

## **Bodymetrics Launches New Body Scanner Using PrimeSense™ Technology**

### *Fashion Gets a 3D Sensing Makeover*

**LONDON – 24th October, 2011** – Bodymetrics, a London-based company providing a 'Body Mapping' platform, today announced the launch of the world's first full 3D body scanner developed in collaboration with PrimeSense™, the leader in sensing and recognition technologies. The body scanner uses eight PrimeSense™ 3D sensors to map the body's measurements and shape. Bodymetrics revolutionizes the way consumers buy clothes through the virtual 'try on' of outfits both at retail stores and through online clothing retailers, enabling customers to gauge a more realistic fit before purchase.

The new 3D body scanner with the PrimeSense technology launched at New Look, a global clothing retailer, at their newest location in the Westfield Stratford shopping complex. New Look is the UK's largest high-street jeans retailer, selling a pair of jeans every seven seconds. The initial 3D body scanner application focuses on providing advice by Bodymetrics 'Fit Stylists' for the best fitting jeans for female customers. The scanner quickly and accurately calculates 100 measurements. Body-shape analytics are then used to find garments that best suit the customer's unique shape and size.

"The body is the last piece of information to go digital. Most of your life is already digital - your friends, your music, your bank account - all accessible on-line, but your body is not. Bodymetrics together with PrimeSense is enabling consumers to store and access all their body information online and link this to retailers. Now, body scanning becomes a powerful platform for many retailers to provide the personalized fit and service their customers have always wanted," says Suran Goonatilake, CEO, Bodymetrics.

Previous generations of body scanners have been expensive and too complex for most clothing retailers to realistically deploy due to moving parts such as lasers or millimeter wave detectors. Bodymetrics' body scanner using PrimeSense™ technology was developed over a 10-month period and will be a fraction of the cost of previous body scanners. It is easily installed at a retail location within a few hours.

For the apparel retailing industry, the new body scanning technology has the potential to provide new levels of personalized customer service in stores and increase on-line sales. It could also prove to be the solution to reduce the number of returned clothes due to incorrect fit. Between 20% to 40% of all on-line clothing purchases are returned to the retailer because they don't fit.

"Right now a lot of technologies are coming together: social media, body-scanners, and online accounts that store your body measurements. We believe soon most retailers will install body scanners and allow customers to access their Bodymetrics account online and through their phones. You will soon be able to shop for garments that fit your size, shape and style, and also share these experiences with your friends on Facebook," adds Goonatilake.

### **About Bodymetrics**

Bodymetrics provides a body-mapping service that helps customers find clothing that fit their size, shape and style. For the last two years, Bodymetrics has been providing a body-mapping service at Selfridges, a luxury retailer, voted as the 'world's best department store', for premium jeans retailing. Currently the Bodymetrics service grosses more than \$5,000 per square foot, making it one of the most successful retail formats in the world. Bodymetrics is now rolling out its service to all sectors of the global apparel retail industry from high-end to

high-street. Bodymetrics is a London-based privately held company that has raised \$7m in funding, primarily from its strategic partner, TAL Group ([www.talgroup.com](http://www.talgroup.com)), one of the world's largest and most advanced clothing manufacturing groups. For more information, please visit [www.bodymetrics.com](http://www.bodymetrics.com).

### **About PrimeSense**

PrimeSense is the leader in sensing and recognition solutions, enabling consumer devices to “see” environments and allowing users to control and interact naturally with those devices in a simple and intuitive way. PrimeSense offers affordable business and lifestyle solutions for consumer markets including visual/home computing, interactive entertainment and consumer electronics. PrimeSense products include the PS1080 System on Chip and NITE middleware, as well as the 3D sensor, plus cross-platform enabling software to make application development easy and intuitive. Headquartered in Tel Aviv, Israel, with offices in North America, Japan, Singapore, Korea, China and Taiwan, PrimeSense is a privately held company. For more information, please visit: [www.primesense.com](http://www.primesense.com) or follow on Twitter @goprimesense.

### **For further information contact:**

#### **Media Contacts for PrimeSense**

Alexandra Crabb, ink Communications  
[alex@theinkstudio.com](mailto:alex@theinkstudio.com)  
+1-617-956-2214

Jennifer Hicks, ink Communications  
[jennifer@theinkstudio.com](mailto:jennifer@theinkstudio.com)  
+33 6 84 47 80 42

#### **Media Contacts for Bodymetrics**

[press@bodymetrics.com](mailto:press@bodymetrics.com)  
+44 7540 791841