

Innovation in Eyewear: Automating Virtual Try-Ons with Artificial Intelligence

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FULL
POSSIBILITIES
FOR YOU

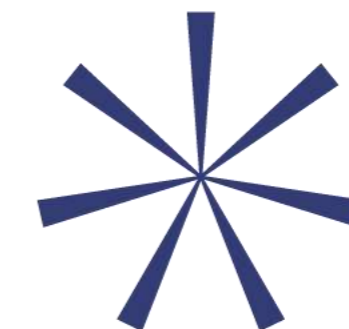


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<https://1stathenatf.hmu.gr>

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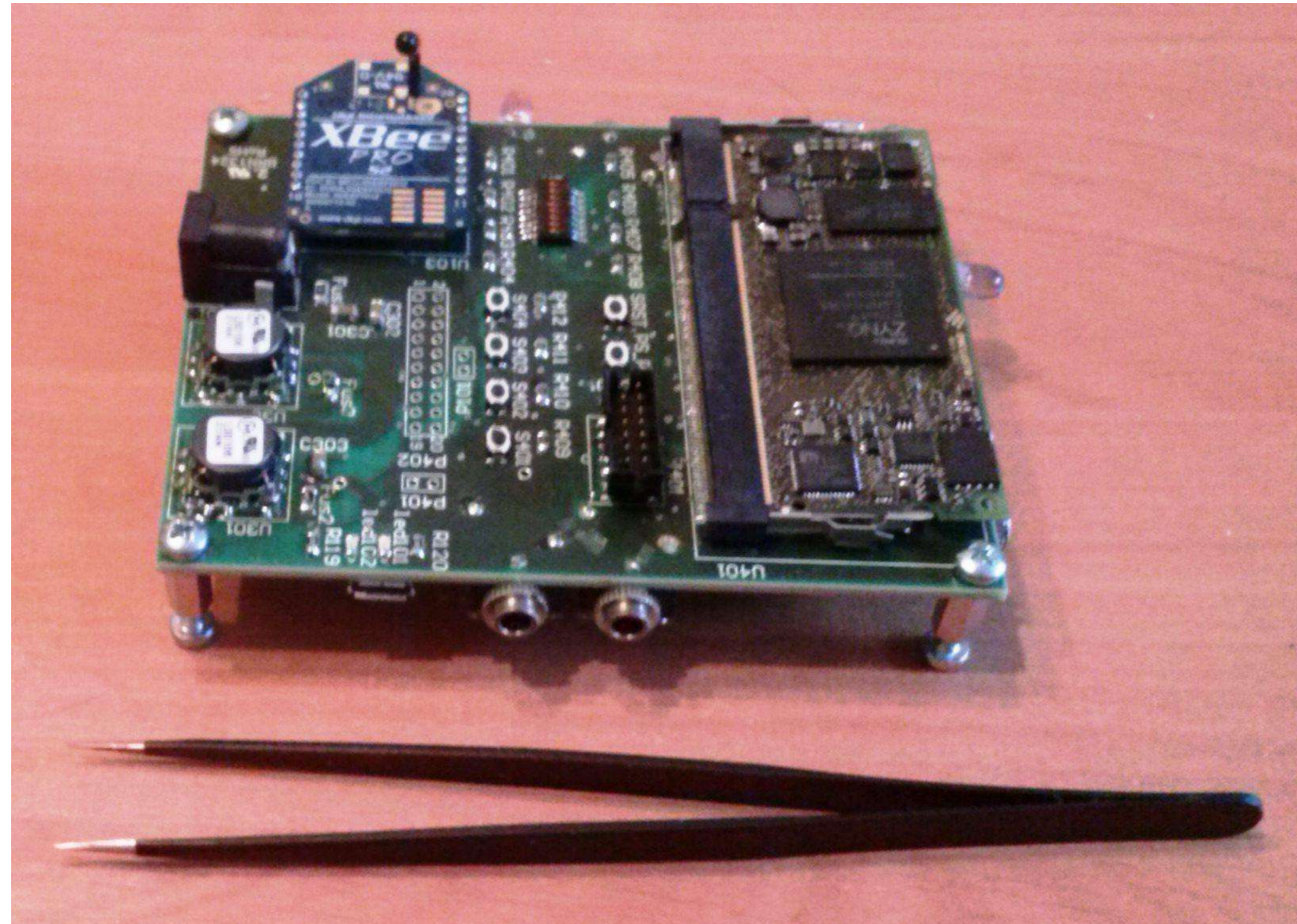


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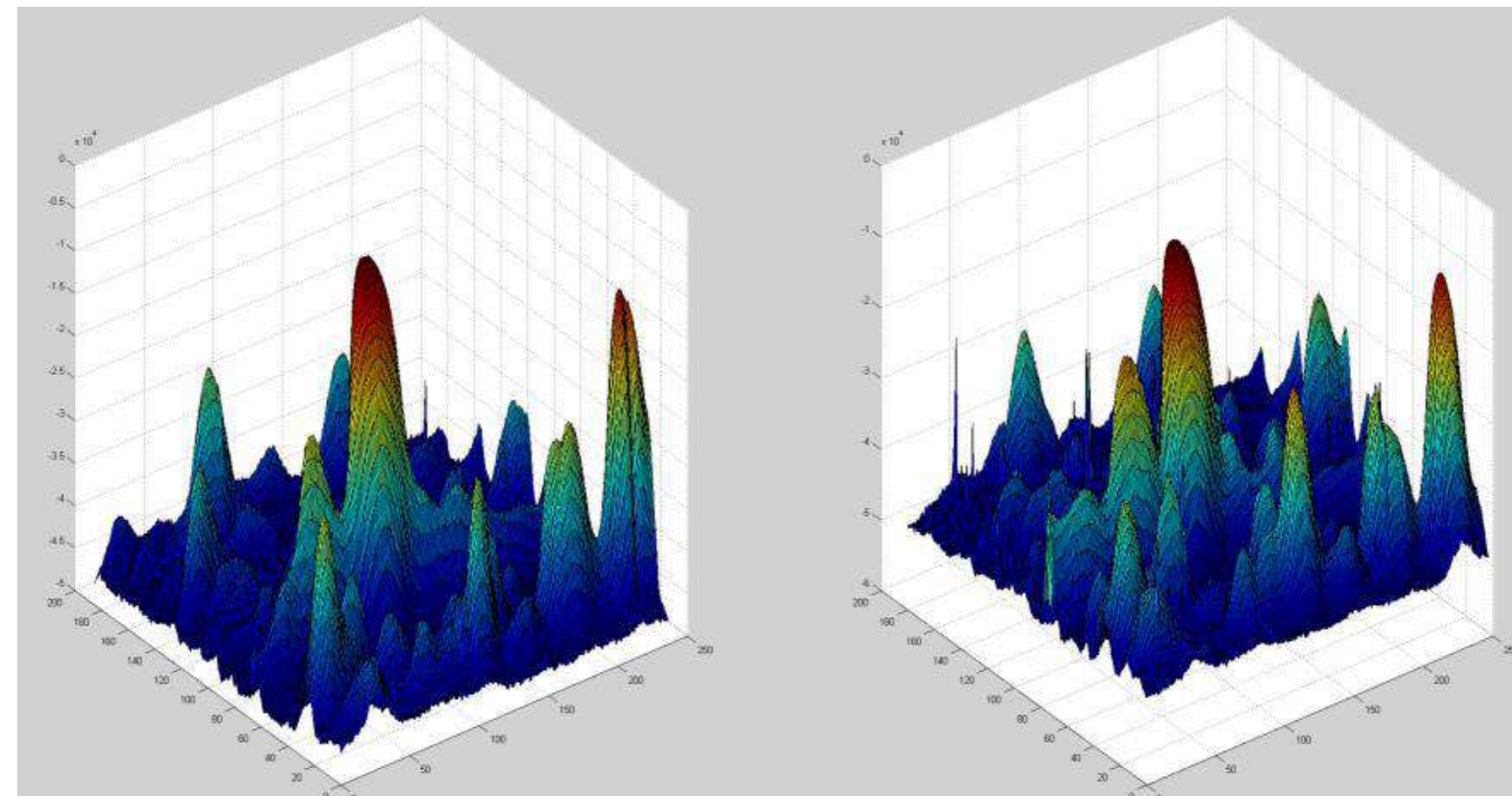
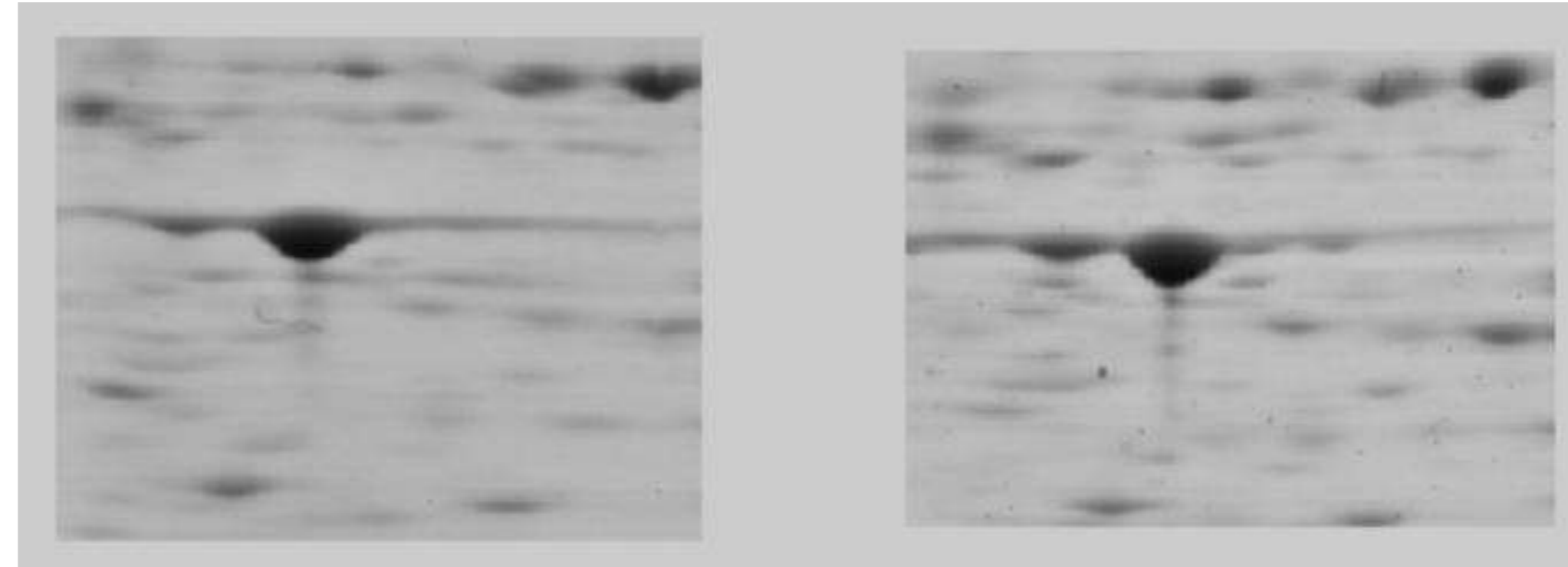


