



#### Company

Lockwood Publishing



#### Industry

Gaming



#### Solution

Facial age estimation



#### Implementation

API and SDK

Founded in 2009, Lockwood Publishing is a leading independent UK company that specialises in developing virtual worlds for console and mobile platforms. One of their most popular games is Avakin Life, a mobile metaverse where players become 3D avatars that explore, create and socialise in an ever-changing world.

## How Lockwood Publishing increased player protection using Yoti's facial age estimation technology, ensuring a secure and enjoyable experience for players

### Challenge

Avakin Life players wanted a feature to make sure they're interacting with other adults. To achieve this, Lockwood had a specific challenge of determining if a player was 18 or over. Identity verification and more traditional methods were clunky and not liked by players.

Lockwood wanted accurate age checks which would also provide an additional layer of safety. They did not want to rely on self-assertion methods, and did not want to introduce something which would create friction or negatively impact the player experience.

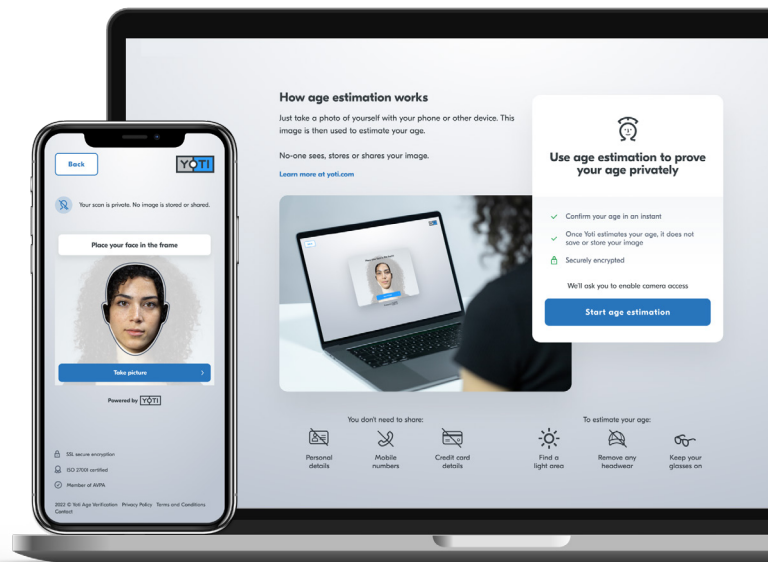


*I hadn't taken age estimation seriously until I saw how accurate it is with Yoti's technology. It's an accurate, fun and interactive solution, which adds value to the gaming experience. The more steps you add in a player's way, the higher the chance they'll drop off, but age estimation adds to the overall gaming experience.*

**Claire Panter** - Director of Player Support

## Solution

Lockwood chose our facial age estimation over other age assurance solutions due to its speed, accuracy, inclusion and ease of use. It accurately estimates age from a facial image. It is a privacy-preserving solution, which doesn't require an identity document or retention of any personal data. People simply pass an age threshold. All images are instantly deleted from Yoti's servers once someone receives their estimated age.



## Results

Adult players on Avakin Life can now choose to verify their age to unlock exclusive game features. Any players who are suspected to be underage are also asked to confirm their age; increasing trust and safety in the game.

Avakin Life players who have not verified their age cannot access age-verified spaces. This ensures players aged 18+ can confidently interact and chat with other adult players, while also enhancing the safety and player experience for younger audiences.

Age estimations take around a second - giving players a quick and seamless experience. Lockwood has received positive feedback from the player community; with many praising the company for introducing effective age verification. The feature was an instant success with many players verifying their age in their first two weeks.

Facial age estimation is an inclusive solution. This was an important consideration for Lockwood given they have players around the world, but not all of them own identity documents. They also felt it was disproportionate to the gaming experience to ask players to upload an identity document. Facial age estimation solves this problem. It also offers players a more interactive and frictionless experience to prove their age.

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