

Virtual Dressing Room™

Virtual Dressing Room (VDR) is a product line offered by **My Virtual Model Inc.** The VDR product line offers a B2C shopping experience for retailers in the apparel and footwear markets. The VDR shopping experience targets adults of all ages, with more deployments targeted towards Women.

Benefit

The main benefit of VDR is to boost on-line sales in e-commerce enabled web sites. VDR has a proven track record. Metrics collected by Omniture and Coremetrics confirm a significant lift in conversion and average order values (AOV) for consumers using VDR on the web.

Unique Selling Proposition

VDR's unique selling proposition is our easy "one-click-try" button that dresses the model with a perfect outfit every time. Our rule-based engine which represents years of development effort includes product assortment intelligence and visualization expertise and guarantees:

- An outfit personalized to complement each garment and each consumer's needs.
- An assortment of garments in each outfit that promotes cross-selling and increases AOV.

"One-Click-Try" Before You Buy

The screenshot shows a web browser window displaying the 'Dressing Room' interface. A virtual model is shown wearing a red jacket and black pants. The interface includes a navigation bar with 'PERSONALIZE', 'MY VIRTUAL MODEL', 'MY FIT', 'E-MAIL MY MODEL', and 'HELP'. Below the navigation bar, there are sections for 'What you're wearing:', 'Sweaters', and 'Shop by Fabric'. A 'Buy this item' button is visible. The interface also features a 'Great go together' section with 'Items that go great with what you are wearing'. Callout boxes point to various features: 'Your personal virtual model', 'List of garments on your virtual model', 'Information and colors for the selected garment', 'Size and 5-star fit prediction', 'Try on related items', 'Email your outfit to friends', 'Store favorite items and outfits in your closet', 'View detailed fit chart', 'Catalog of 3D enabled products', and 'One-click BUY for item or outfit'.

Figure 1: "One-click-try" before you buy

Value for Consumers

- Buy on-line garments viewed on your virtual model.
- “One-click-try” garments directly from the e-commerce site.
- See what garments look like together. “Mix-and-match” products, brands and colors. Change shoes. Even try it with a handbag.
- Personalize a virtual model by selecting physical dimensions, ethnicity, facial features and hairstyles—have some fun.
- Find the correct size that fits the best. View a size up or a size down.
- Save favorites and send virtual models to friends and family wearing the outfit you created.

Value for Retailers

- “Visually” cross-sell products.
- Create complementary outfits for each product and consumer need.
- Create assortments to merchandize offerings for consumers to shop.
- Perform market research on aggregated shopping behavior.
- Automatically (XML feed) update assortment rules, price and availability based on internal inventory.
- Viral marketing tool enabling consumers to share and promote popular products.
- In-store kiosk to leverage assets and increase cross-channel sales.

5 body questions, 7 face and hair questions



Optional 4 to 8 measurement questions for fit

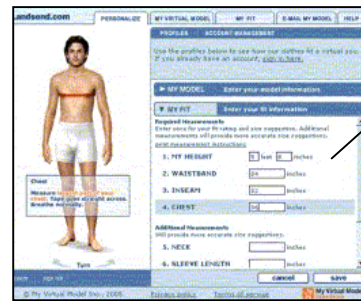


Figure 2: Create your virtual model

Virtual Identity™ Benefits

Virtual Identity™ increases consumer loyalty, consumer retention and consumer confidence. Virtual Identity is also a status symbol for the next generation of web consumers—a “must have”! Virtual Identity is the leading concept behind current trends on the web including user-centric, cross-channel and social shopping experiences.

Virtual Dressing Room uses Virtual Identity to speak to the heart of consumers by placing each individual at center stage. It creates an emotional tie to the consumer by enabling them to model their own physical appearance, try on garments before buying, save favorites to contemplate buying later, and share outfits with friends using our email postcard service.