

Styku™

The Smart Fitting Room.



“ Could become a major part of your online shopping experience.
Fast Company ”

Increased sales.
Reduced returns.
Lifetime customers.

Enjoy these benefits and more with our virtual fitting room, scanning, and fit analysis products.

Try on



Revolutionary Solutions

We are Styku. We are revolutionizing the apparel shopping experience with the ultimate Smart Fitting Room technology.

The Smart Fitting Room

Retail technology is being transformed by the advent of new and exciting technologies that have the potential to dramatically enhance the shopping experience. Styku's Smart Fitting Room harnesses the latest in social media, gaming, and apparel technology to provide retailers with a multi-channel, multi-platform digital fitting room experience. The smart fitting room removes the frustration of trying on multiple sizes in the store and the risk of buying online with out trying on clothing. Moreover, the smart fitting room captures never before studied critical data on the fitting room experience, helping retailers further understand their core product and leverage that analysis to refine their offering to fit a wider variety of body shapes and markets.

Multi-Channel User Experience

The smart fitting room is a multi-channel and cross-platform solution that works both online or in-store. Consumers have their body scanned at-home using the fastest selling consumer electronics device already in 18 million homes (Microsoft Kinect or Asus Xtion), or in a traditional fitting room retrofitted with multiple ultra-low cost sensors. Within seconds, 400 of her measurements are recorded, and saved into a personal user account that is accessible on mobile devices, pc's, laptops, or any of the retailer's sales channels. Those that do not have these devices at home have the option of measuring themselves in critical areas and feeding their measurements into a web form.

The consumer is then presented with an inventory of products, sorted by those that fit the consumer the best, illustrated by a fit rating, and accented with the recommended size in each product. The user then proceeds to virtually try-on the garment on their own custom 3D mannequin, evaluate all sizes, and then checkout either online or in the store.

Value Proposition

The smart fitting room recommends clothing to the consumers, and illustrates the true drape of garments on a 3D mannequin. Naturally, Styku drastically reduces the time it takes to try-on clothing, increases the probability of a sale and the average order size, and reduces the risk of buying clothing online. Without an online fitting solution, most consumers are still too hesitant to buy clothing online. Those that do often return 15-45% of what they buy. Early results show that Styku has a size prediction accuracy of 91% on the first try-on, can increase conversion rates upto 126% and reduce return rates by upto 52%.

Key Differentiators

To date, existing virtual fitting room applications, although engaging, fail to predict or illustrate the true fit of a garment. These solutions either paperdoll an image of a garment on an avatar or use augmented reality to display a flat image in front of your body, both of which give a visual, but mislead the consumer into thinking that's how the garment will fit them. Styku's virtual fitting room is the only fitting room that combines the exact dimensions of every size with the exact shape and measurements of a consumers body to illustrate the true fit of the garment on a consumer's body and then presents it to the consumer in cross-platform multichannel system that can be accessed online, in-store or on mobile devices. The result is fewer returns, less consumer hesitancy, and higher sales.

Cross Platform Cloud Technology

There's no hardware or software to install. The Styku fitting room is a completely hosted, on demand service that is fully customizable and scalable to your needs. Styku adopts the latest in best practices for cloud-based services and protects data using the world's most sophisticated data security systems.

Features

i. Body Scanning and Measuring Tool

Styku has developed and patented a revolutionary body scanning application using primesense technology. In as little as a few seconds, consumers can now scan themselves in traditional fitting rooms retrofitted with multiple primesense sensors, in a scanning booth, or at-home with a single device. Once scanned, Styku's engine will extract over 400 measurements of the consumer, create a 3D mannequin, and marry their data to an online profile accessible anywhere on the web. Primesense sensors, in the form of the Microsoft Kinect, or the Asus Xtion can be found in 18 million homes and are considered the fastest selling electronics device in history. However, for those who've yet to invest in the technology, a measurement tool is provided wherein consumers can feed basic key body measurements into a web form by simply measuring themselves.