Past projects

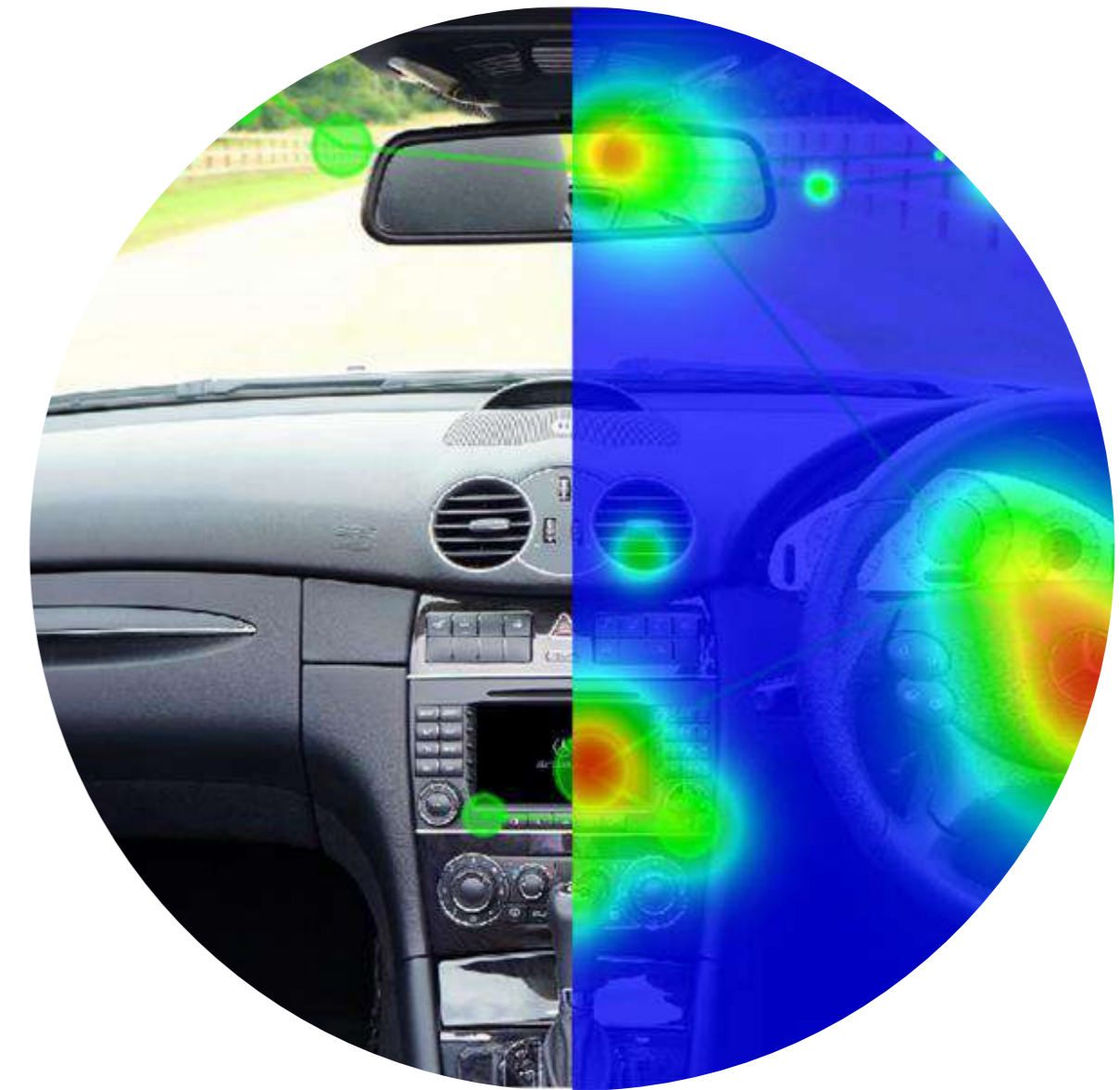
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Past projects (2)



Past projects (3)



Past projects (4)



27 000 000 - 30 000 000 people per year develop sepsis





7 000 000 - 9 000 000 die - **1** death every **3.5** seconds




Survivors may face **lifelong** consequences

Infographic 2/21


Everybody Can Get Sepsis - Certain People Are at Even Higher Risk




Children Under 1




Adults over 60



People with No Spleen



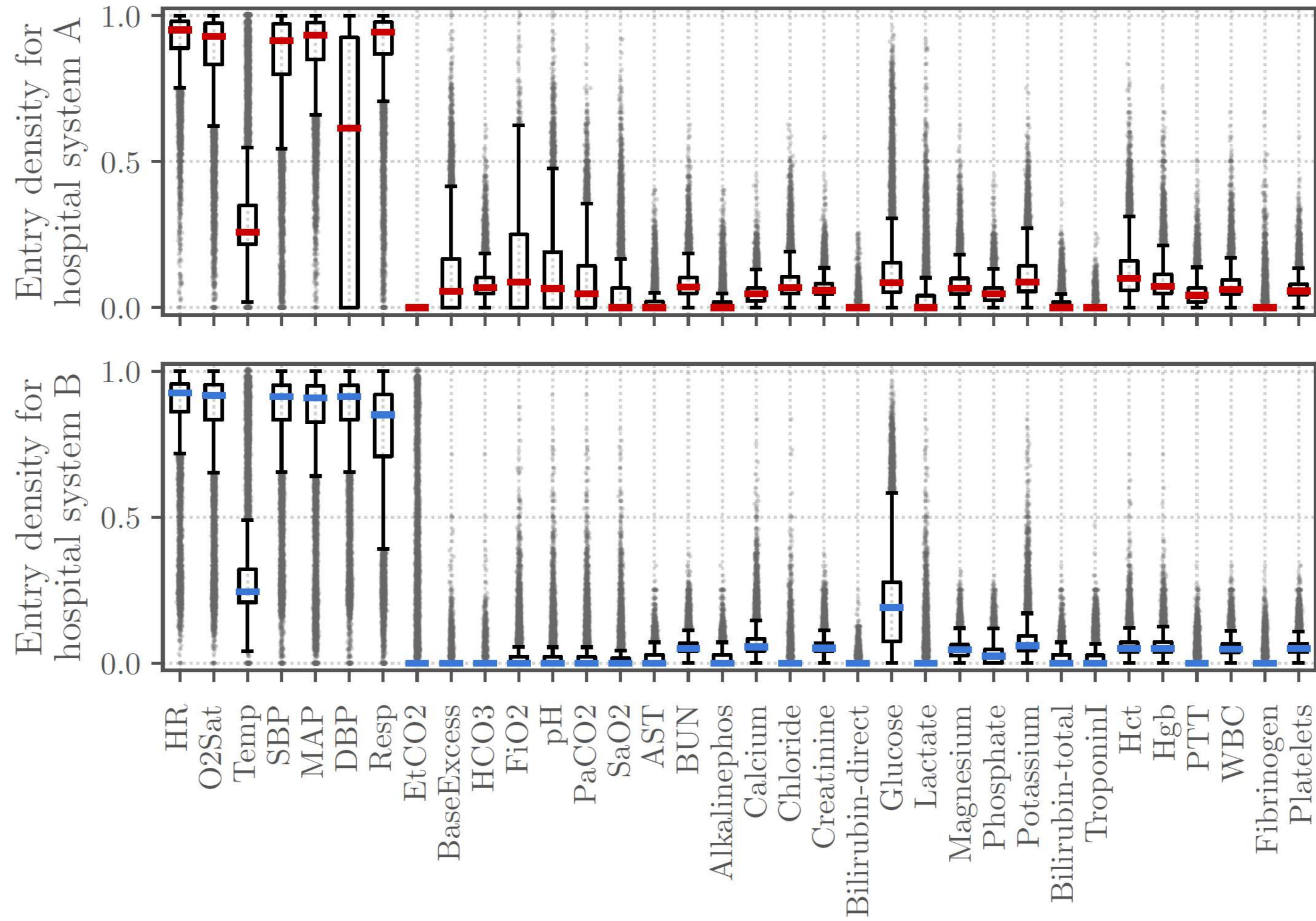
People with Chronic Diseases
e.g. Lung, Liver, Heart



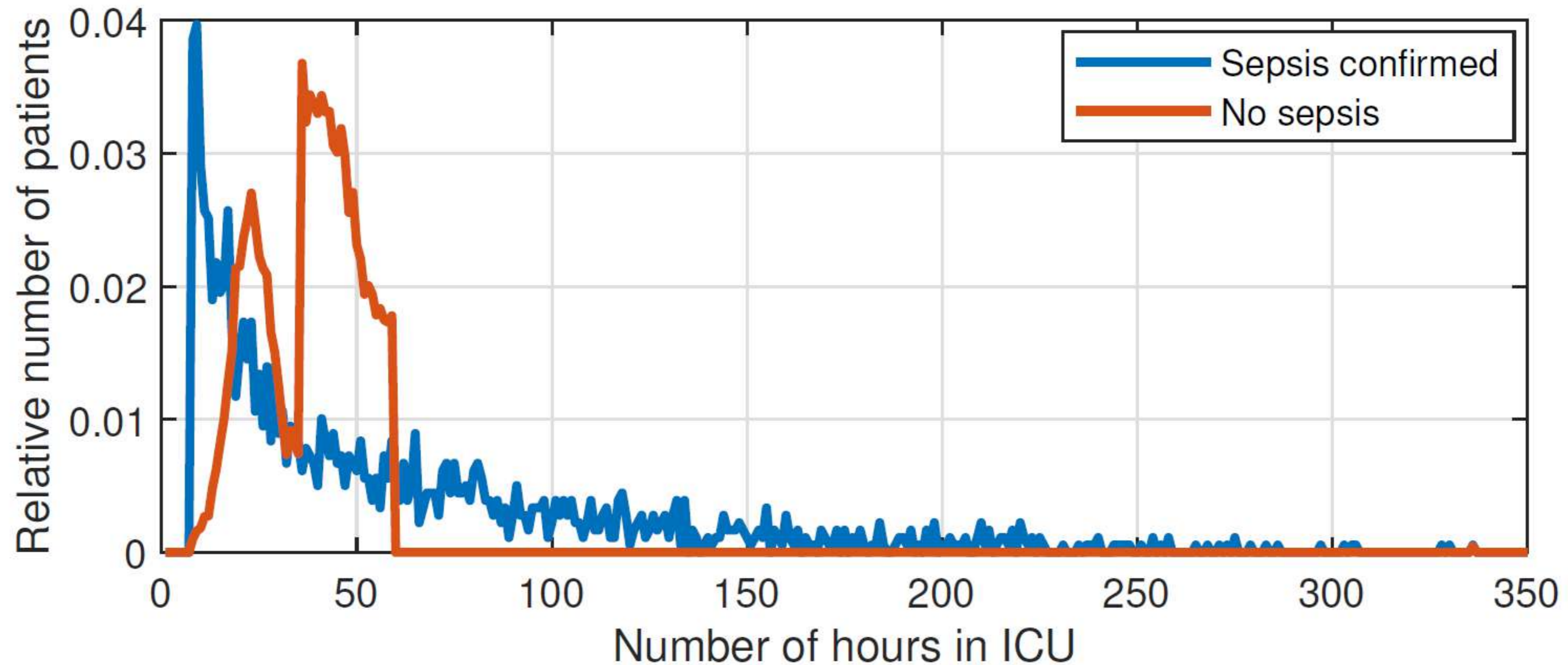
People with Weakened Immune Systems
e.g. AIDS, Diabetes

Infographic 6/21

Past projects (5)

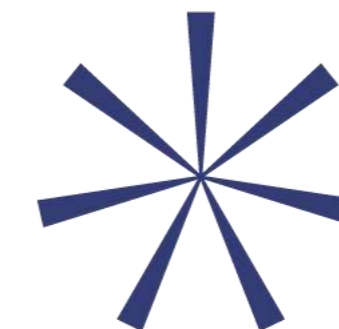


Past projects (6)



