



Integrated Active Monitoring Pvt. Ltd.

TryOn - Virtual Mirror Technology

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#startupindia

Employee : 120+
Presence : PAN India
An ISO 9001:2008

- iAM provides solution and services to make multi location offices/ premises safe , secure and efficient by using unique IoT based integrated solution with 24*7 monitoring platform.
- Group company of Smart I Electronics Systems Pvt. Ltd founded in 2006. Manufacturer of Biometric, Access control and e-Surveillance equipment's.
- Focused on Retail industry and provide unique solutions like foot fall counting, Retail Analytics, Virtual mirror etc.
- Done deployment of these technologies across PAN India.
- Solution and services Design ,Development and implement for multi location offices, Retail stores, Bank, Warehouses.
- PAN India presence with trained engineer for implementation.
- iAM provides System Integration services, AMC, 24*7 Centralized Monitoring from its Command and control centre in Pune.



- Challenges
- What is TryOn?
- Features
- Architecture
- Technological Specifications
and System Requirements
- Technological Comparison
- Working





Why Customers leave empty handed ?

- **Cannot find** Garment that pleases them.
- **Long Wait** outside the trial rooms.
- **Restricted trails.**
- Everything is **Time consuming.**



An Augmented Reality based dressing room (trial room) for retail and e-commerce platform.

- Virtually drapes and shows garment images on the user.
- Try On digitally manages your limitless product options.
- Customer can try these options virtually on them.
- Different combinations of shirts, trousers can be managed along with accessories.
- Better in-store merchandise display.
- Enables a rich visual experience.

