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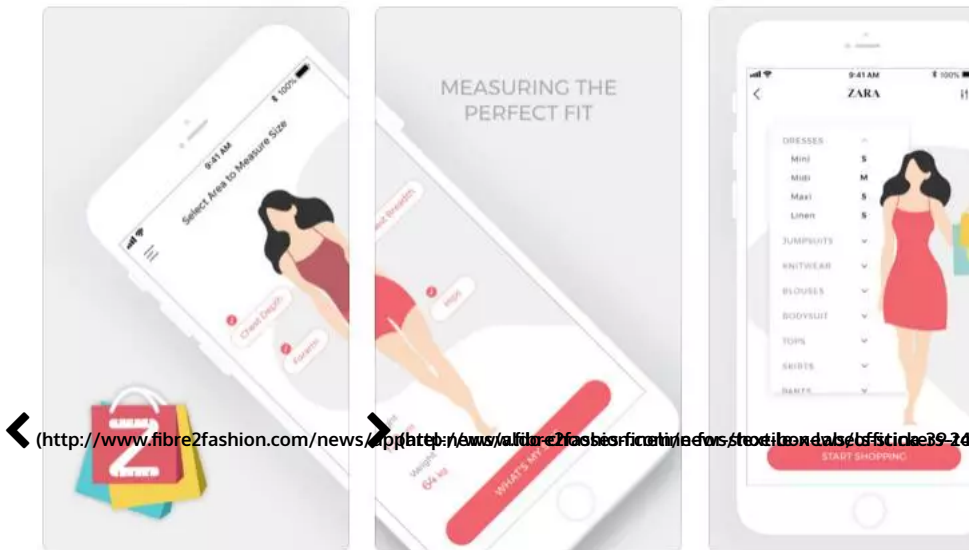
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MySizeID SDK can be integrated with iOS applications

04

Nov '18



Courtesy: MySize

My Size's MySizeID smart body measurement software development kit (SDK), which is believed to provide accurate measurement capabilities, can now be integrated with any iOS application. My Size, the developer and creator of smartphone measurement applications, also unveiled an increase in compression by 30 per cent, allowing faster sizing recommendations.

MySizeID SDK, the core technology behind the company's MySizeID smart body measurement application, can be embedded into any company's existing or white label mobile app and begin taking accurate body measurements within minutes. Using the MySizeID SDK, a retailer can empower its customers to build a fit profile of their personal body measurements that will produce size recommendations in-app for appropriate fitting apparel.

The company's proprietary and patent-pending algorithms utilise a smartphone's sensors, combined with anthropometric data, to accurately calculate an individual's body measurements through a few simple movements of a mobile device. Along with retail and apparel, the MySizeID SDK has further applications within the insurance and consumer healthcare industries that the company is currently pursuing.

"We are pleased to make MySizeID SDK available for integration on iOS devices and to empower online retailers to provide their customers with a more personalised shopping experience. MySizeID can be easily integrated within a retailer's iOS app, providing a powerful smart measurement solution that decreases size-based returns and increases customer loyalty," said My Size CEO, Ronen Luzon. "By making the MySizeID SDK publicly available on iOS, we are able to expand the use of our technology within fashion and retail on a global scale, putting the technology directly into the hands of the millions of online retailers selling apparel across the world."

MySizeID SDK enables retailers to upload their sizing charts to the cloud, where they are compared against user measurements to recommend sizing for specific apparel items. The MySizeID SDK integrates seamlessly into any iOS app to provide powerful measurement solutions without losing the look and feel of the retailer's original storefront technology. The MySizeID SDK will soon be available for Android devices as well.

Smartphones have become an integral tool within online retail, as 62 per cent of smartphone users globally have made an online purchase using a mobile device within the last six months. Mobile phones play an especially important role in online retail user experience, as 40 per cent of users will turn to a competitor after a poor mobile shopping experience. The availability of My Size Body for iOS will make MySizeID available to more than 700 million iPhone users worldwide. (SV)

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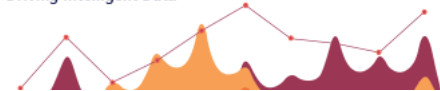
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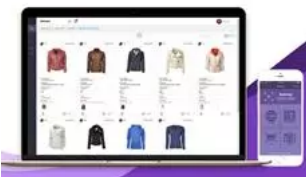
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