ii. Size and Fit Recommendation

The smart fitting room provides an optional size and fit recommendation engine that aid consumers in becoming more qualified leads for retailers. Once the scanning and/or body measurement is completed, the consumers start the shopping experience either by viewing individual products, or a digital shop wherein all garments are sorted by how well they fit the consumer. A fit score (on a scale of zero to five) is presented to aid the consumer in choosing one style over another. Additionally, when selecting a style, a recommendation of the best fitting size along with a size score is shown to the consumer. Studies show that consumers are 71% more likely to buy a garment if they use the fitting room and buy twice as many garments if they are recommended a size. Early results show that Styku can accurately predict the correct size 91% of the time.

iii. Virtual Try-On

Additionally, retailers can opt for a 3D visualization of a garment on a 3D mannequin made from the consumers measurements and/or body scan. Consumers click a "Try-On" button next to a product image, which will launch a 3D simulation of a digital version of the product on their 3D mannequin and present it to them using sophisticated movie animation quality rendering. Consumers can rotate the 3D mannequin to view the drape of the garment from all perspectives, as well as view color map illustrating areas of high or low fit.

iv. Data Analytics

Never before has a tool existed that allows retailers to study the performance of their own garment in the fitting room. With Point-of-Fit Analysis, retailers can finally understand their target market's true body shape. In most cases, in-depth reporting will reveal that small changes in the original pattern and grading may dramatically increase the likelihood of a better fit with certain body shapes and will result in increased sales. Moreover, retailers can access and study core body measurements of Styku users across the globe, giving you unprecedented access to real-time statistical anthropometric data on human populations.

Trace the origin of shopping cart abandonment by analyzing key web metrics in the fitting room. Or take your analysis further by discovering which sizes are performing better and with which key body shapes. The sky is the limit.

Why Invest?

Reasons why Styku could change your business forever.

Remove the largest barrier to online sales.

Retailers increasingly see the necessity to invest in e-commerce to enhance sales and reduce the perceived risk of buying clothing online. Yet, more than 55% of consumers still won't buy clothing online. The largest barrier to online sales is the inability to try-on a garment before buying it. Remove the largest obstacle to sales by allowing consumers the ability to try-on garments from anywhere in the world. Maximize cross-channel marketing and sales by integrating sophisticated shopping tools.

Reduce return rates

Those that do buy online, often return 15-45% of all garments. Over 70% of those returns are attributed to sizing & fit and 40% of the ticket price can be lost during the re-selling process. That's quite a loss. Not to mention, the hassle of returns on both the consumer and retailer's part.

Reduce shipping, processing, and reverse logistics costs.

Savings in returns and return management costs go straight to the bottom line. With fewer returns comes lower backend expenses in return management, processing, and logistics. Moreover, with fewer expected returns, you could create a more liberal return policy, further helping to remove hesitancy in buying online. With fewer returns, you can concentrate more on forward distribution.

Enhances the In-store experience, while reducing brick and mortar costs

Studies show that consumers are 71% more likely to buy a garment if they take one to the fitting room, and are likely to buy twice as many garments. But with increasing in-store costs for personnel, retail space, and maintaining brick and mortar operations, a smart fitting room technology can provide both service and efficiency to the consumers.

Increase conversions and average order size.

Studies show that consumers are 71% more likely to buy clothing if they take it to the fitting room. Moreover, those that have "assistance" in the fitting room purchase 4 times as many garments as those that do not. Part of that "assistance" is size selection and recommendation.

Size recommendation

Styku's engine recommends the right size, reducing the probability of consumers ordering multiple sizes. Confused on which size to buy, consumers often buy multiple sizes of the same garment, and keep only the garment that fits, resulting in returns. Styku simulates each size on the consumers body, determining where the garment is stretching, gathering, and or fitting comfortably, then recommends the best size for the consumer. Size recommendation is critical to reducing customer hesitancy, and is shown to increase average order by 100%.

Build customer loyalty

Studies show that 94% of consumers that have one bad experience with a return never come back. Help consumers understand your brand's sizing. Knowing your size is key to bringing customers back and building lifelong relationships.

Build better fitting garments.