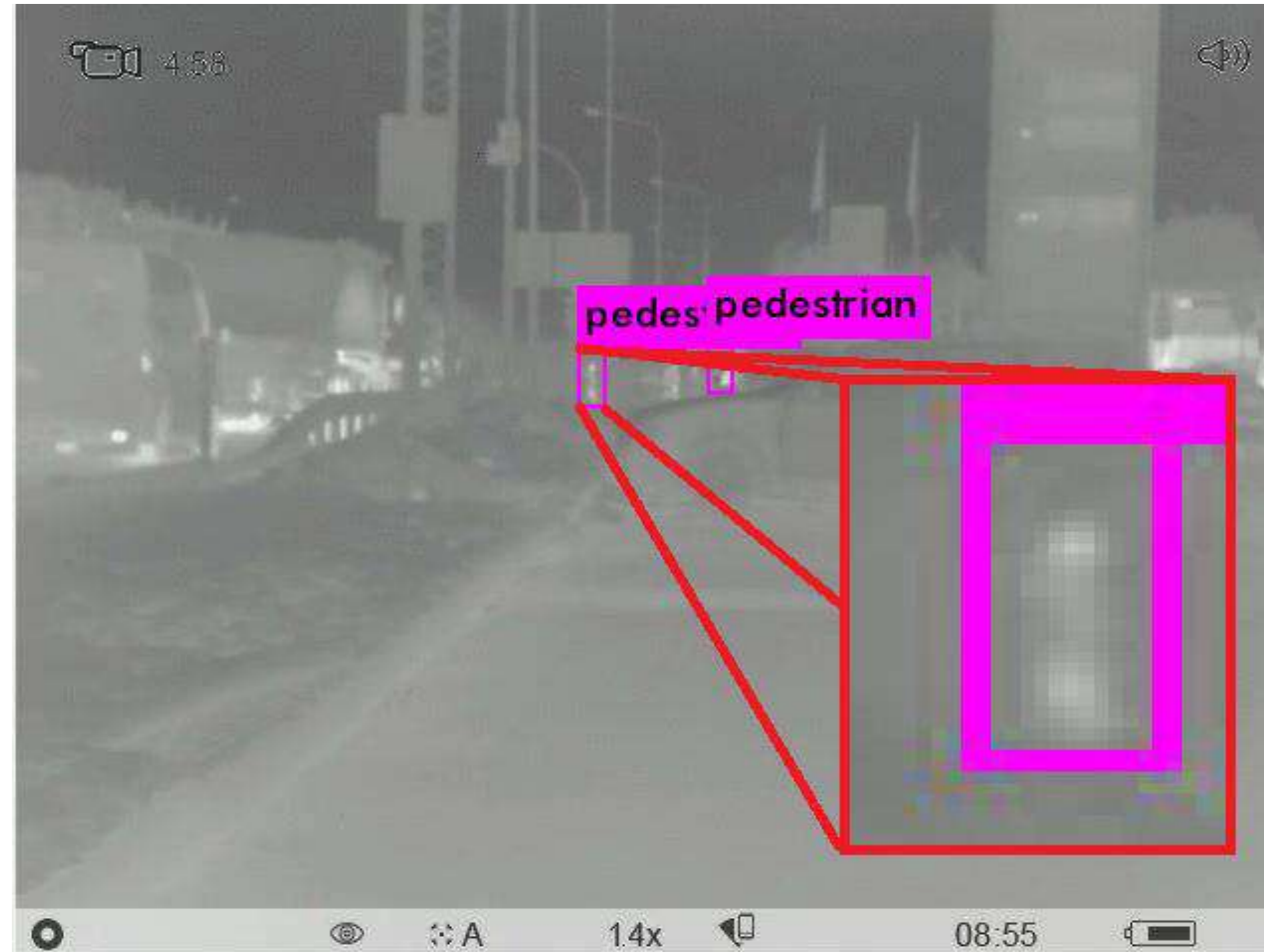
Past projects (7)

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Past projects (8)

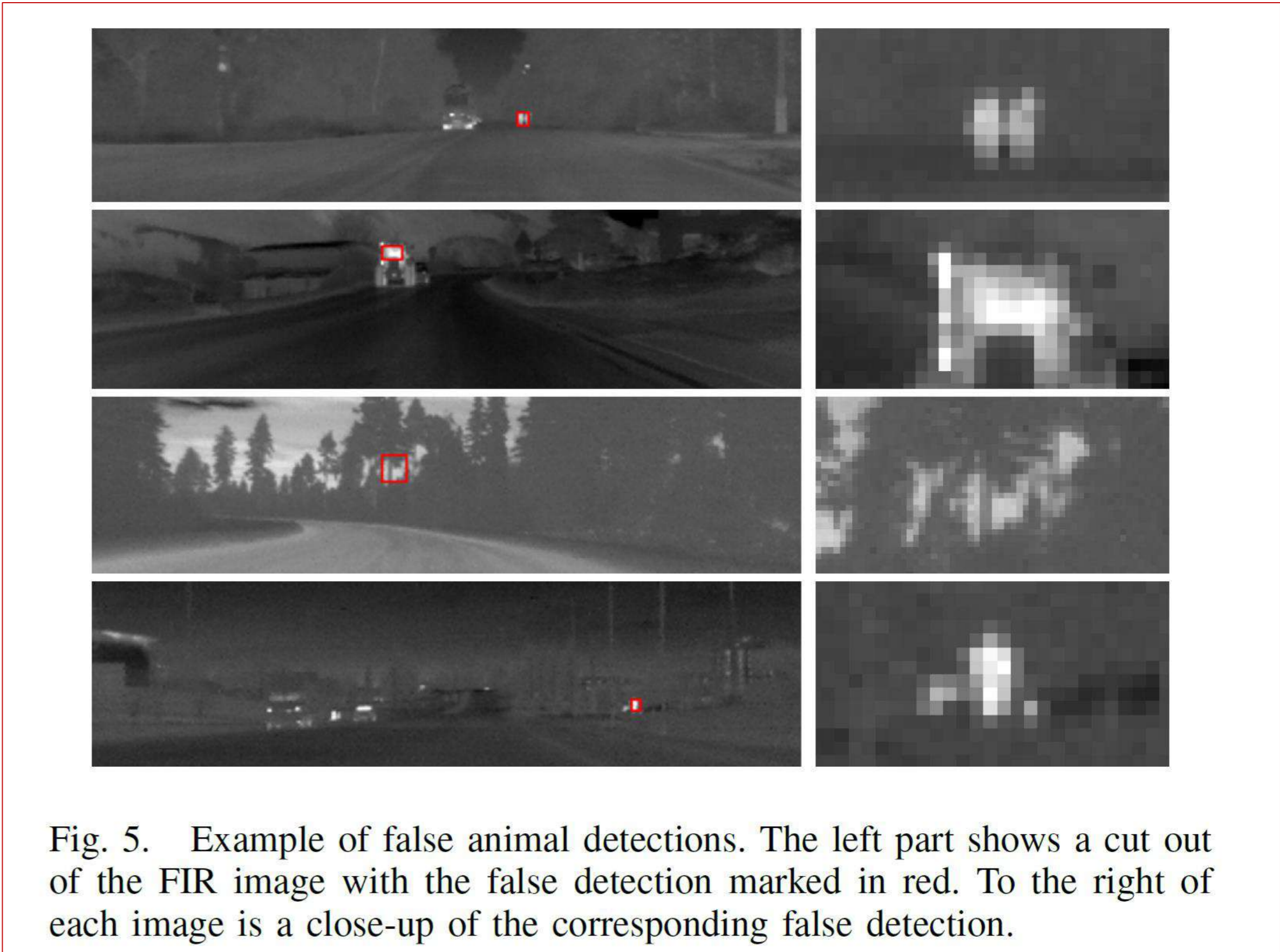
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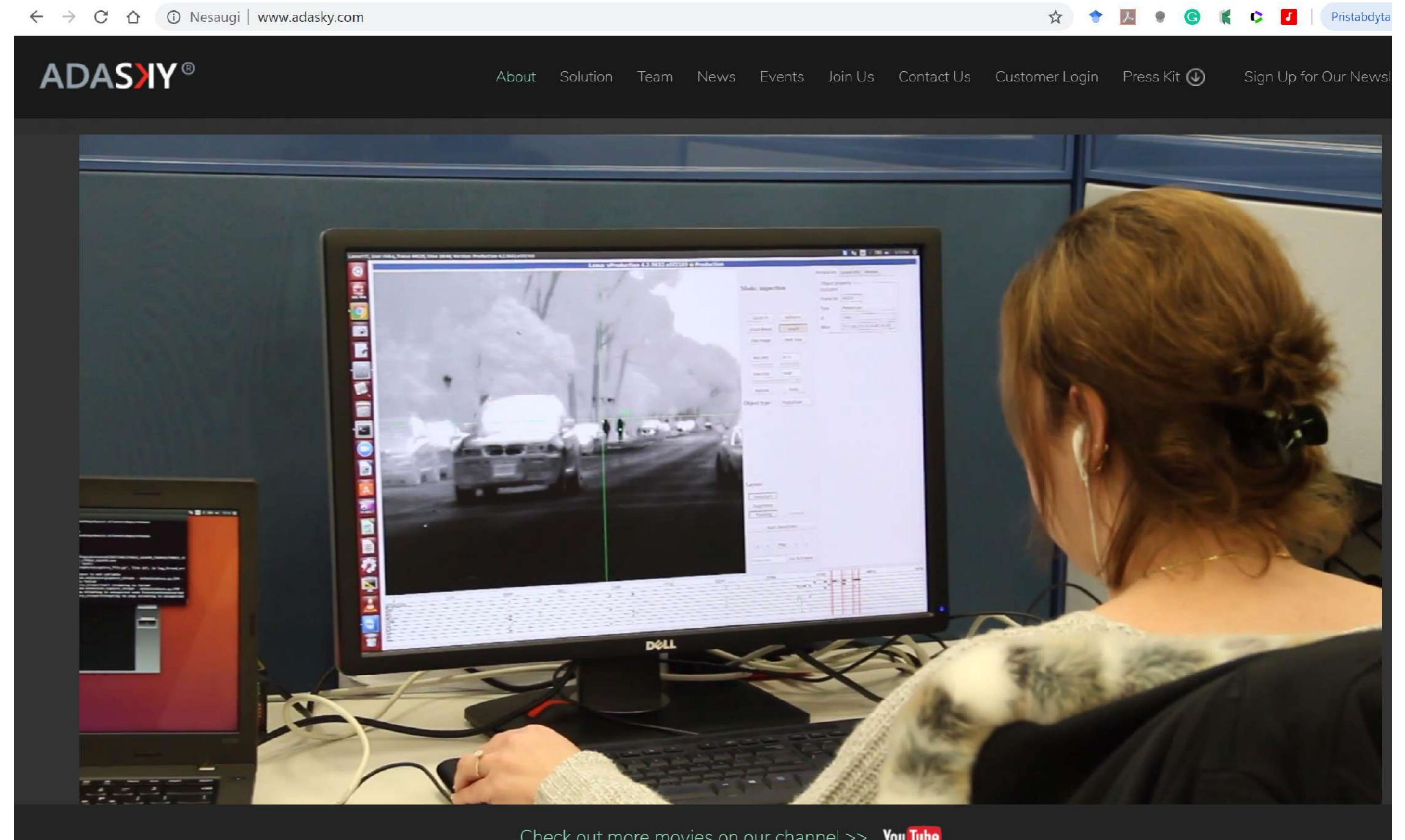
Past projects (9)

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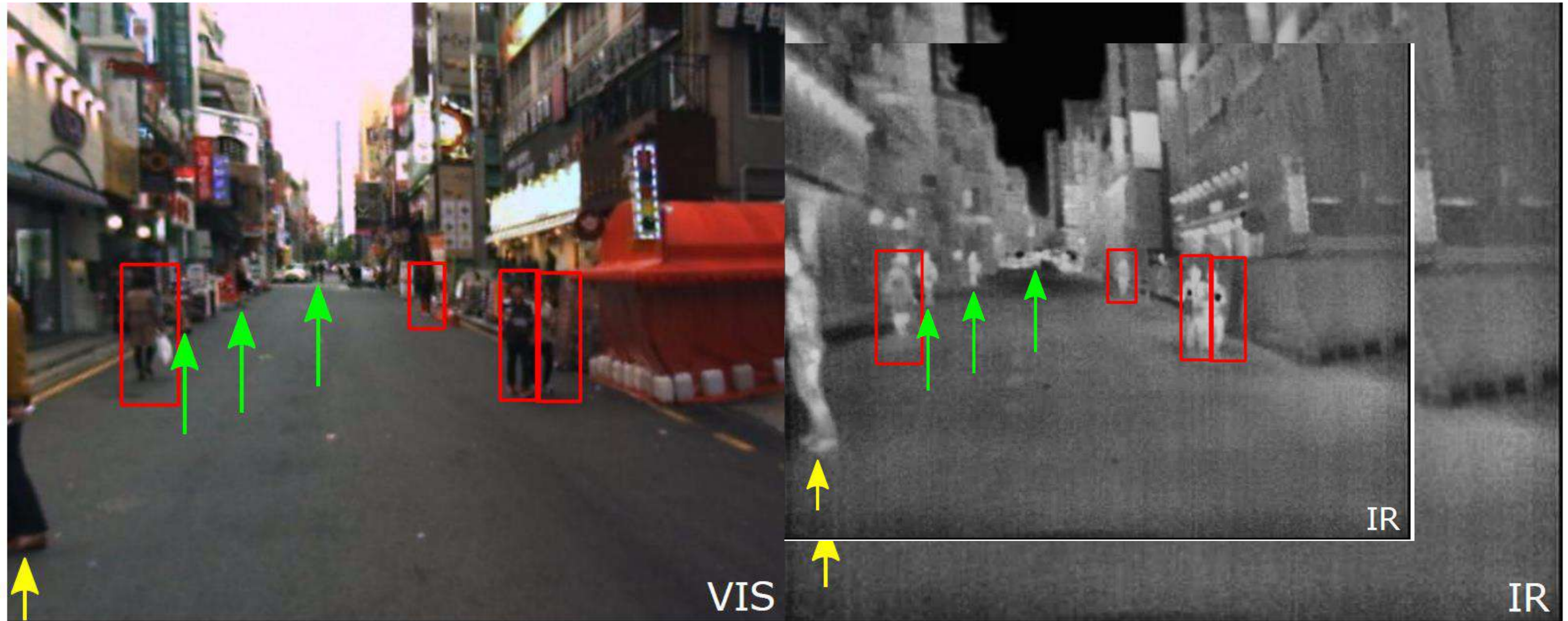