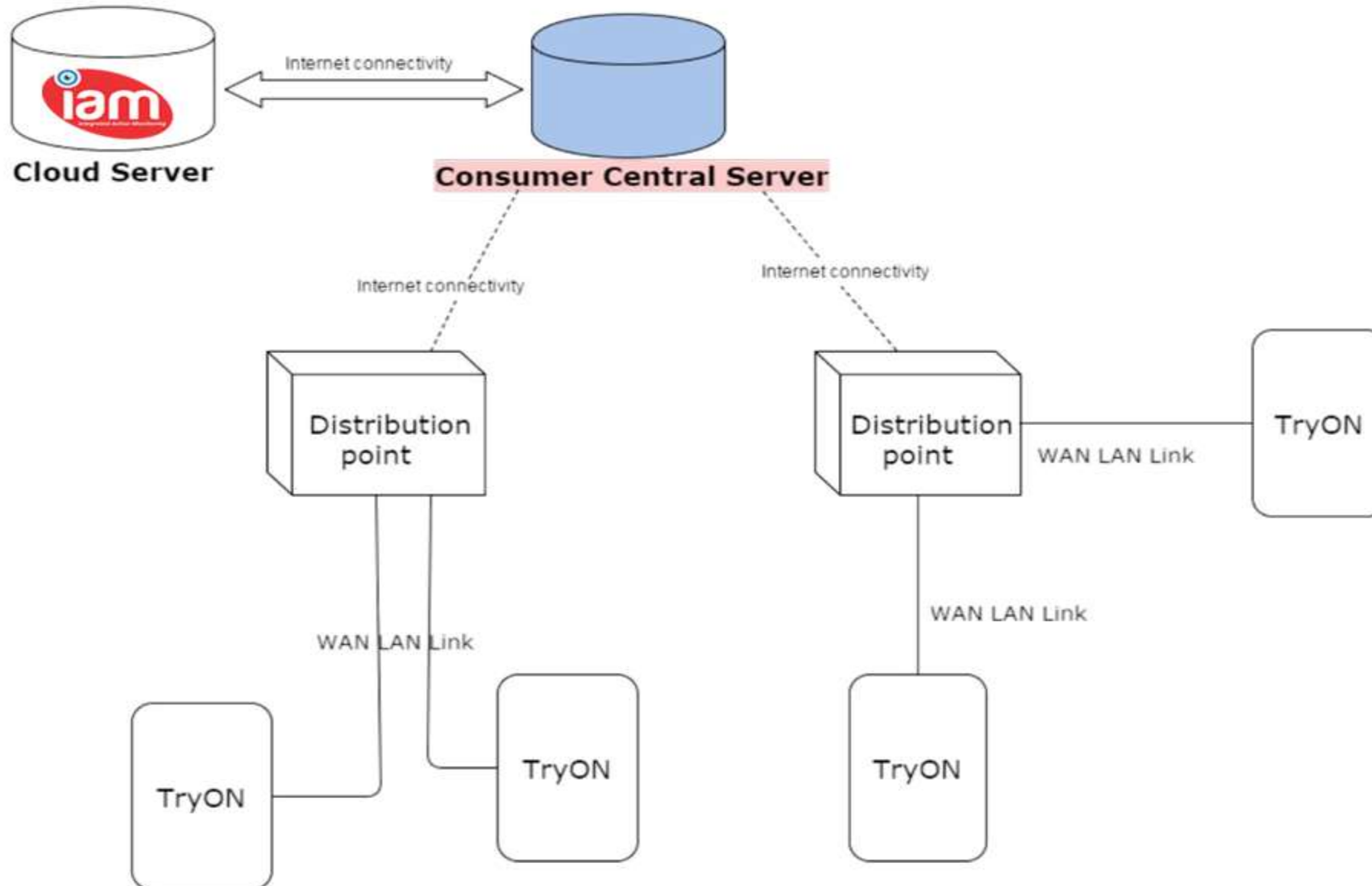




- Digitally manage your limitless product.
- Trial room rush is reduced.
- Easy inventory management.
- Consumes less space and time.
- Enhanced customer attraction.
- Divide products in different category.
- Try combinations of Trousers and shirts along with accessories.
- Try different garments by simple wave options in Real Time swipe gestures.
- Offline to online connectivity.
- Try on model and then on self.
- Auto adjust height and width as per customer body physics.
- Save profile for future use.



- Touch and Gesture control.
- Build-in 3D Camera to detect distance and customer self trial.
- Act as Advertisement panel in silent mode.
- Easy to use no additional training required.
- TryOn software as mobile App.
- Print your Selected outfit for consideration as well as in cart list.
- Share with Friends and family.





- TryON Mirror - 42" Floor Standing LED Display with HDMI/VGA / DVI input.
- Kinect Camera / Depth Sensing Camera.
- TryON Software.
- Computer – Core i7 or higher with 4 GB RAM, 320 GB SSD, USB 3.0.

Sr No.	FEATURES	TryOn	Cisco StyleMe	Aagnaa MagicMe	SenseMi	Magic Mirror
1	Sensing Camera	✓	✓	✓	✓	✓
2	Intuitive Gesture Controlled UI	✓	✓	✓	✓	✓
3	Touchscreen	✓	✓	✓	✓	✓
4	Precise Body Mapping	✓	✓	✓	✓	✓
5	Realistic 3D Modelling	✗	✓	✗	✓	✗
6	Minimal Calibration	✓	✓	✗	✓	✗
7	Face Recognition	✗	✓	✗	✓	✓
8	Video Recording	✗	✗	✗	✗	✓
9	Background Removal	✗	✗	✗	✓	✗
10	Real-time Fitting	✓	✓	✓	✓	✓

Sr No.	FEATURES	TryOn	Cisco StyleMe	Aagnaa MagicMe	SenseMi	Magic Mirror
11	Save Look	✓	✓	✓	✓	✓
12	Share Look on Social Media, send by email or QR	✓	✓	✓	✓	✓
13	Inventory Management	✓	✓	x	✓	✓
14	Demand Forecasting	✓	✓	✓	✓	✓
15	Promotions and Advertisements	✓	✓	✓	✓	✓
16	Data Analytics	✓	✓	✓	✓	✓
17	Recommendation System	x	✓	x	✓	✓
18	Feedback from Experts	x	✓	x	x	x
19	Mirror Usage Tracker	✓	x	x	x	✓

Sr No.	FEATURES	TryOn	Cisco StyleMe	Aagnaa MagicMe	SenseMi	Magic Mirror
20	Tablet Controlled Operations by Store Associates	x	✓	x	x	✓
21	Ecommerce Transactions via Mobile	✓	✓	x	x	x
22	Create Custom Outfits by Mixing and Matching	✓	✓	x	✓	✓
23	Purchase on Spot	✓	✓	x	x	x
24	Search by Product Type	✓	✓	✓	✓	✓
25	Product Catalogue Size	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited

