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Startup company Chui debuts at CEDIA Expo 2014 with a device combining facial recognition, advanced computer vision and machine learning to create a smart doorbell able to put a face to the user's key.

According to the company the doorbell can recognise individuals and perform tasks specifically to them, such as unlock doors, activate connected devices and setting said devices to individual preferences. So for instance it can adjust the thermostat to a specific temperature and switch on the TV once the homeowner arrives at front door.

It also provides smartphone text alerts to let homeowners know who is at the door, as well a 2-way audio feature.

“The great thing about your face,” Chui CEO Shaun Moore says, “is that you can’t lose it, nor can it be hacked or stolen.”

The Chui doorbell is currently available on a preorder basis, with shipments to kick off sometime on Q3 2014.

Go Chui