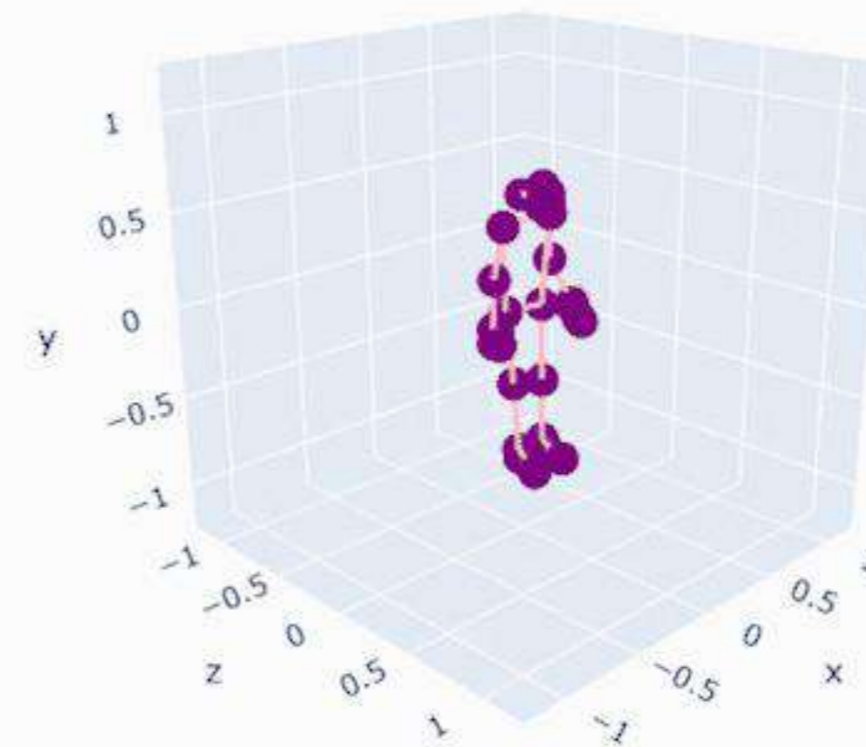
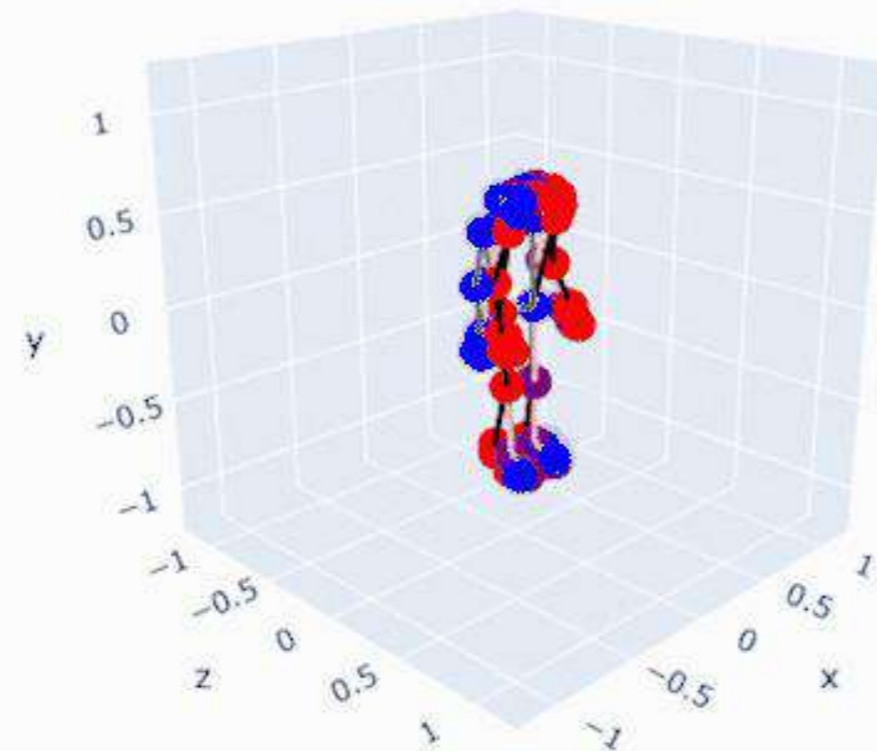
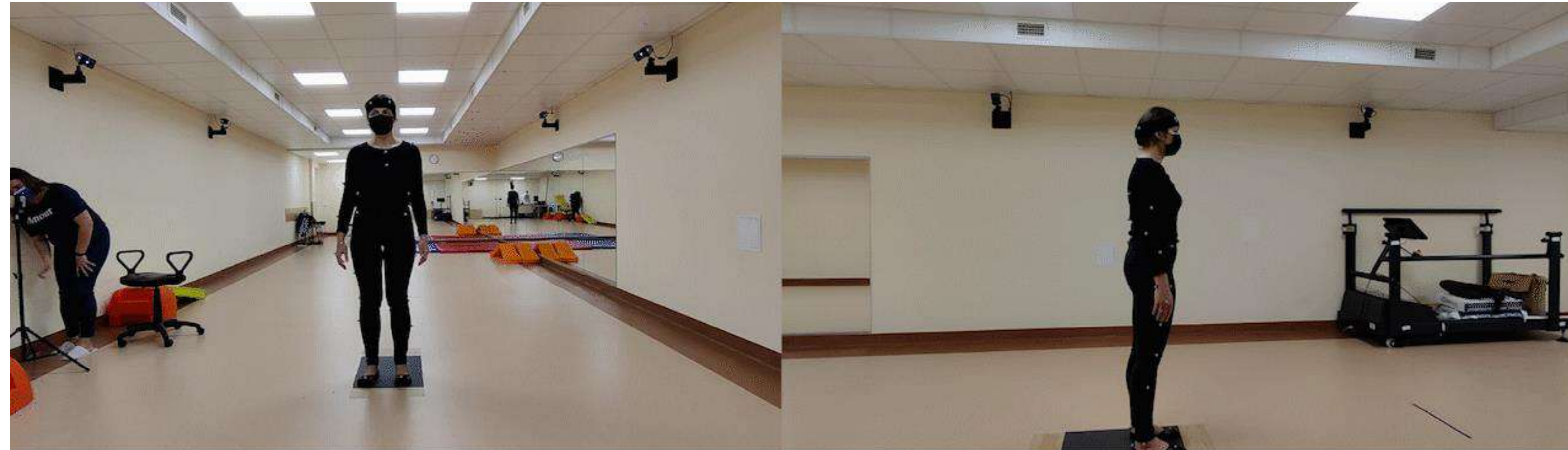
Past projects (11)



Past projects (12)

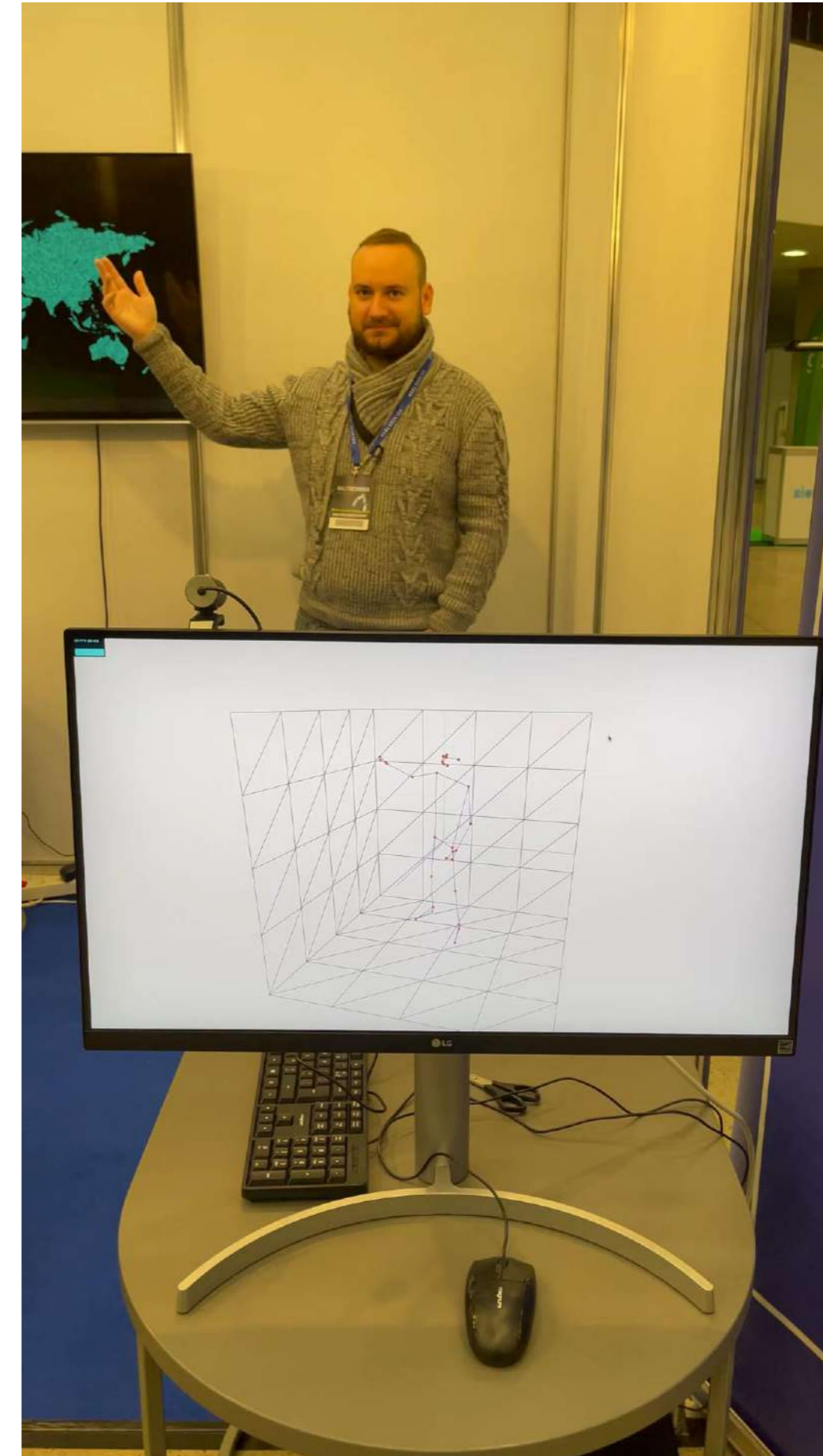


Past projects (13)

