



Photos courtesy of My Size Inc.

MY SIZE UNVEILS BODY MEASUREMENT TECHNOLOGY AT NRF 2020

My Size Inc., the developer and creator of smartphone measurement solutions, exhibited and showcased its innovative measurement technology at the National Retail Federation (NRF) 2020: Retail's Big Show at the Jacob K. Javits Convention Center in New York City. NRF 2020: Retail's Big Show is the world's largest retail conference and expo, with more than 38,000 industry professionals and 16,000 global retailers in attendance.

"At NRF, we unveiled MySizeID's new FIT feature, an advancement that allows consumers to see first-hand how a garment will fit," said Ronen Luzon, founder and CEO of My Size. "With the new widget, consumers are now able to create their own personal avatars — a digitalized version of themselves, so to speak — with their exact size measurements and body type."

One new aspect of the technology will be the ability to give customers an idea of how a specific article of clothing would look on them before they purchase it.

"The new widget will also display 'hot and cold' areas depending on the size recommendation given by MySizeID," Luzon explained. "For example, an area deemed 'hot' shows where a garment could fit tighter on the body, and a 'cold' area for where it would be loose."

MySizeID aims to help retail companies reduce costs and enhance shopper experience by providing a more efficient sizing solution for consumers. MySizeID is a size-recommendation tool based on shoppers' personal body measurements, taken with their smartphone sensors without using the camera.

My Size released two new features for MySizeID at NRF 2020. It also showcased the BoxSize application, which is a sensor-based measurement solution for the package delivery market. It uses My Size's patented technology to help courier companies increase efficiency by giving their employees a quick and easy tool to measure packages, calculate rates, schedule deliveries and more.

"We're happy to have introduced this new feature when we did, because one of the main takeaways of the event centered on retailers creating more enhanced solutions for customers seeking sustainable clothing options," Luzon said. "It's clear that today's shopper is aware of the effects of buying clothing that they don't need or [that is] ill-fitting. Consumers want to shop smartly, and we want to provide them with smart technology to do so. We're proud to continue advancing technology that allows consumers to contemplate a purchase, all while alleviating pain points for both them and the retailer."