Points added by Trends team

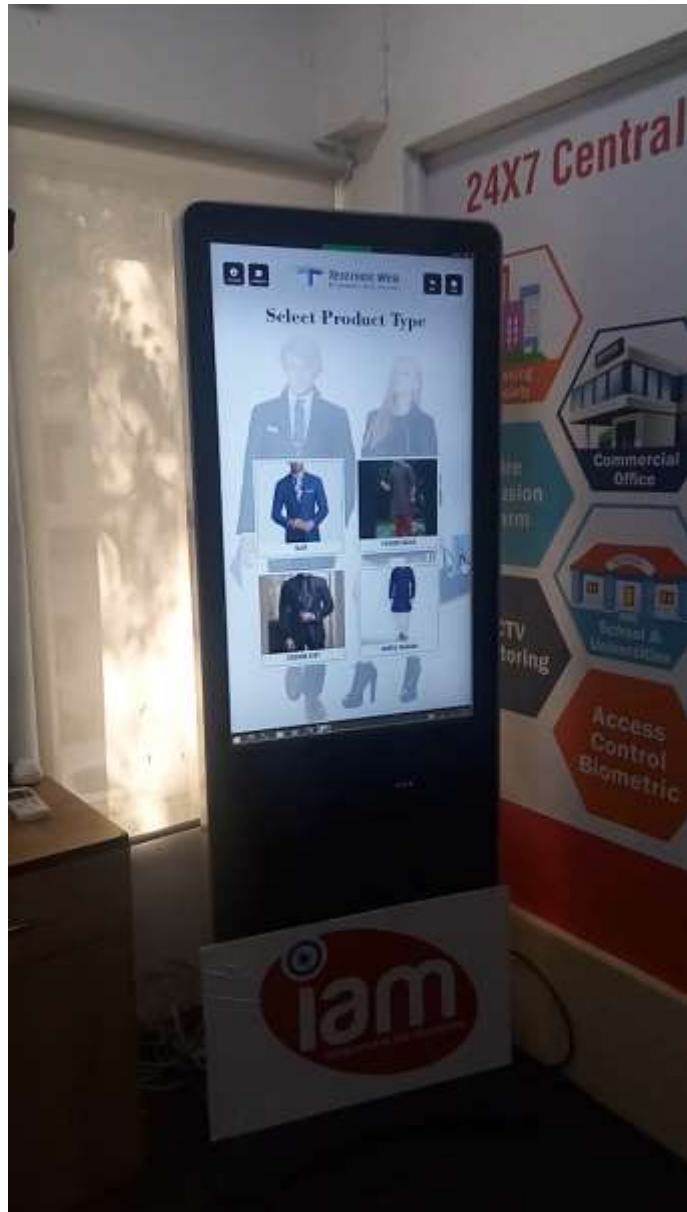
Sr No.	FEATURES	TryOn	Cisco StyleMe	Aagnaa MagicMe	SenseMi	Magic Mirror
26	Integration with Customer ERP	Yes	No	No	No	No
27	Indian Manufactures	Yes	No	Yes	No	No
28	Possible to customize product	Yes	No	No	No	No
29	Possible to add integration as per Requirement	Yes	No	No	No	No
30	Accuracy in fitting product on Customer body	Yes	Yes	No	No	Yes



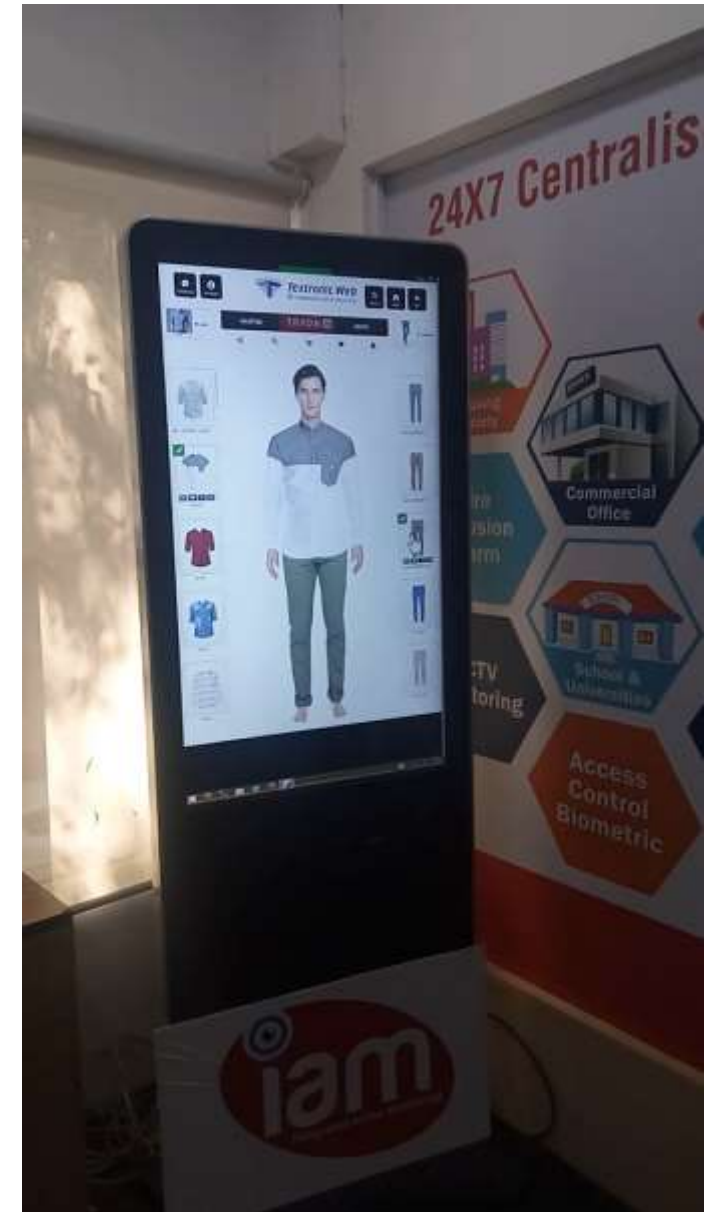
- This is the virtual mirror machine.
- In the image you can see the home screen. This screen is used for advertising purpose.
- The home screen consist of three sections,
 - The upper section plays the advertising video for your store.
 - The middle section shows your store logo and has the “Start Now” button to enter into the application.
 - The lower sections shows the slide show of pictures of your store.