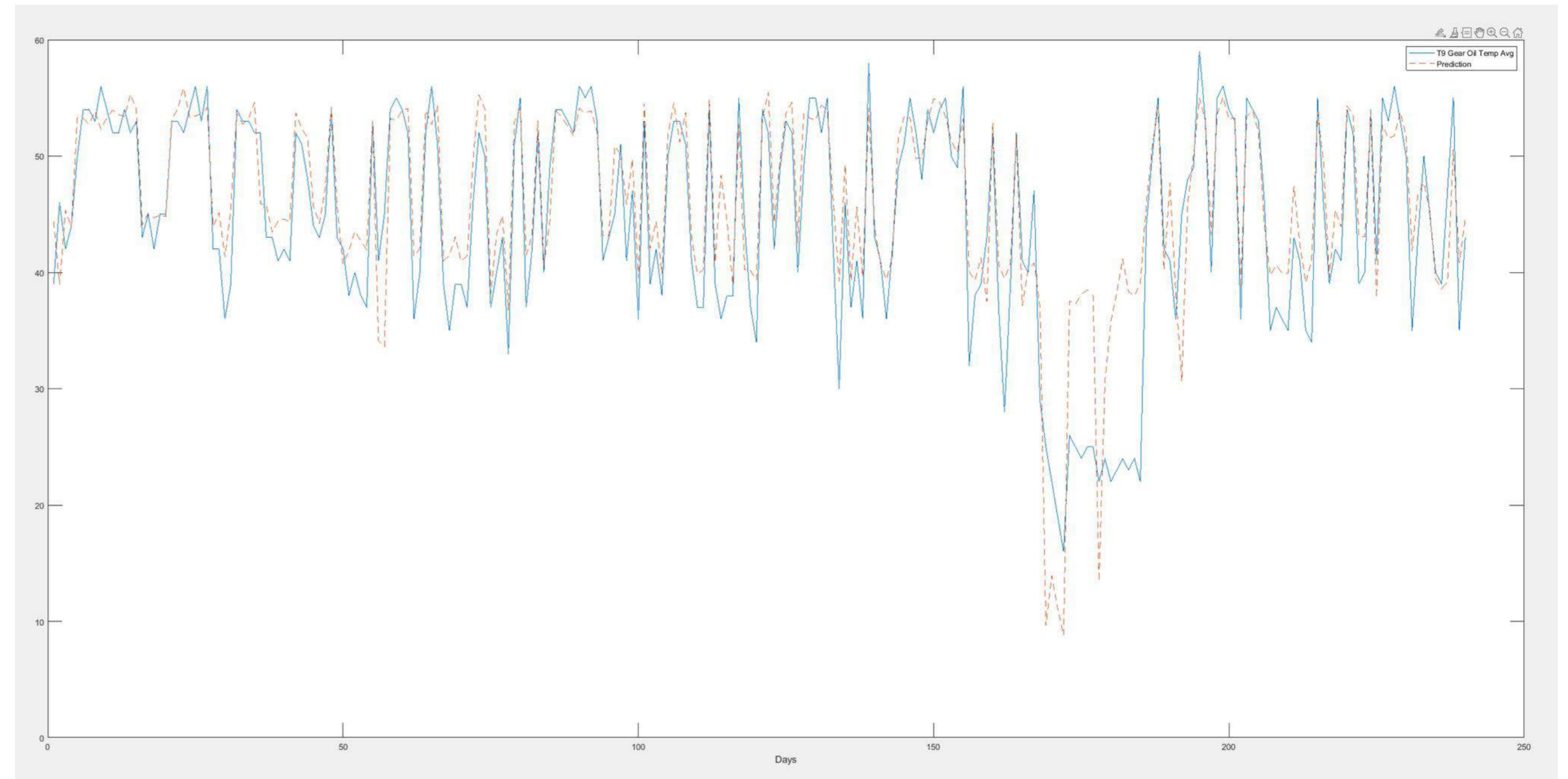
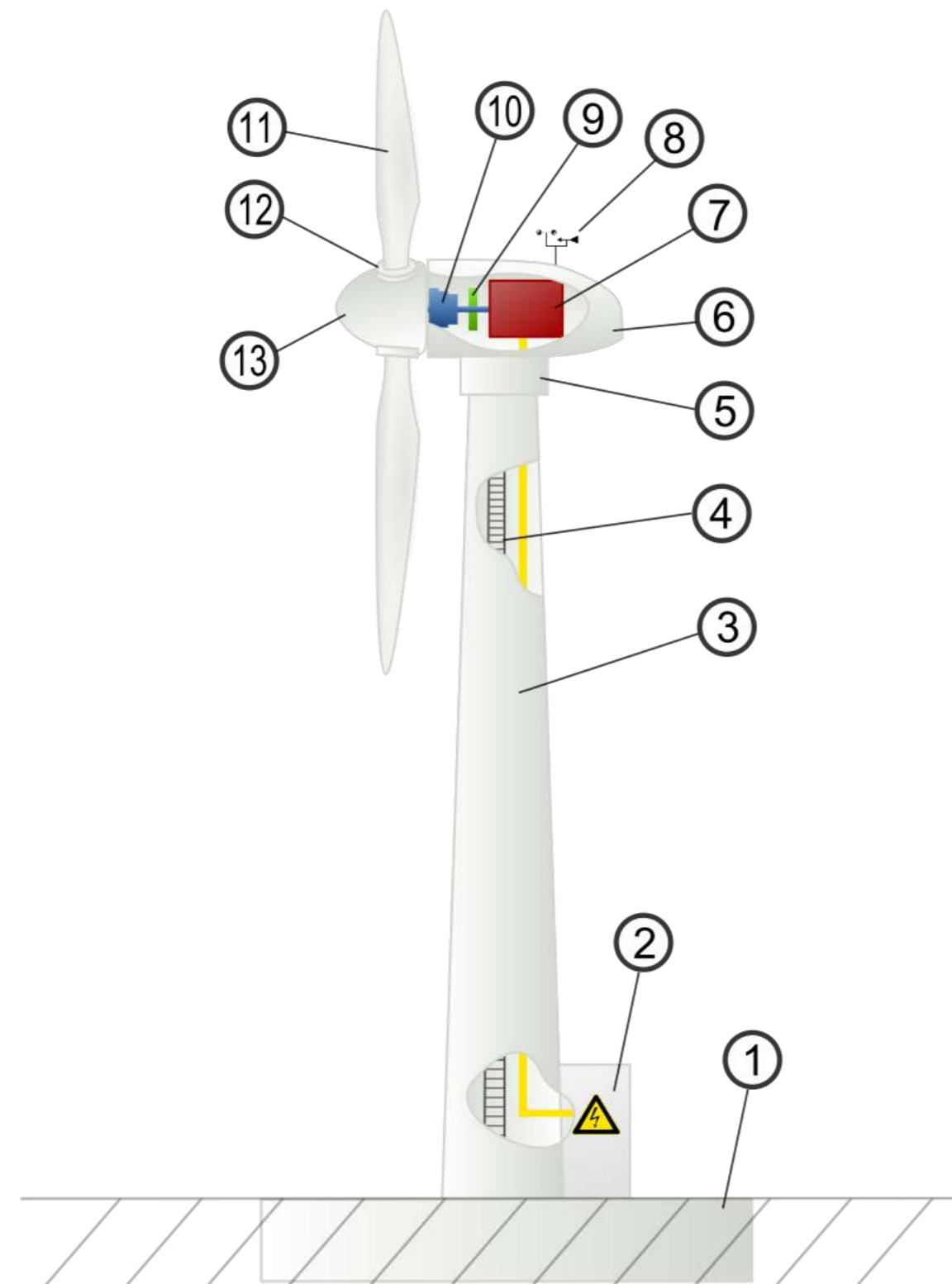


Past projects (14)

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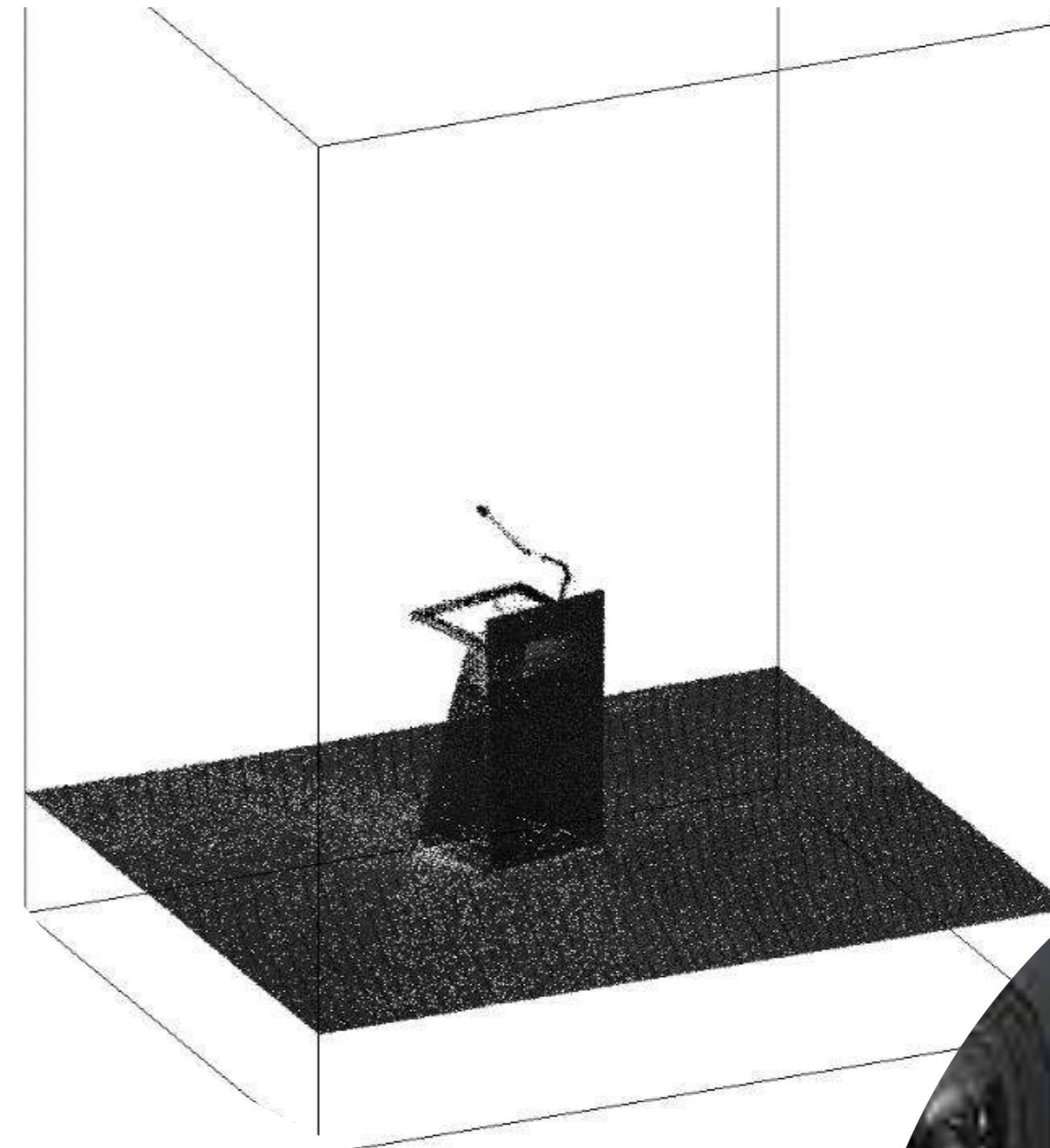


Past projects (15)



Past projects (16)

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What is Virtual Try-On?

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Technology that allows users to virtually test how products look on them, typically using AR (Augmented Reality).

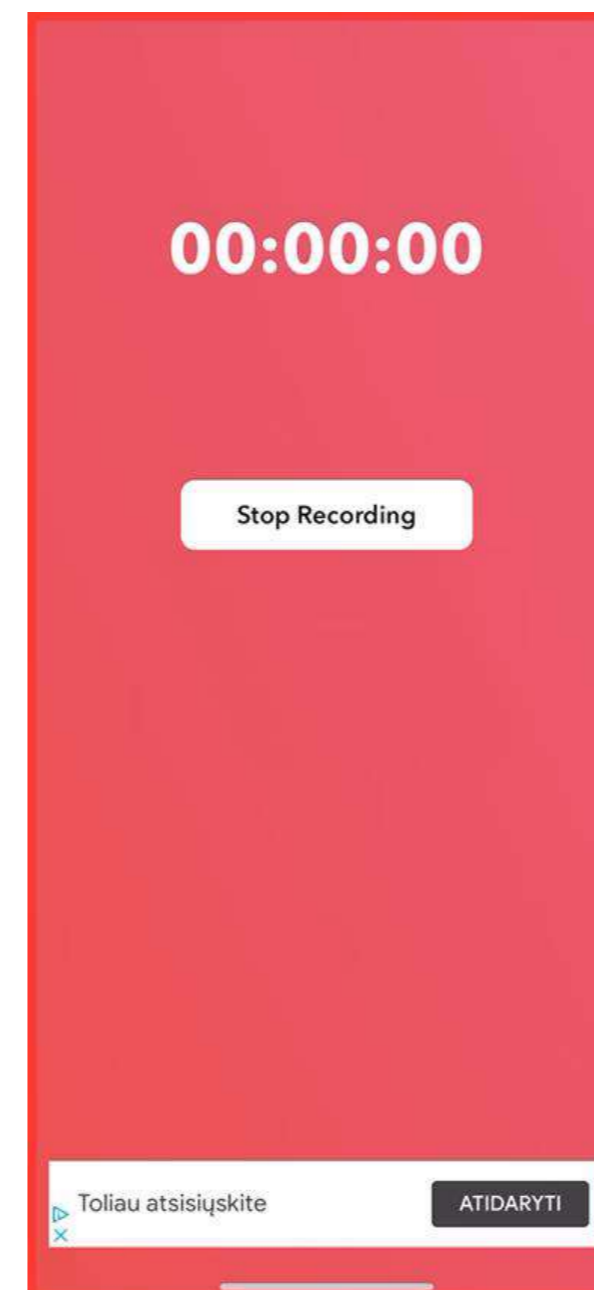


<https://glassesclub.eu/>

AI in Virtual Try-On: How Does it Work?

