

INTRODUCING  
**Mezura AI**  
THE BODY MEASUREMENT SOLUTION



Mezura ai is an artificial intelligence powered body measurement platform. It measures various attributes of the human body to capture results related to figure, fitness and wellbeing. It has the potential to transform the delivery of a range of lifestyle services, helping people to look good and feel good.

[www.mezuraai.com](http://www.mezuraai.com)

# TRANSFORMING FASHION RETAIL

Mezura AI is a ground breaking technology that uses artificial intelligence to deliver innovative solutions to the fashion industry.

In our increasingly digitised and fast-paced world, people are seeking to make the most of their time. Mezura AI has the potential to transform online and offline retail experiences. With extremely detailed body measurements, Mezura AI will allow users to have perfectly customised pieces of clothing that fit their body measurements delivered directly to them, without having to leave the comfort and privacy of their own homes.

All of this results in a much more targeted and enjoyable shopping experience, while also reducing exchange and return rates. It also allows fashion retailers to connect with their customers on a different level, while also seeing an increase in both sales trends and brand loyalty.

## CUSTOMISING AND ENHANCING SHOPPING EXPERIENCES

### MEZURA AI APP

The Mezura AI App is easy to use, fun and seamless. It allows users to find the best fit in garments for their body size and shape.

It's simple. With a one off easy set up and registration process, shoppers can use a mobile or tablet to obtain their body measurements instantly from one shot. Measurements can be saved, deleted and retaken at any time.

It's global. Shoppers can find out their international sizes in an instant, by automatic location identification or by selecting the country they wish to shop in.

It's brand specific. Shoppers can find out their best size in specific brands and for individual garments.

It's private. No image is stored or shared. Everything remains on the shopper's device.



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## MEZURA AI RETAIL

Mezura AI Retail seamlessly provides the shopper's body measurements in seconds, in the store using our AI Pod in two ways.

- Pods stand independently around the store. Seconds after being measured, the shopper will receive information via the app on their mobile device, telling them about the best sizes in that store. Using raspberry pi, normal camera and AI behind the scene, the pods are inexpensive and easy to install and set up.
- Pods can be linked to a TV screen or mirror. Screens are then digitally customised for bespoke branding and special features - creating a real show stopper. The measurements still remain private, shared with shoppers via an app on their device. And shoppers will receive links to the store's clothing catalogue and store stocking system

Pods will be SaaS. Updates to the AI and measurement modules will fill in seamlessly, leased on a licensing, installation and monthly support charge.

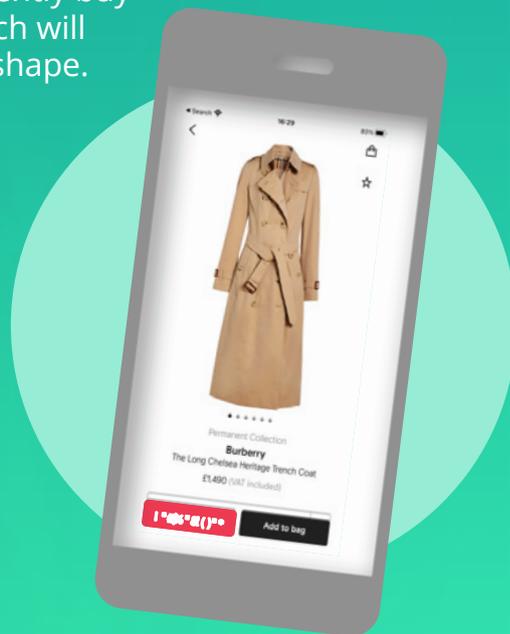


## MEZURA AI PLUG-IN

Many fashion online shoppers are deterred to buy online as it can be hit and miss with sizes.

The Mezura AI Plug-in will be seamlessly integrated in the retailers app, and match up with their garment database to suggest the best fit size for the customer, in the comfort of their own homes. The customer can also indicate whether they want tight, regular or loose fitting for any garment and will receive a recommendation for the best size.

Using the plug in will both lower return rates and attract new online customers, who will be able to confidently buy garments which will fit their body shape.



Mezura AI also has the potential to transform the fitness and wellbeing industries. For more information about these potential applications, please visit [www.mezuraai.com](http://www.mezuraai.com)



## EASILY ACCESSIBLE

Mezura AI will be available through the following:

- Apps on all iOS and Android devices (tablets, mobiles, smart watches and other wearable devices) for consumers, or as an integrated module in retailers' applications or e-commerce websites.
- Applications on branded smart mirrors and smart screens which could be installed in retail stores or malls for a true fashion retail experience.
- Applications on custom-designed mirrors and screens which could be placed in homes, gyms and clinics - this is considered the Luxury product where product look customisation can be made.

## FIND OUT MORE

If you want to transform the delivery or experience of shopping with Mezura AI, get in touch.

We'd love to tell you more.

Interpark House  
7 Down Street  
Mayfair  
London  
W1J 7AJ

+44 203 983 3033  
info@mezuraai.com  
www.mezuraai.com