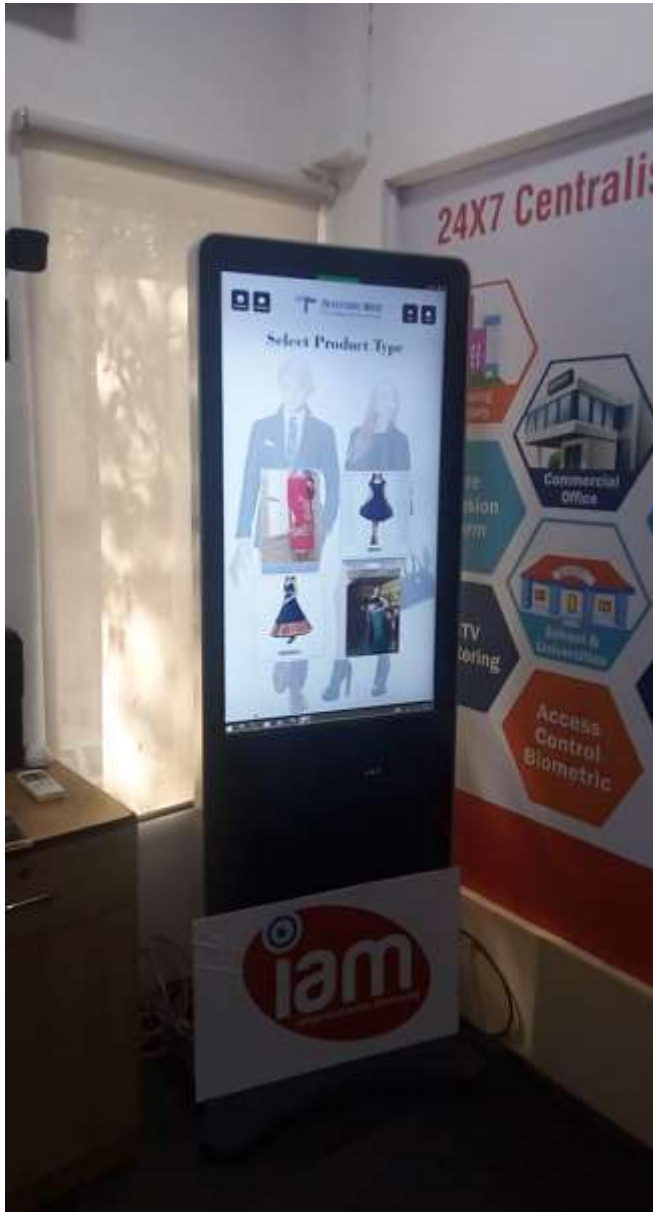


- The next screen shows the gender selection menu.
- There are two primary categories i.e. Male and Female.
- You can select a particular category according to your requirement.
- After entering one of the two categories, you will see a screen with all the different product types under that category.
- Different types of clothing items are separated into different product type, for you to easily find what type of clothes you are looking for.
- Then on clicking a particular product type, a list of all the items in that product type is shown at the sides of the screen.
- A model is shown at the centre of the screen and based on your selection of items, the clothing of the model changes dynamically.
- You can try different clothing items on the model before trying them on yourself.