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1. Facial recognition detects key features.
2. AI predicts fit based on product dimensions and facial structure.
3. AR overlays the product on the user's live feed.



- Hexa: Hexa is an Israeli startup that focuses on creating realistic virtual try-on experiences. They have developed AI-powered technology that enables users to try on clothing virtually.
- Modiface (L'Oréal): Modiface, a company acquired by L'Oréal, specializes in AI-powered virtual makeup try-on. They provide advanced augmented reality (AR) simulations of different makeup shades, allowing customers to virtually try on various cosmetic products.
- Zeekit (acquired by Walmart): Zeekit is a virtual clothing try-on startup that aims to reduce returns by allowing online shoppers to see how clothing would look on their own bodies . Walmart has acquired Zeekit to offer customers the ability to virtually try on items from various brands.
- Fitle: Fitle offers virtual fitting solutions for fashion retailers. Their AI-powered technology analyzes body measurements and creates virtual avatars to allow customers to see how clothing would fit on their own body shape.
- Ditto: Ditto provides virtual try-on solutions for eyewear retailers. Their AI technology allows customers to virtually try on different glasses and see how they look from different angles, helping them choose the right pair.

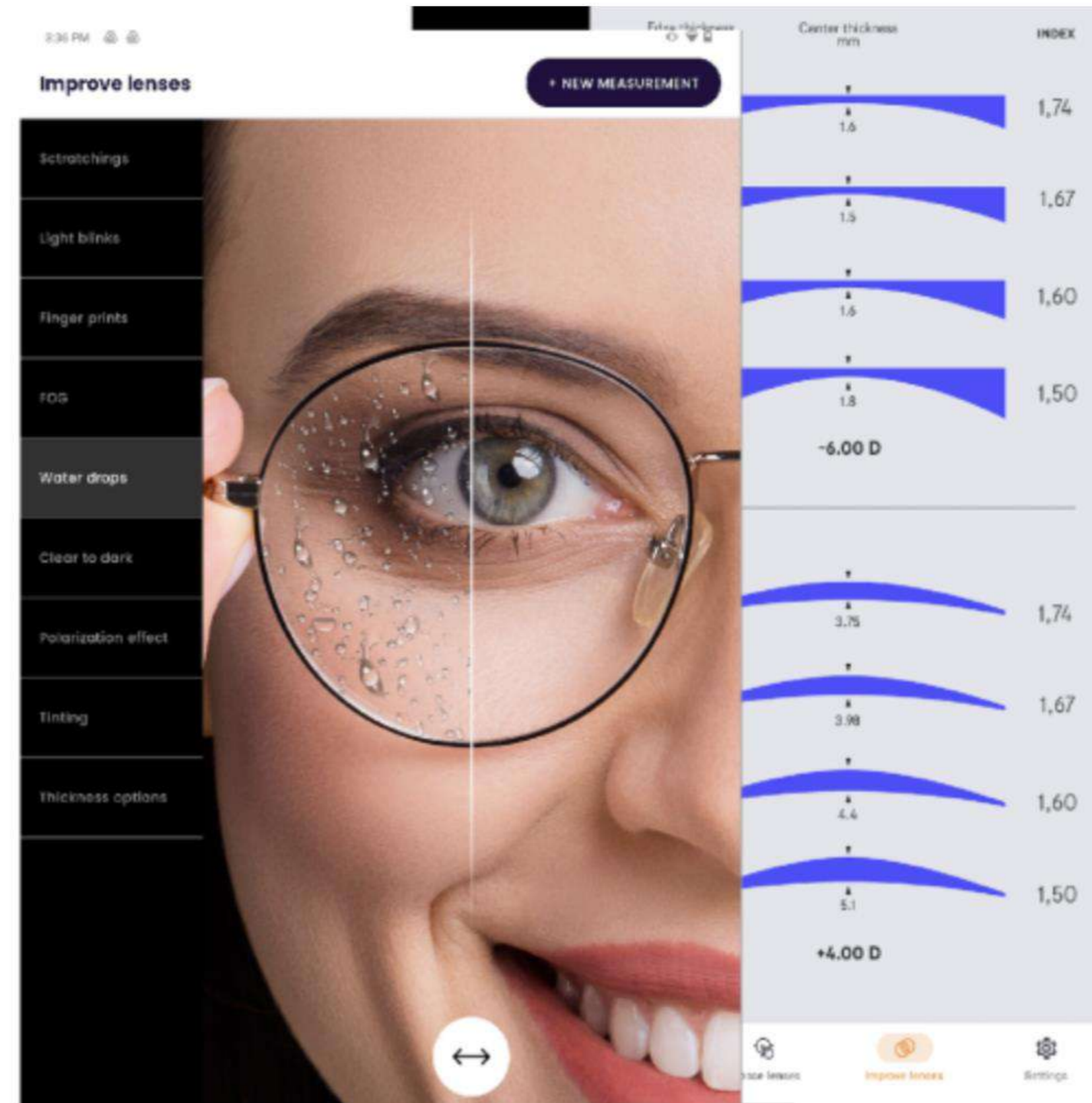
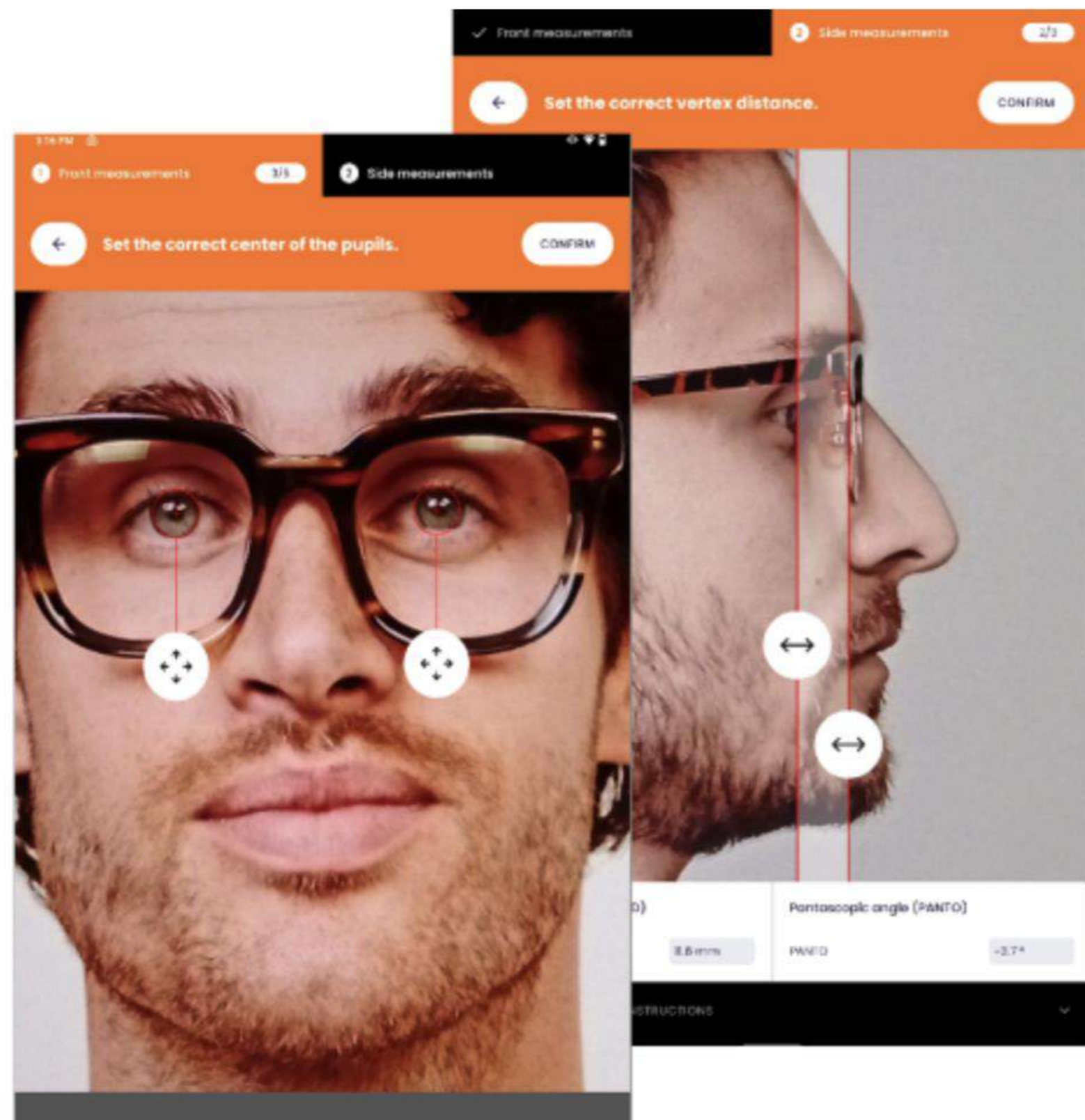
Benefits to consumers

1. Convenience of trying from home.
2. Wide variety of options without physical inventory.
3. Personalized recommendations using AI.

Benefits to Retailers

1. Reduced need for display inventory.
2. Data collection on user preferences.
3. Enhanced online shopping experience.

Our story



<https://www.oculfit.com/>

Our story (2)

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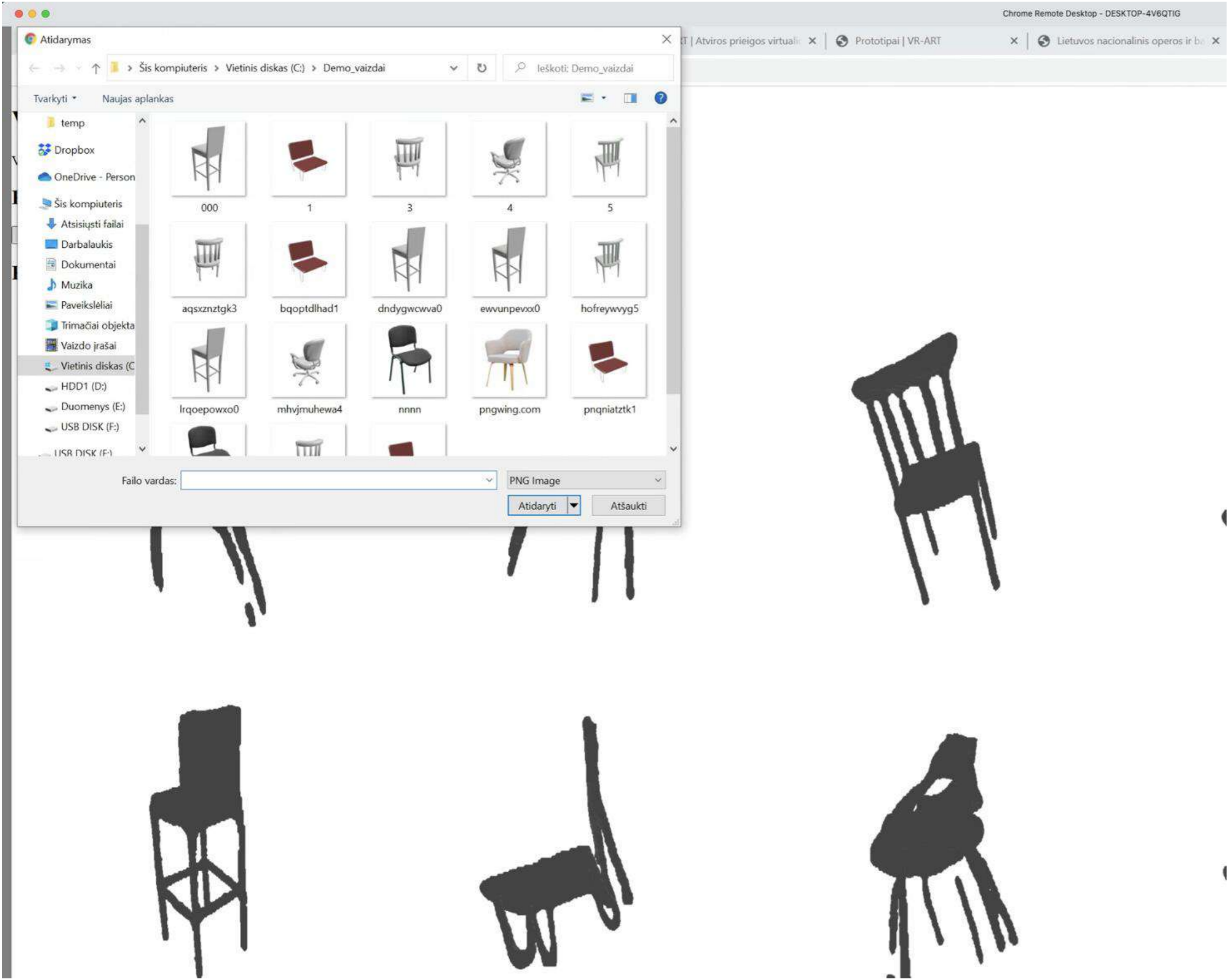


