

PRESS RELEASE

Finding the right size online

Body profiling with the Virtual Scanner

Kaiserslautern/Frankfurt, 04.05.2015 **For customers who prefer to purchase their clothing through the multi-channel retail trade, finding the right size is often a guessing game, with multiple orders and guaranteed returns. This not only involves costs for the customer, it also generates high costs to the merchant.**

Our vision: The online shop of the future *knows* the correct sizes and sizing & fitting preferences of all of its customers.

Every single body is unique and every brand has a different view of sizes and different target customers. That's why the size & fit of products varies, even within one brand.

To combat this, Human Solutions offers a worldwide unique approach with 'Virtual Scanner' technology. The Virtual Scanner uses the iSize database, which is so extensive, statistically representative and detailed that the body measurements and shapes of customers can be determined with just a few parameters. Age, gender, body height and weight are all it needs. With this information, a realistic avatar is created, one which has all the right functions for the fashion process, like ordering online and virtual consulting in the shop.

To achieve perfect size recommendations in the online shop, Human Solutions has developed a tool which is based on the

Virtual Scanner and can be easily integrated into web shops. The tool first compares product and brand-specific sizetables with the dynamically-generated body profile of the customer, then determines the appropriate dress size.

texprocess: Hall 4.0, booth C21

About the Human Solutions Group

Successful products are customer-oriented and market-driven, so the route to final production must be constantly streamlined and made more cost-efficient. In development-intensive industries like Fashion and Mobility, product and sizing & fitting information is the key to success – and the cutting-edge technologies of the Human Solutions Group will put you on the path to perfect production.

- **Human Solutions GmbH** – Body dimension data and ergonomic simulation in CAD for ergonomic vehicle design and size & fit optimization in the apparel industry.
- **Assyst GmbH** – Integrated CAD and PLM solutions for efficient collection development in the world of fashion.
- **AVM Solutions GmbH** – ERP and integrated management systems for shorter lead times in fashion.

The Human Solutions Group has more than 200 employees and partners in 50 countries. Its products are sold all over the world

Press Contact

Human Solutions GmbH

Eva Fröhlich

T. +49 (0)631-343 593-73.

F. +49 (0)631-343 593-10.

eva.froehlich@human-solutions.com

www.human-solutions.com