

# **Tencent Effect SDK**

## **Purchase Guide**

### **Product Documentation**



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# Purchase Guide

## Pricing Overview

### Mobile/Desktop

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The Tencent Effect SDK is supported on multiple platforms. Its pricing for mobile/desktop applications is as detailed below.

The Tencent Effect SDK is divided into 4 series: **basic editions (A series)**, **advanced editions (S series)**, **avatar editions (V series)**, and **X series capabilities**. 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.

[X series](#) offers Tencent Effect services at the capability level, to give you greater flexibility and scalability.

The Tencent Effect SDK packages can be purchased on an **annual** basis. Among them, the basic A series packages A1 - 00, A1 - 01, A1 - 02, and A1 - 03, and the X series capability X1 - 01 can be purchased on a **monthly** basis. For pricing details, see [Pricing](#).

You can integrate only the capabilities you need. For details, see [Features](#). You need to [purchase](#) different licenses (packages) to use different editions of the Tencent Effect SDK.

## Pricing

### Basic A editions

Features		Edition					
		A1 - 00	A1 - 01	A1 - 02	A1 - 03	A1 - 04	A1 - 05
Basic	<b>Beauty effects</b> Brightening, smooth skin, and rosy skin	✓	✓	✓	✓	✓	✓
	<b>Image quality</b>	-	✓	✓	✓	✓	✓

	<b>adjustment</b> Contrast, saturation, sharpness, sharpen, warmth, and Tint						
	<b>Basic face shaping</b> Big eyes and slim face (natural, woman, and man)	-	✓	✓	✓	✓	✓
	<b>Filters</b> (20 general filters by default)	✓ (Supports only 10 general filters.)	✓	✓	✓	✓	✓
Extended	<b>Stickers</b> (10 free 2D general stickers of your choosing)	-	-	✓	✓	-	✓
	<b>General face shaping</b> (Face width, chin, hairline, nose size, nose position, face shape, lip position)	-	-	-	✓	✓	-
	<b>Segmentation/Virtual background</b> (Three specified keying stickers for free)	-	-	-	-	-	✓
	<b>Makeup sets</b> (Three specified makeup stickers for free)	-	-	-	-	-	-
Price	<b>Monthly payment</b> (USD/month)	950	2,500	3,100	4,400	-	-
	<b>Annual payment</b> (USD/year)	-	25,000	31,000	44,000	31,000	61,000

**Advanced S editions**

Features		Edition						
		S1 - 00	S1 - 01	S1 - 02	S1 - 03	S1 - 04	S1 - 05	
Basic	<b>Beauty effects</b> Brightening, smooth skin, and rosy skin	✓	✓	✓	✓	✓	✓	
	<b>Image quality adjustment</b> Contrast, saturation, sharpness, sharpen, warmth, and Tint	✓	✓	✓	✓	✓	✓	
	<b>Advanced face shaping</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, eye width, eye height, eyebrow angle, eyebrow distance, eyebrow height, eyebrow length, eyebrow thickness, eyebrow ridge, slim nose, nose wings, cheekbones, nose position, white teeth, wrinkles, smile lines, eye bags, lip shape, lip height, lip width, lip position, smile face	✓	✓	✓	✓	✓	✓	
	<b>Point makeup</b> Lipstick, blush, three-dimensional, eyeshadow, eyeliner, eyelashes,	✓	✓	✓	✓	✓	✓	

	eyebrows,plump lower eyelids,double eye lids							
	<b>Filters</b> (20 general filters)	✓	✓	✓	✓	✓	✓	,
	<b>Stickers</b> (10 specified 2D general stickers for free)	-	✓	✓	✓	✓	✓	,
	<b>Advanced stickers</b> (Three specified 3D general stickers for free)	-	✓	✓	✓	✓	✓	,
	<b>Makeup Sets&amp;Light makeup</b> (Three specified makeup stickers for free)	-	✓	✓	✓	✓	✓	,
Extended	<b>Gesture stickers</b> (One specified gesture sticker for free)	-	-	✓	-	✓	-	,
	<b>Segmentation/Virtual background</b> (Three specified keying stickers for free)	-	-	-	✓	✓	✓	,
	<b>Face recognition</b> Facial detection (identification of facial frames, multiple faces, and facial obstructions), recognition and output of 256 facial key points	-	-	-	-	-	✓	,
	<b>Body shaping</b> One-click slimming, long legs, slim legs, slim shoulders, small head, breast enlargement	-	-	-	-	-	-	,

Price(USD/year)	47,000	78,000	87,000	110,000	120,000	138,000
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### Avatar V editions

Features		Edition			
		V1 - 00	V1 - 02	V1 - 03	V1 - 04
Basic	<b>Virtual avatars</b> Proprietary lightweight 3D rendering engine	✓	✓	✓	✓
	<b>Face customization</b> More than 50 types of detail adjustment, including eyes, nose, lips, face shape, and hair	✓	✓	✓	✓
Drive Capability	<b>Facial keypoint recognition and expression mirroring</b> Recognizes 256 facial keypoints and mimics facial expressions from 52 dimensions	-	✓	-	✓
	<b>Speech mirroring</b> Performs phoneme recognition on real-time speech/offline audio to drive changes in mouth shape	-	-	✓	✓
	<b>Body mirroring</b> Identifies and track key points of the body's limbs and skeleton to drive the body's movements	-	-	-	✓
Price(USD/year)		41,999	129,999	85,999	219,999