Our story (3)

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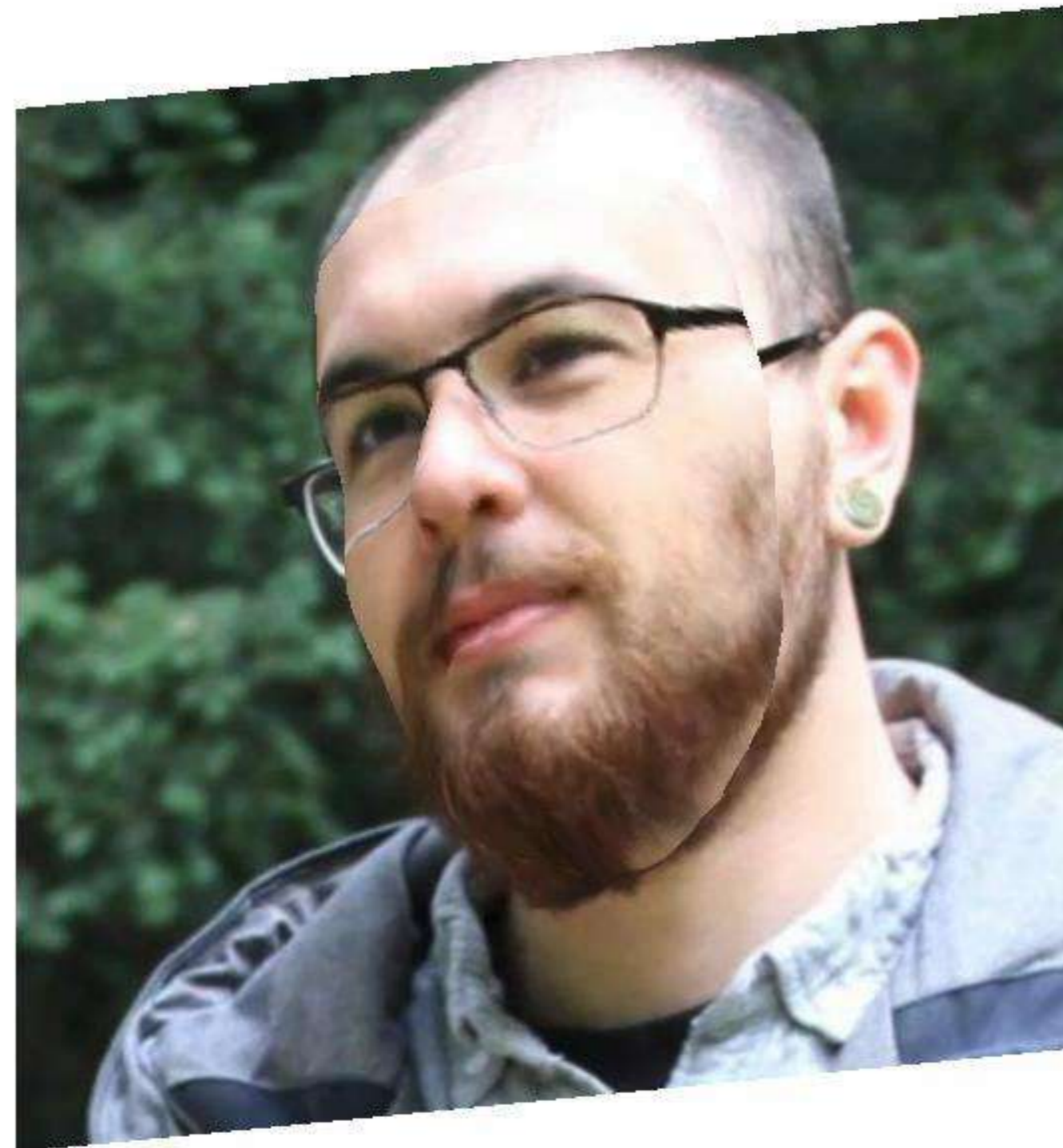


Our story (4)



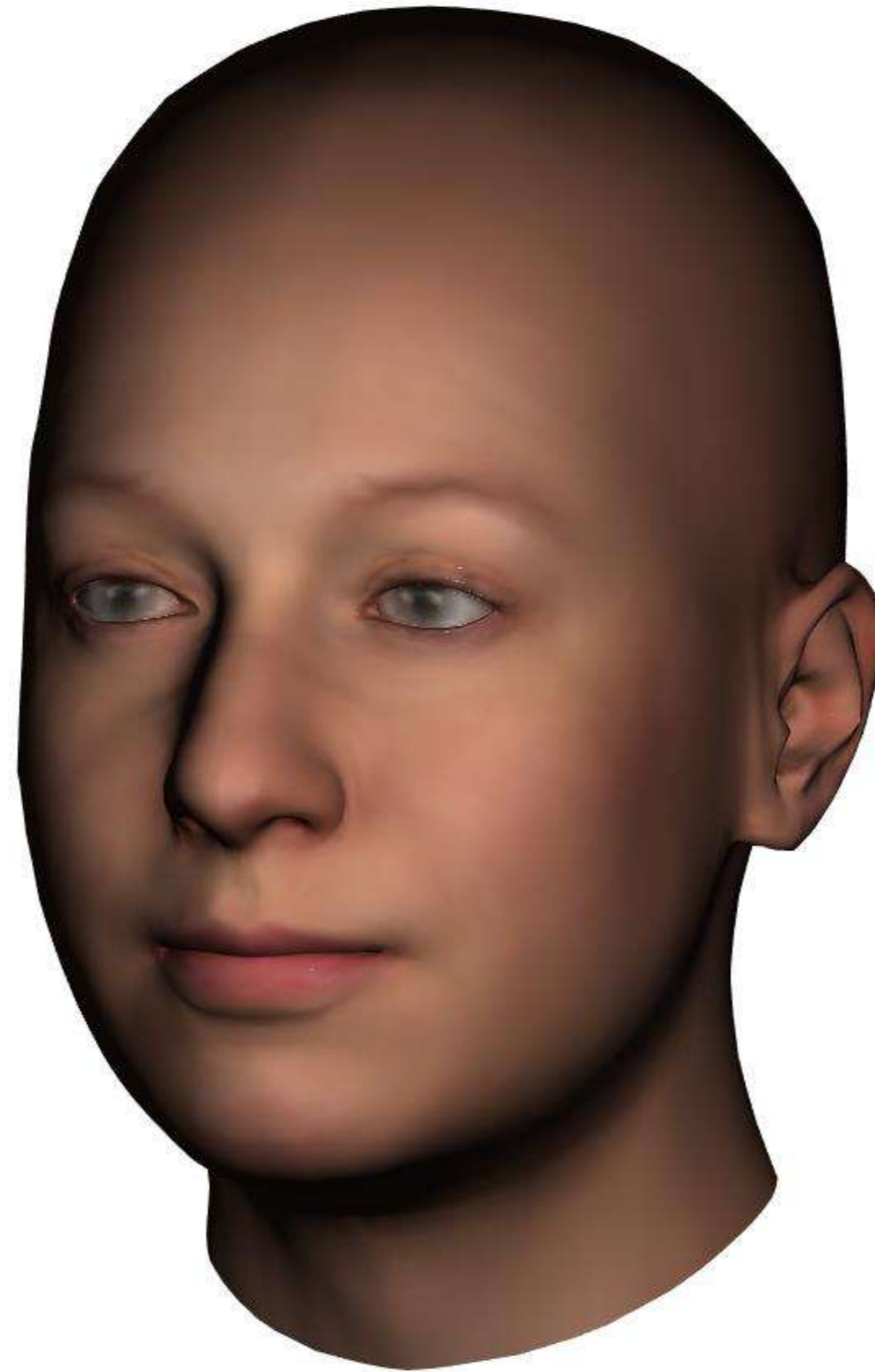
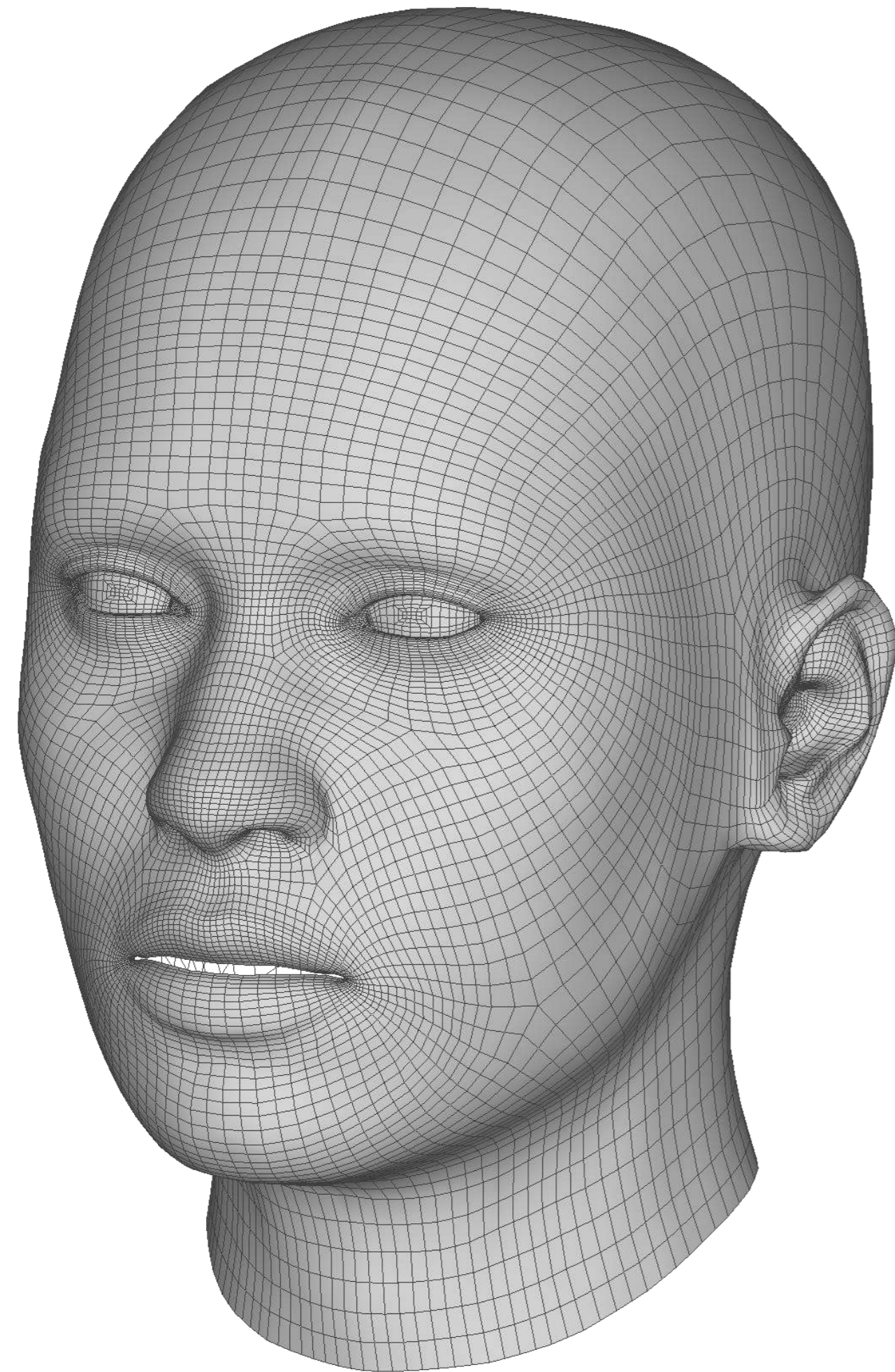
Our story (5)

