FOR IMMEDIATE RELEASE

20/09/2019

TG3D Studio – New Innovation Announcement

TG3D Studio invades TechCrunch Disrupt San Francisco 2019 with a brand new shopping innovation

Fashion tech firm T3GD Studio is to unveil its innovative new virtual reality experience exclusively at one of the largest tech startup conventions in the world: TechCrunch Disrupt San Francisco 2019.

The VTO (Virtual Try-On) by Scanatic™ Fashion is a cutting edge virtual reality alternative to the customer fitting room, set to completely disrupt the way that customers shop for clothes. No longer will they have to suffer the inconvenience of putting on outfit after outfit in an unflatteringly lit and cramped changing room, waiting for the assistant to bring different sizes while peering in the mirror. The VTO by Scanatic™ for Fashion makes the whole uncomfortable changing room experience obsolete. Now, you can have your mini-me try on clothes for you instead!

The high tech solution involves an ultra-quick and highly accurate body scan which takes just three seconds. It will then send a perfectly replicated version of yourself to one of several different platforms available - the Cloudzet™ or Cloudzet Store App on your phone, the brands' own branded apps, or integrated into an e-commerce platform. You can quickly and easily dress the 3D mini-me any way you want from the options provided and view it from any angle to see how you look in next season's designs. Consumers will be able to see a realistic simulation of the actual clothing worn by their actual bodies.

Not only is your mini-me created from millions of data points taken from the scan and mapped by the algorithms, but so is the clothing. Unlike past versions of this idea, which were blocky and unrealistic, the clothes which are virtually tried on are mapped 100% from the original production designs. They retain the proportions, the silhouette of the garment and the drape, exactly like the original fabric's textures and physical properties. You can see exactly how a jacket would button up over your chest, how and where a dress would stretch over your body, or what length a skirt would be when you wear it.

The scan is completely private and your personal and measurement data stays secure. No photos are taken or used during the process.

Rick Yu is the CMO & Co-Founder of TG3D Studio, the company behind the new idea. He commented:

"I am delighted to be able to unveil our new creation at TechCrunch Disrupt San Francisco 2019, in front of the largest audiences of industry experts possible. This is a true exclusive first look at the fully working prototype of the The VTO by Scanatic™ for Fashion. Many years of development, consultation and fine tweaking have gone into this, our newest

product. We truly believe that it is a groundbreaking prospect which could herald a widespread change the way that consumers shop for clothes in the near future. TG3D Studio is thrilled to be giving it its debut at such a prestigious event."

Notes to editor:

TG3D Studio will be at TechCrunch Disrupt San Francisco 2019, Moscone North Convention Center between Wed, 2 Oct 2019 – Fri, 4 Oct 2019 inside the Taiwan Pavilion

For further press information please contact: press@tg3ds.com

About TG3D Studio

TG3D Studio's mission is to revolutionise the fashion world by providing easy-to-use digital tools to design and manufacture garments with a great fit. Consumers can shop with confidence, thanks to our interactive retail experiences.

www.tg3ds.com
Press profile: https://go.tg3ds.com/press_profile

About TechCrunch Disrupt San Francisco 2019

Disrupt is where the startup world gathers to see the present and the future of tech in one place. Be inspired by the insights of today's leaders and tomorrow's best startups, learn from industry analysts sharing their business expertise, witness the latest innovations and up-and-coming founders, and make the right connections easily to propel your business forward.

https://techcrunch.com/events/disrupt-sf-2019/

ENDS