

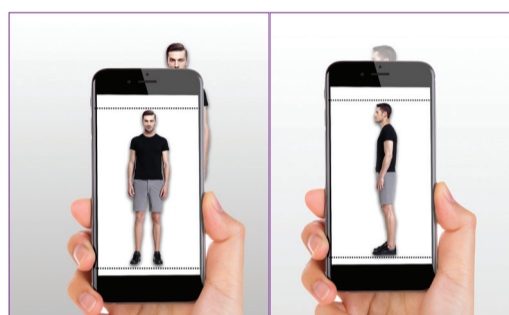
# 採用3D個性化人體建模技術的 時裝網購智能手機應用

## Image-based Precise 3D Human Model Customization on Smart Phones for Fashion Applications

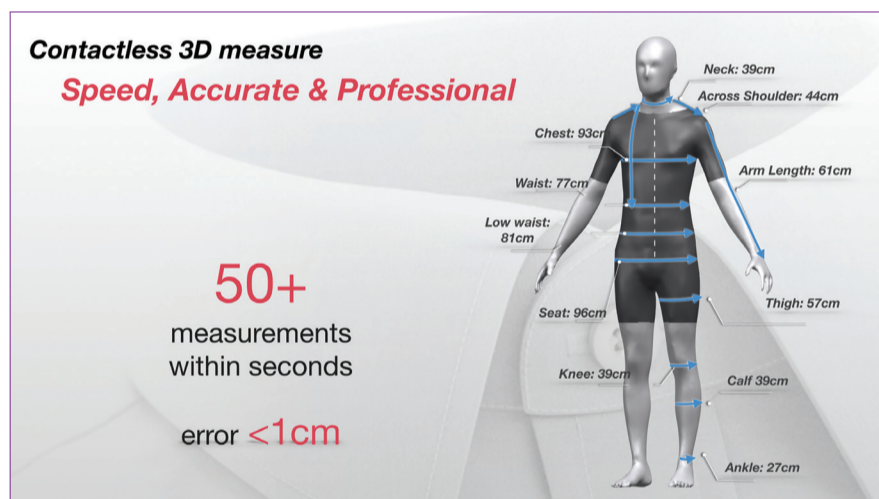
“易量體” 智能手機應用程式提供衣必稱身的嶄新網上購物體驗  
“1measure” smart phone app enables better fitting for online fashion shopping

專利編號: 201610223606.0 (中國)

隨着智能手機普及化，全球現今已全面進入移動互聯網時代，網購活動亦越來越頻繁。然而，對於購買服裝的網絡消費者來說，要選擇合適的尺碼仍是一個大難題。有研究指出，尺碼不合所致的退貨率達到30%以上。為此，我們開發了“易量體”手機應用程式。用戶只需用手機拍攝兩張照片，該程式便能即時準確地計算體型數據，並按此推薦合適的服飾款式和尺碼，甚至可以即時在線上量身定製衣服，讓客戶享受衣必稱身的嶄新手機購物體驗。



只需拍2張照片便可以量度出準確尺寸  
Accurate body measurements are collected in 10 sec by taking two photographs



毋須接觸身體即可進行量度  
Non-contact measurement taking

The popularization of mobile phones has given rise to the blooming of online shopping activities. For garment shoppers, however, it is still a great challenge to get the perfect fit online. The return rate of clothing purchased online is alarming over 30%. We therefore developed the smartphone app “1measure”. Simply by taking two mobile pictures, 1measure can calculate the body measurements accurately in an instant. The user will also be advised on figure flattering styles of clothing and suitable sizes. With the app, users can even order custom-made clothing instantly. 1measure provides excellent fashion shopping experience to online shoppers where the perfect fit is guaranteed.

### Principal Investigator

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### 特色與優點

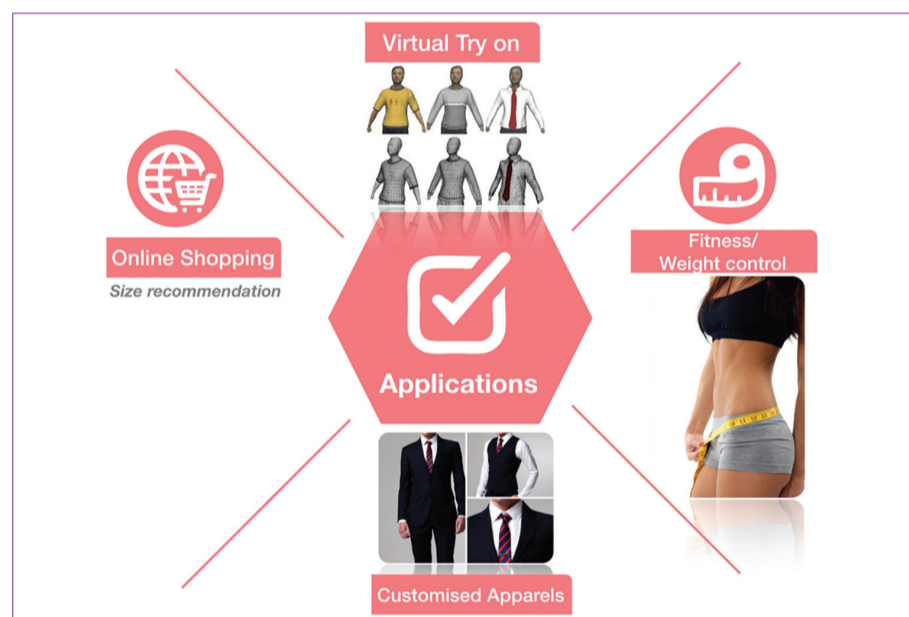
- 只需拍2張照片便可以量度出準確尺寸，需時僅十秒
- 結合最新3D模型技術和人工智能，準確度高，量度誤差不多於2公分
- 毋須接觸身體即可進行量度，私隱度高
- 提供體型分析、尺碼推薦及搭配建議
- 可供用戶於線上定造衣服，快捷方便

### 應用

- 線上選購服裝時，尺碼推薦，降低尺寸引起的退貨率
- 線上服裝定製，在家即可享受私人定造服務
- 追蹤尺寸變化，是管理體重的好幫手

### 獎項

第一屆亞洲發明展覽會 - 香港 - 銀獎 (2018年12月)



應用例子  
Examples of applications

Patent No.: 201610223606.0 (China)

### Special Features and Advantages

- Get accurate body measurements in 10 seconds by taking two photographs
- High accuracy: equipped with 3D modelling and artificial intelligence, with error of less than 2cm in largest girth measurements
- High privacy: non-contact measurement largest
- Provides recommendations on suitable size and flattering styles of clothing
- Convenience: allows users to order bespoke clothing online

### Applications

- Size recommendation for online shopping
- Online ordering of bespoke clothing
- Weight control and fitness applications

### Award

Silver Medal – 1st Asia Exhibition of Inventions Hong Kong (Dec 2018)

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