



Shufti Face Verification APAC

Government-Validated. Deployed on Your Infrastructure.



≤ 0.001

False Acceptance Rate

56+

Anti-Spoofing Vectors

DHS RIVR

Top Performer

100%

Data Secure

The APAC Identity Crisis

Fraud Scaling Faster Than Defences

Asia-Pacific is ground zero for deepfake identity fraud. Average loss per financial sector deepfake incident: **\$603,000**. Deloitte projects AI-enabled fraud losses to reach **\$40 billion by 2027**, with APAC tracking the same trajectory.¹

In Singapore, 87% of banks lost clients to poor KYC onboarding — the highest rate globally, up 19% from 2023. KYC costs: **\$2,089–\$2,250 per case**. Banks lose **up to \$35M** annually. Only 4% have automated KYC.²

63% of customers abandon digital bank onboarding — **over 50%** leave if it exceeds 3–5 minutes. In mobile-first APAC markets, friction is a conversion killer. (Source: Innovatrics Trust Report)

DepthFake attacks achieve 79.4% success rates against commercial 3D face systems — including Tencent Cloud and Baidu Cloud.³

The APAC Regulatory Wave

Regulators across Asia-Pacific are moving fast. The compliance window is closing.



India Aadhaar Update (2025)

Private entities can now apply to access Aadhaar authentication for "public interest" services — opening a massive new market that demands compliant biometric infrastructure.⁴



India DPDP Act

Mandates purpose limitation for biometric data. Cross-border transfers restricted to whitelisted countries. On-prem deployment is now a competitive requirement.⁵



South Korea AI Framework Act (Jan 2026)

Classifies biometric analysis as "High-Impact AI." Mandates transparency, risk management, and human oversight.⁶



China FR Provisions (June 2025)

Restricts facial recognition in public venues. Bans forced use for hotel/building entry. Requires separate consent.⁷



Australia Privacy Reforms (2024)

Statutory tort for serious invasion of privacy. Facial recognition treated as "High Risk."⁸

Why APAC Demands a Different Approach

- ✓ **Demographic bias is measurable**
NIST found false positive rates vary by factors **up to 7,203**. Children and elderly show elevated false positives, particularly within Asian populations. Under tightening regulation, biased systems create liability.⁹
- ✓ **Low-light degrades accuracy 20–60%**
Facial recognition **shows 10.2x higher** false-match rates for minority groups. Bias-affected decisions propagate 88.8x faster in challenging lighting.¹⁰
- ✓ **Cloud-only vendors can't serve APAC's sovereignty requirements**
India, China, and Singapore increasingly mandate on-premises biometric data. Cloud-only providers like iProov and Incode are **architecturally disqualified**.
- ✓ **Mobile-first markets need passive liveness**
Active liveness (head turns, blinks) **creates 30+ second flows**. On mid-range APAC devices with variable lighting, passive verification is the only path to conversion.¹¹


How Shufti Solves It: Built for Asia-Pacific

Shufti Face Verification delivers real-time facial liveness detection and 1:1 face matching **in under 3 seconds** — with FAR <0.001 (~1 in 250,000+), TAR ~99%, and zero failure-to-capture. Multi-layered anti-spoofing **covers 56+ attack vectors** using texture micro-patterns, frequency-domain inspection, 3D depth, light reflection, and behavioural analysis.

Hybrid AI + human review ensures AI handles standard cases while trained experts resolve edge cases. This directly addresses South Korea's human oversight mandate. No other provider combines both.




Key Capabilities for APAC



Active + Passive Liveness

Passive (single selfie, zero user action) for high-volume mobile onboarding across APAC's diverse device ecosystem. Active (3D depth + gestures) for high-risk transactions. No poses. No special lighting.




On-Prem / Hybrid / Cloud

The only vendor offering all three models. Built for India DPDP, China FR Provisions, and Singapore MAS data sovereignty. PCI DSS certified.




Auto Capture

SDK auto-detects optimal positioning and lighting. Critical for mid-range APAC devices with variable camera quality.




1:1 Face Match <1 Second

Live selfie vs. identity document. Sub-second across all device tiers.



Onsite + Offsite Flows

Real-time camera for standard onboarding. Image upload for async/agent-assisted workflows. Same security.




Single SDK (iOS, Android, Web)

One integration. One vendor. One data processor. Eliminates multi-vendor complexity.

Government Validations & Certifications

Shufti's accuracy is independently validated — not self-reported:



Top Performer

DHS RIVR 2025

Met 100% of DHS biometric accuracy goals across diverse demographics. Not vendor-funded. Real-world conditions. Critical for APAC's demographic diversity.



iBeta Level 1 & Level 2

ISO 30107-3 Presentation Attack Detection. Both passive and active liveness tested.



SOC 2 Type 2

Independently audited security controls.



PCI DSS

Payment Card Industry Data Security Standard.



ISO 27001

Information security management certification.