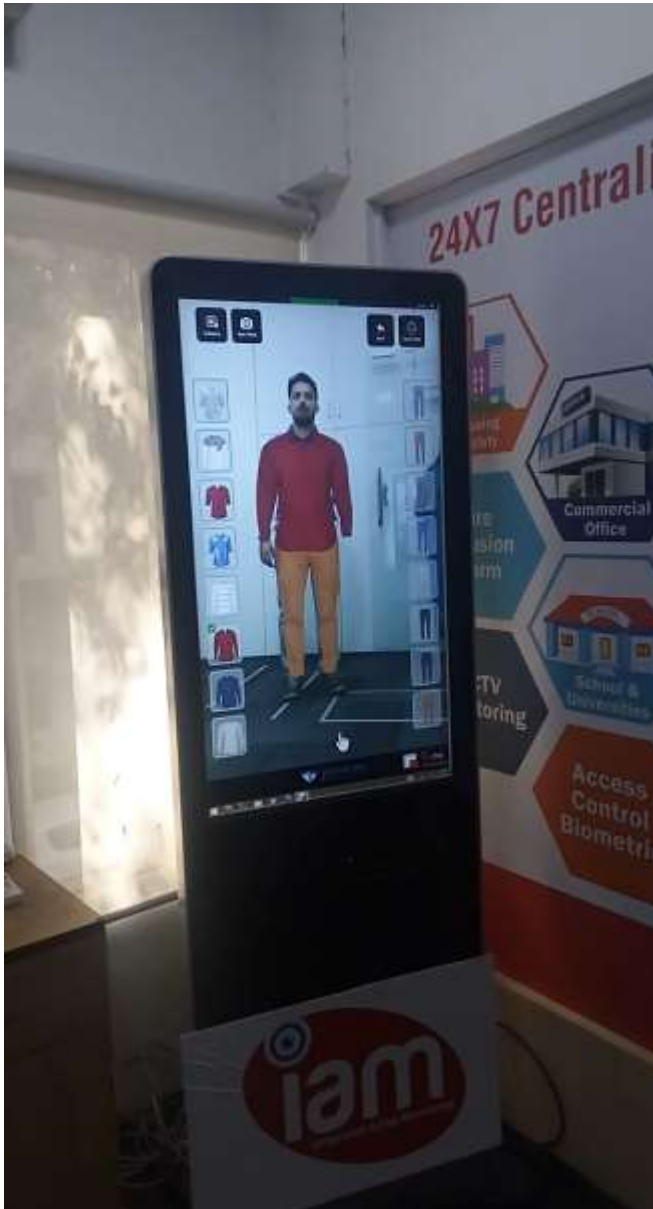
For Men





For Women





- Now if you want to try the selected clothing item on yourself, go to the "TRYON" option above the model.
- Now you will be able to see yourself and the selected clothing item being superimposed on your body.
- It automatically adjusts the size of the clothing item based on your body physique.
- You will be able to see the other clothing items too at the sides of the screen and you can select them by using hand gestures.
- You can also select the next item in the list by swipe gesture from right to left and you can select the previous item by swiping from left to right.
- You can change the product type from here itself by clicking on the "category" button on the top left corner and choose the product type you want to try.
- In this way you can try all types of clothing items and see how they look on you in a very less time and easily decide which of them looks the best on you.





- Now you can save your look with the clothing item you like by clicking your picture with it.
- Just click on the "Photo" button, 2nd on the top left corner of the screen.
- It has a 3 seconds timer for you to adjust and smile and then it clicks the photo.
- Now the clicked photo is previewed on the screen and you can share it on Facebook or send it using Email or share the QR code. In this way you can share it with your friends and family for suggestions or opinions.
- It is also saved in the system so that you can refer to it later.
- In this way you can easily shortlist clothing items you want to buy by saving your look with them.



**Best Styled
Woman**



Miss Rachana Nayak

**Best Dressed
Man**



Mr. Ranganatha



**Winner of Trends
Got Brains**

Mr. Abhijith M

**Please Collect Your Prizes from me!
4th Floor Workstation no. 205**



Microsoft Excel
Worksheet

Components	Not available	Not tested	Partial	Working	Grand Total
3D Camera				5	5
Advertisement				3	3
Analytics		9			9
Customer Detection			1	2	3
Customer Experience	2	2		5	9
Dependency Testing				3	3
Display				3	3
Installaton Requirment				4	4
Integration		8			8
Integrator Capabilities				6	6
Keypad/Mouse				1	1
Mobile App	3			2	5
OEM Capabilities				4	4
Physical parameters				7	7
Product Category		1		6	7
Product display		4		5	9
Touch screen				6	6
Training				6	6
Unit Start				2	2
Grand Total	5	24	1	70	100



Integrated Active Monitoring

*Thank
you*

