January 2, 2023.

# Purchase Guide

Last updated : 2022-10-27 18:07:45

## Signing up

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

## Purchasing an Official License

Go to the [Purchase Page](#) and buy a Tencent Effect package that meets your project requirements. After obtaining the license, follow the steps below to bind the license to your application.

Note :

You can [apply for a free trial license](#) and download the [S1 - 04 SDK](#) at [SDK Download](#) to try out the Tencent Effect SDK.

## Binding a License

Go to the [console](#) to bind the license to your application. For detailed directions, see [Adding and Renewing a License](#).

Note :

- You bind a Tencent Effect license to an application by specifying the bundle ID/package name. Make sure you have the information before binding a license.
- You cannot change the bundle ID/package name bound to an official license. Please double check before you bind a license.

## Contact Us

If you encounter any problems when purchasing and binding an official license, please [submit a ticket](#) or **contact us**.

# Payment Overdue and Refund

Last updated : 2022-07-18 10:06:16

## 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.