The data that results from the virtual fitting room and body scanner are unprecedented. Harness the data to enhance product development. Retailers often struggle building sizing and fit that represent the breadth of body shapes that represent the population. Using our fit analytics platform, retailers can access core web statistics, as well as consumer body metrics. Moreover, use the Fit Analytics tool to study consumer body shapes in real-time. Generate reports on styles to determine problem areas in fit or grading.

Priority access

Retailers that are early adopters of Styku's solutions have access to exclusive plans.

As an early adopter, your company is rewarded for implementing our entry-level solution by having priority access to our upcoming product additions, such as home based scanning, mobile applications, and social networking integration.

Harness the web's most powerful personalization tech.

No more size charts. A virtual fitting room allows you to personalize the shopping experience.

Personalizing the shopping experience with size charts and fit guides have been shown to increase online sales and reduce customer hesitancy. But who wants to read a chart? Styku is tailored to capture the consumer's unique body shape and then visually drapes the exact garment pattern on their body. By investing in an online fitting room, you will be providing a tool for consumers to personalize their shopping experience with respect to fit.

Engage your audience with cutting edge technology.

3D technology has become increasingly popular in media. Fit has become increasingly important to consumers. Personalization, has become increasingly critical to e-commerce. By investing in an online fitting room, your company will not instantly become the focal point of an exciting new 3D technology, but will leverage the latest trends in e-commerce, media, and consumer culture.

Competitive Edge

From body scanning to online fitting, Styku's umbrella of products provide the most powerful solution to the most vexing problem for retailers.

Excellent IP

Styku has over a dozen patents pending in online fitting solutions, body scanning, and fit analysis that together make up the strongest portfolio of intellectual property in this space.

Apparel Industry Experience

Styku's competitive advantage begins with its intense apparel market knowledge. Most other fitting room providers lack critical technical knowledge of sizing and fit. Our founding team comprises of former executives from national retailers, technology leaders, and scientists, who combine for over 200 years of experience in the apparel industry.

A Fitting Room That *Actually* Illustrates & Predicts Fit.

Most virtual fitting rooms cannot predict or illustrate the true fit and drape of a garment. They rely on images and paperdolling techniques to make the garment "appear" like it fits you or an avatar. Styku leverages the latest in gaming physics, cloth simulation, and GPU processing to simulate an actual garment pattern on a consumer's exact body shape.

Zero-Footprint Body Scanning That Makes Sense

Body scanners to date have failed to reach the masses due to their extraordinary cost and size, making them impractical for mass usage. Styku set out on a mission to make body scanning a practical element in virtual fitting solutions. Building upon PrimseSense technology (within Microsoft's Kinect), Styku created an affordable (1/10 the cost) and flexible In-store scanning system that has virtually zero footprint. Styku's is the only body scanning system that can be installed in any existing fitting room, requiring no investment in retail space.

Leveraging 3D Technology, Clients, And Expertise From Apparel CAD leader, Tukatech

Styku's virtual fitting room leverages proven 3D apparel software technology and CAD software developed and licensed to hundreds of apparel retailers by Tukatech, its primary technology partner. Other companies lack the ability to integrate with existing apparel software, and lack client relationships necessary to access core product development data.

Pricing

Low risk and scalable pricing model

Smart Fitting Room

<i>Features/Products</i>	Online	Brick and Mortar
Size and Fit Recommendation	2% Transaction Fee [*]	\$0.15/ Recommendation
Virtual Try-On	3% Transaction Fee [*]	\$0.50/Try-On
Data & Analytics Yearly Subscription	\$10/Consumer	
Body Scanning - Hardware	N/A	\$0 upfront cost with Option to buy ^{**}
Body Scanning - Software	N/A	\$1000/license/yr
ROI (Estimated)	>10x	

^{*} On sales through the fitting room only

^{**} We provide and maintain all hardware, free of cost. Cost is subsidized by recommendations and virtual try-on. However, retailer can purchase and we can provide support. Purchase value of scanners is \$10,000 per unit. Ask for volume pricing.