### X series capabilities

No.	Capability	Description	Annual Payment (USD/year)	Monthly Payment (USD/month)
X1 - 01	Portrait keying	Accurately removes the background and applies a customizable virtual background in real time.	30,000	3,000
X1 - 02	Face recognition	Detects when a face is partially	50,000	-



		captured or covered or when there are multiple faces; recognizes 256 facial keypoints.		
X1 - 03	Gesture recognition	Recognition and data output of 31 key points in the hand, automatic recognition of 14 common gestures.	80,000	-
X1 - 96	52 facial expressions	This add-on for facial drive capability is only available for purchase after buying V1-00 and V1-03 packages. It cannot be purchased or used separately	58,000	-
X1 - 97	Body mirroring	Identifies and track key points of the body's limbs and skeleton to drive the body's movements	88,000	-
X1 - 98	Speech mirroring	Performs phoneme recognition on real-time speech/offline audio to drive changes in mouth shape	44,000	-
X1 - 99	Expression mirroring	Recognizes 256 facial keypoints and mimics facial expressions from 52 dimensions	88,000	-

## Materials

Material 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

## Tencent Effect Studio

Product	Description	Price (Valid for One Year)
Tencent Effect Studio	Empowers users to create customized special effect tools, varied templates, trendy makeup looks, interactive games, and more, based on the purchased AI capabilities. For detailed usage instructions, refer to <a href="#">the usage guidance of Tencent Effect Studio</a> .	31,000 USD

## Billing Details

The licenses will become active immediately after you purchase them. Please bind the package name in the console as soon as possible after purchase.

One Tencent Effect license can be bound to one mobile or desktop application. On mobile, a license can be bound to one bundle ID and one package name. On desktop, it can be bound to one Windows process name and one macOS bundle ID. Modifications are not allowed after binding. A license cannot be bound to a mobile application and a desktop application at the same time. If you need to use Tencent Effect with multiple applications, you need to purchase multiple 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 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 bound the license (license A) to your application on January 1, 2022. Then on June 1, 2022, you purchased the Advanced S series package S1-01, got license B, unbound license A from your application, and bound license B to it.

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 beautification, 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 capabilities of package S1-01, including basic beautification, 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 beautification, 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 beautification, 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.

# Web

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Beauty AR Web is available for different platforms. This document describes the billing details of Tencent Effect Web. Beauty AR Web comes in two editions: **Standard**, **Professional** and **Advanced**. The **Standard** edition offers capabilities including beautification, filters, makeup effects, 2D stickers, and virtual backgrounds. The Professional and Advanced edition offers **3D stickers**, **Animoji**, and **virtual avatars** in addition to the capabilities of the Standard edition. Among them, **only the Advanced version supports wildcard domains**.

You can [buy](#) a package that fits your needs.

## Pricing

Capability	Standard	Professional	Advanced
<b>Beautification</b> Brightening, smooth skin, slim face, V shape, big eyes, chin	✓	✓	✓
<b>Filters</b> 19 free materials	✓	✓	✓
<b>Makeup</b> 10 free materials	✓	✓	✓
<b>2D stickers</b> 10 free materials	✓	✓	✓
<b>Virtual backgrounds</b> Blurred, transparent, and custom backgrounds <i>(not supported on Mini Programs)</i>	✓	✓	✓
<b>3D stickers</b> 7 free materials	-	✓	✓
<b>Animoji</b> 4 free materials <i>(not supported on Mini Programs)</i>	-	✓	✓
<b>Virtual avatars</b> 10 free materials <i>(not supported on Mini Programs)</i>	-	✓	✓

Domain		Absolute domain	Absolute domain	Wildcard domains
Price	<b>Monthly payment</b> (USD/month)	999 USD/month	1,499 USD/month	5,999 USD/month
	<b>Annual payment</b> (USD/year)	9,999 USD/year	14,999 USD/year	59,999 USD/year

## Billing Details

Each license can be bound to one domain and one Weixin Mini Program AppID. **For official licenses, modifications are not allowed after binding. You can use localhost for testing purposes.** If you want to use Tencent Effect for multiple domains, you need to buy multiple licenses.

About domains:

**A absolute domain name** refers to a fixed domain address, such as: `a.com` , `a.b.com` , `a.b.c.com` , etc., which are unique and fixed domain addresses.

**A wildcard domain name** refers to a series of domain addresses with the same domain suffix, such as the wildcard domain `*.a.com` . After binding the license, domain names with the same domain suffix, such as `a.a.com` , `b.a.com` , `c.a.com` , etc., can unlock the package capability. The `*` position can support the customization of multi-level domain names, such as `b.c.a.com` , `b.c.d.a.com` , etc.

When a license expires, to continue using Tencent Effect, you need to renew the license. To avoid interrupting your business, we recommend you enable auto-renewal. For details, see [Adding and Renewing a License \(Web\)](#).

**The materials offered by a package can only be used with one license.** 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.

# Purchase Guide

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## 1. Sign up

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

## 2. Purchase 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 in the Tencent Effect console.

### Note

You can first [apply for a trial license](#) and download the SDK for the corresponding platform as described in [SDK Download](#) to try out the product features.

## 3. Create an application and bind a license

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

### Note

You cannot change the bundle ID/package name bound to an official license. Therefore, double check before you bind a license.

## 4. Contact us

If you encounter any problems when purchasing and binding a production license, [submit a ticket](#) or **contact your Tencent Cloud rep** for assistance.

# Payment Overdue and Refund

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## Note:

If you are a customer of a Tencent Cloud partner, the rules regarding resources when there are overdue payments are subject to the agreement between you and the partner.

## 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.