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Our story (6)

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www.4dface.io/4dfm

Our story (7)

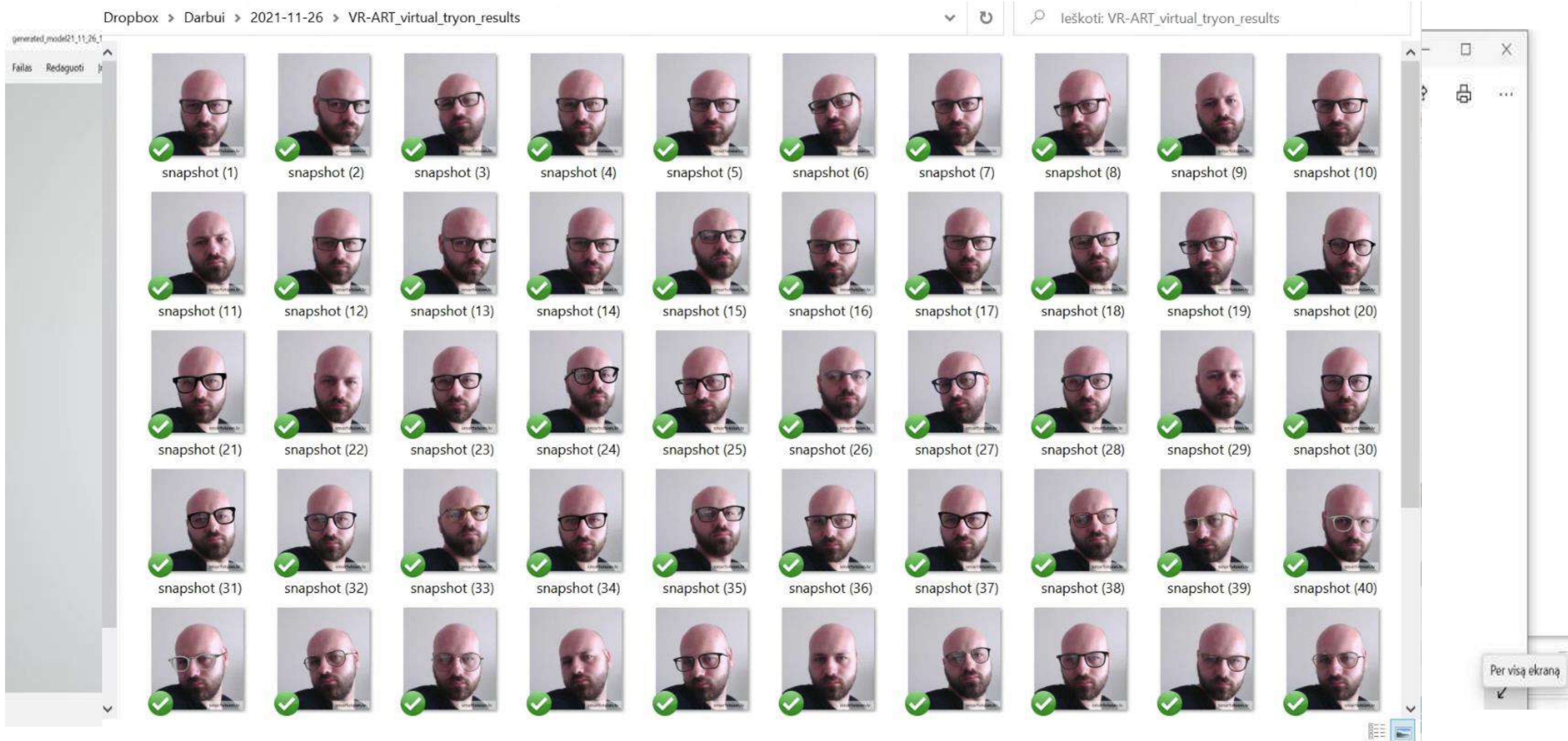
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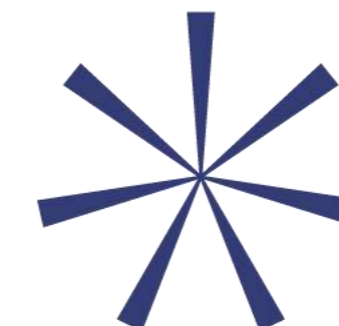
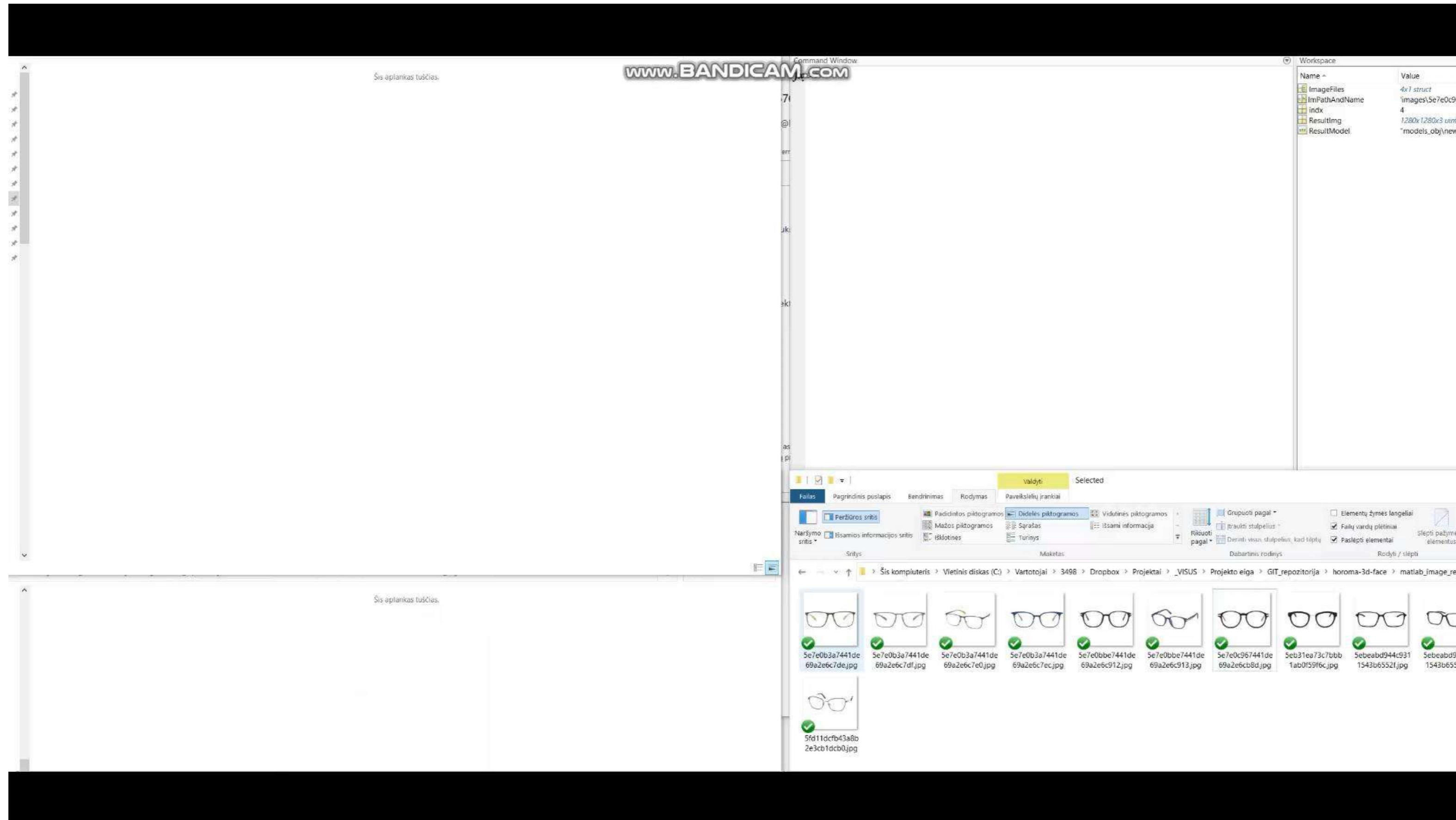
Our story (8)



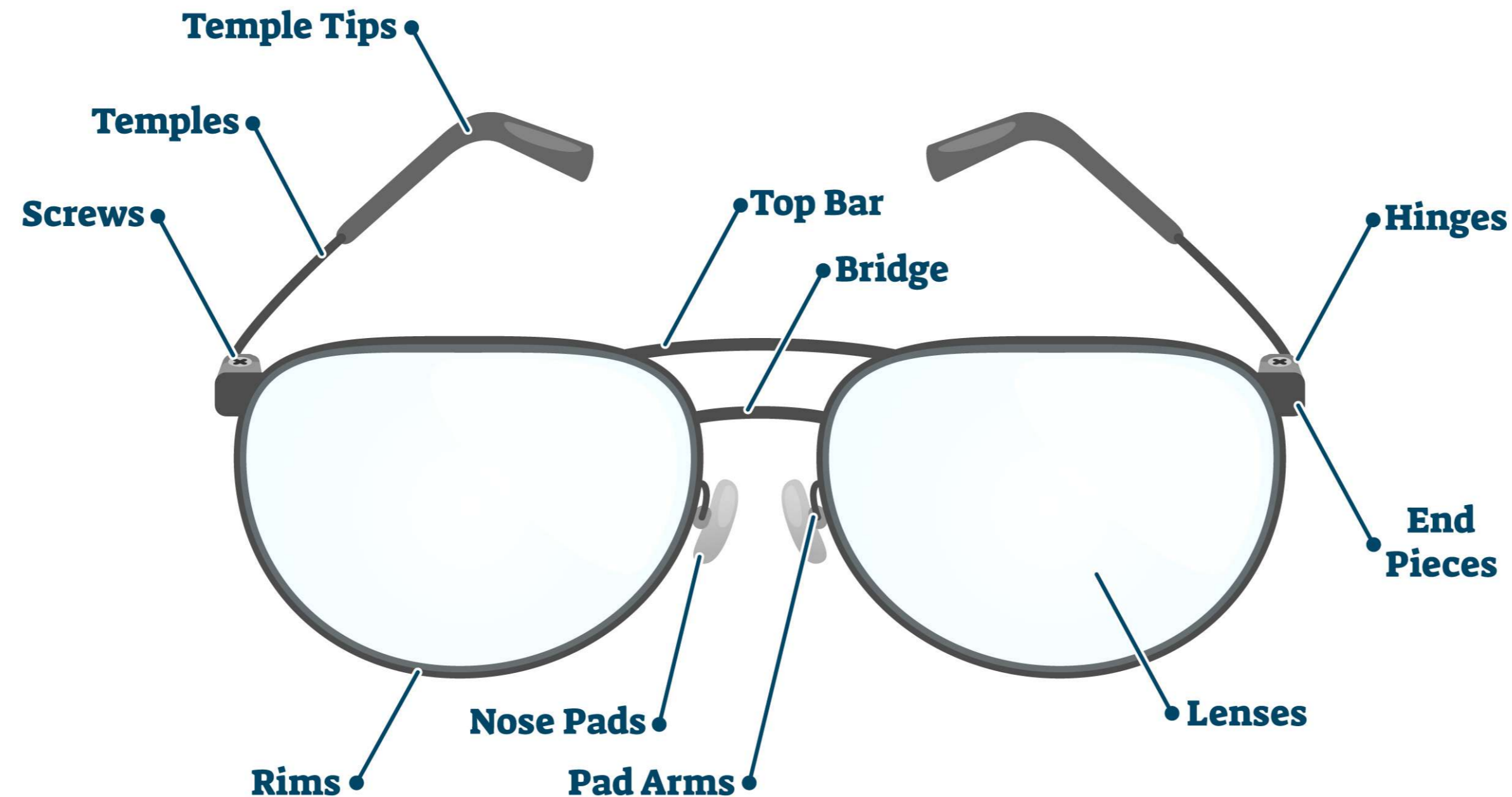
Our story (9)



Our story (10)



- More accurate and diverse product visualization.
- Integration into more retail sectors.
- Improved personalized shopping experiences using AI.



Thank you for your attention. Let's discuss!

