nomo3D

Bringing Super Accurate 3D Measures in Mobile
Wrong-sized Online Purchases
- Customer can’t be sure what’s his/her right size fit

Customer buys many sizes and returns the ill-fitting
- Returned products, up to 50% of sales

Leading to:
- Unnecessary Returned Products Sales Cost
- Inventories going obsolete (10-15 % production surplus)
- Unnecessary Shipping Cost (7% of redundant Sales(* ))
- Poor customer experience

(* transportgeography.org)
The Solution

Accurate 3D body measurements with fully automated NOMO 3D mobile application

NOMO 3D fit engine and online store plugin

Ensuring appropriate product fit between customers body measures and product size
NOMO 3D Digital Fit Service
Benefits

Online Retail Company
• Product return reduction 20-30%, sales cost saves up to 50%
• Better customer experience
• Pioneer in own business area; WOW-effect

Consumer
• No need for physical try on
• No annoyance with return package posting
• More convenience and speed in appropriate on-line shopping
Business Case: NOMO 3D Digital Fit Service

1. NOMO 3D Mobile App
2. NOMO Online Store Plug-In
3. NOMO Fit Engine

Technical architecture overview

Brand A Collection DB

Apparel Measures

Body Measures

NOMO Ai Server

Human 3D Body
NOMO 3D Mobile Scan App

- Fully automatic 3D body generating process from 2D RGB images
- 3D data analyzed and generated in NOMO cloud server
- 3D measures and 3D body model displayed in mobile app
- Safe and Secured personal data storage
- Secure Online Store Authentication process

Target:
- All body measures are below 5 mm accuracy
- Up to 135 Fashion Industry standardized measures
- Use for Fashion & Retail, Wellbeing & Health Care and personal online Gaming
NOMO 3D Online Fitting Service
- work flow -

1. Product selection
2. Check Body2Product fit
3. Type in personal NOMO authentication key
4. Retrieving body measures
5. Matching Body2Product fit
6. Size recommendation
7. Approve selection
8. Purchase
9. Confirmation of order
10. Rate your Body2Product fit

- Users are guided to make digital fitting to ensure the right product size fit before verifying the purchase
- 3D Digital Fit plug-in for online stores
- Easy to implement with minor system integration workload
- NOMO Fit recommends the appropriate product size for customer’s body measures

Target:
- 2/3 of online customers will use digital fitting service
- Reduce product returns up to 60-80% of total returns
- Increase online sales >20% through better customer care, user experience and confidence in fit
NOMO HAS UNIQUE FULLY AUTOMATED APPROACH TO 3D BODY MEASUREMENTS
What makes NOMO unique?

NOMO 3D’s operation is based on state-of-the-art data fitting algorithm and anthropometric measurement methodology

• Our 3D data fitting method is based on systematic research work that is made in close co-operation with Tampere University of Technology Machine Vision lab research team
• Our process generates systematic and accurate 3D body model and anthropometric measures with no need for human touch during the process
• NOMO has patented it’s anthropometric body measurement method in spring 2018. The method is the base for the NOMO 3D mobile pipeline

All our work is based on ”results through research” -model

• Everything we create and develop we study and research deeply, most of it in close co-operation with research institutes and organizations in Finland.
• NOMO has long-term in-house understanding of human body measures
• NOMO has large database of human 3D data that is used for our system and service development
What makes NOMO unique?

NOMO’s Mobile 3D scanning application is fully automatic

- NOMO’s app requires no manual touch during the body modelling process (unlike other similar apps)
- This improves the user experience and makes the end result more systematic
- 3D body modelling and anthropometric measurement generation is made in NOMO Ai Cloud Server

Results Matter

- The generated body measures with NOMO’s Ai pipeline are systematic and millimeter accurate, and they are based on our own unique research and international ISO standards
- Our results are already good, but we want to improve constantly!
- Our match in 3D accuracy is over 95%. We achieve already over 80% accuracy match in 2D silhouette process.
- Our target tolerance in MEAN is 2–5 mm with all measures and target match over 90%
- E.g. natural waist circumference target is +/- 5 mm (trouser fit)
NOMO Technologies Ltd

Based in Espoo, Finland. Established in 2014

Why NOMO exist?

- We know that many industries have an increasing need for digital human body information in developing products and services.
- We provide human body measurement information through 3D modeling.
- We want to surround us with passionate people who are eager to new methods to revolutionize the business.
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