Setup, Installation and Customer Support

	PLAN A We create content	PLAN B You create content
Maximum sizes per month	Please Ask	Unlimited
Setup and Installation (One-time fee.)	\$29/size ^{***}	\$0/size

^{***} A one-time fee per unique size is applied for curating the content for every size.

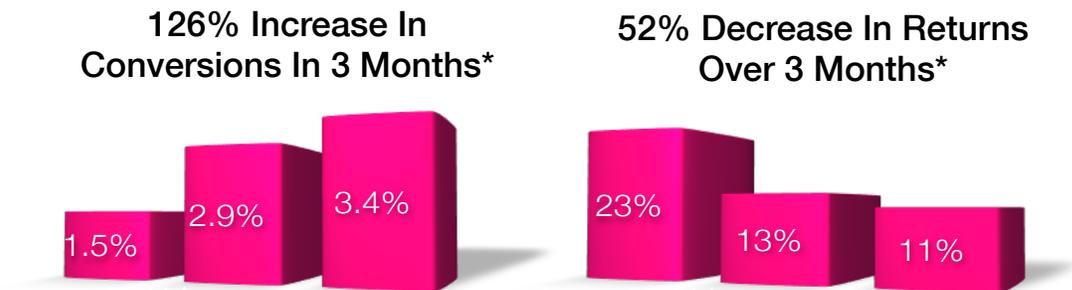
ROI

The tangible and measurable benefits alone are staggering.

Case Study: Request Reference

Styku developed a proof-of-concept with an online retailer and found a 126% increase in conversions and a 52% reduction in returns with all test styles.

ROI Analysis - Billy Blues (web only)



ROI = 165%

$$= \frac{\text{New Sales} + \text{Returns Prevented}}{\text{Investment}} \times 100\%$$

*Tested only one style. Conversions defined as the percentage of hits that land on the test style's product page that result in a sale.

Tracking success

As an early adopter, your cooperation in tracking the success of this product is vital to ensuring we maximize the return on your investment. We work diligently to study the behaviour of consumers in the fitting room, track basic analytics, and help build a story of how the fitting room is impacting your online business. Here are some of the expected ROI's.

Increased conversion rates

Just adding a size chart is found to increase sales anywhere from 50% to 200% depending on the product type. But size charts are difficult to read, often lack visual instructions on where to measure yourself, and do not include any visuals. Styku's fitting room is a visual 3D size chart that is sure to capture more sales than a size chart alone.

Decreased returns and associated costs.

Return rates vary from 15%-45%, depending on the product category. Those items that are returned usually result in an average 40% loss due to obsolescence, which don't include return management losses. Return management losses include shipping, handling, processing, and reverse logistics. With Styku's fitting room, every return prevented goes straight to your bottom line.

New Additions

Upcoming products will expand integration into existing web, mobile, retail, and at-home media platforms.

iPhone, Android, and iPad applications

Imagine being at Starbucks, and being able to try clothing on your mobile device. With our mobile applications, your customers will be able to access your 3D styles anywhere in the . Stay tuned.

eCommerce Technology Partnerships

With our hosted solution, virtually zero integration is needed to get started. Nonetheless, Styku is currently working with key eCommerce platforms, marketing, design, and social media integration providers to create direct support and integration with your existing systems. Check with us to find out more about our newest partners.

Made-to-Measure

The future is now. Consumer demand in custom fitted garments is growing rapidly. Styku, in cooperation with Tukatech, is building a complete made-to-measure application that leverages both Tukatech's award winning CAD and 3D systems, and Styku's front end visualization and digital fitting room solutions.

Our made-to-measure application allows consumers to create a custom avatar, either online via their at-home scanner or by entering measurements, or in-store using our in-store scanning technology. Those measurements will then automatically be imported into TUKAcad, where they can be used to adjust a garment pattern. The adjusted pattern is then draped on the consumer's avatar, and displayed to the user via Styku's fitting room.

Learn more

Thank you for your interest.

Take the next step by scheduling a live demo. We know this is an exciting technology with strong potential. Your input is vital to the success of this technology. Please contact us with any questions, concerns, or business interest you may have. We are always listening.

Write us or visit us -

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