APAC Regulatory Compliance

Regulation	Region	Key Requirement	Shufti Compliance
India DPDP Act	India	Purpose limitation. Cross-border transfers restricted.	On-prem deployment. Single processor.
India Aadhaar	India	Private access for public interest services.	Compliant biometric infrastructure.
South Korea AI Act	South Korea	High-Impact AI: transparency + human oversight.	Hybrid AI + human review. RIVR-validated.
China FR Provisions	China	Restricts public venue FR. Separate consent.	Configurable consent workflows. On-prem.
Australia Privacy	Australia	High Risk classification. Statutory tort.	On-prem + documented compliance.
GDPR (Art. 9)	EU-linked APAC ops	Special category data. Fines up to 4% turnover.	On-prem. Consent workflows.

Use Cases Across APAC

KYC Onboarding

APAC Context: Singapore 87% client loss. India Aadhaar opening.

Shufti Solution: Active/passive liveness + 1:1 match + auto-capture + hybrid review

Outcome
FAR <0.001. TAR ~99%. 2-3s.

SIM Registration

APAC Context: Telecom mandates across SE Asia, India, Australia.

Shufti Solution: Passive liveness + auto-capture. Any device tier.

Outcome
2-3s. Built for volume.

Gaming & Age Verification

APAC Context: APAC gaming markets need frictionless ID/age checks.

Shufti Solution: Passive liveness + 1:1 match. No poses. Auto-capture.

Outcome
Zero friction = zero churn.

Fraud Prevention

APAC Context: Deepfakes targeting APAC FIs. 3D masks defeating Tencent/Baidu.

Shufti Solution: 56+ vectors. Multi-layer. Hybrid review + AML.

Outcome
Govt-validated. 5x better than Incode.

Government Digital ID

APAC Context: India, Singapore, Australia citizen ID programmes.

Shufti Solution: Full on-prem. Active liveness. RIVR-validated. SOC 2 + PCI DSS.

Outcome
Air-gapped. Sovereign infrastructure.

Insurance Proof-of-Life

APAC Context: Growing APAC insurance market needs remote verification.

Shufti Solution: Active liveness + 1:1 match vs. stored reference. On-prem.

Outcome
No in-person attendance required.

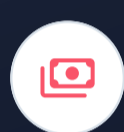
Why Shufti Over Competitors — in APAC

Dimension	Shufti	FaceTec	iProov	Incode
Deepfake FAR	0.46% (Purdue)	—	—	2.56% (Purdue)
Liveness	Active + Passive	Active only	Flashmark colour-sequence	RGB-only
Speed	2-3s	5-7s	>5s	—
APAC Deployment	Cloud / On-prem / Hybrid	Mandatory self-hosting	Cloud-only	Cloud-only
Data Sovereignty	Full on-prem. PCI DSS.	Self-hosted (DevOps burden)	Not available	Not available
Review	Hybrid AI + Human	Automated	Automated	Automated
Govt Validation	DHS RIVR 2025	DHS RIVR 2025	None equivalent	FedRAMP (security, not accuracy)
Platform	Face + Doc + NFC + AML + KYB	Face + Doc OCR	Face only	Face + Doc (Microblink)
Pricing	Pay-as-you-go	—	—	3-year lock-ins

Key APAC Advantage

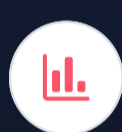
iProov and Incode are cloud-only — disqualified for India DPDP, China FR Provisions, and Singapore MAS sovereignty. FaceTec mandates self-hosting (DevOps burden). Only Shufti offers full on-prem, cloud, and hybrid with government-validated accuracy across diverse demographics.

APAC Industries Served



Banking & Financial Services

On-prem + govt-validated accuracy + SOC 2/PCI DSS. Addresses Singapore's KYC crisis.



Fintech

Single SDK + passive liveness + auto-capture. Scale across India, SE Asia, Australia.



Crypto

56+ vectors + hybrid review + AML. FATF compliant.



Telecom

Passive liveness + auto-capture for SIM mandates. Any device tier. 2-3s.



Gaming

Passive liveness for age/ID. No poses. Volume-ready for APAC gaming.



Insurance

Active + passive liveness for proof-of-life. Hybrid review for claims fraud.



Healthcare

Patient identity for telehealth. On-prem for data residency.



Government

Full on-prem. Air-gapped. RIVR-validated. Built for Aadhaar, SingPass, myGov.

Sources

- [The Register: Deepfake Threats](#)
- [FinTech Global Report](#)
- [ScienceDirect: 3D Mask Survey](#)
- [Protean Tech Guide](#)
- [BiometricUpdate DPDP](#)
- [FPF Report](#)
- [China Dev Brief](#)
- [Clayton Utz Analysis](#)
- [NIST FRVT Part 8](#)
- [IJFMR Research Paper](#)
- [Certn Digital Identity Trends](#)

Act Now

APAC Regulation Deadlines Are Approaching

South Korea AI Framework Act: January 2026. China FR Provisions: June 2025. India DPDP: rolling enforcement. Australia Privacy Reforms: in effect.

www.shufti.com
sales@shufti.com

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