

# Measure **[CAM]**

*...and its many applications!*

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## *Poikos Limited*

Poikos is a disruptive innovation house based at Birmingham Science Park Aston. The company was founded in July 2010 by entrepreneur and technologist Eleanor Watson who has previously co-founded and run a successful Arts business Graffiti4Hire at the Custard factory, Birmingham. Poikos aims to innovate, develop and bring to market technologies which have great potential and should be common practice but for whatever reason have not yet achieved commercialisation. At the core of all our activities lies our ethos of 'minimising and mitigating misery'. Therefore, although we definitely want to make impressive profits, we strive to do so in a manner that is safe and sustainable, also creating a positive social impact in our community.

## *MeasureCAM – The Tech*

MeasureCAM is a body measurement technology which enables its users to take accurate body measurements using webcams and smartphones. It is an accurate system completely developed in-house capable of taking measurements which may be used in different industries ranging from retail, medical, automotive and aviation to pet grooming. In order to use MeasureCAM, the user has to simply stand in front of the camera device and follow the on-screen instructions. This process will only take a couple of minutes and the best thing about our technology is that users can have their measurements taken in the comfort of their home. We recommend users to wear tight fitting clothes for best results. We ensure data security by storing user and account details in 2 separate locations, thus anonymising the data.

## **APPLICATIONS OF MeasureCAM**

### *Automotive Applications*

MeasureCAM can be used as a pedestrian detection system, whereby car owners can reassure themselves of the safety of their vehicle when parked in public places. This may be especially useful in particularly dodgy or dangerous areas. In these instances MeasureCAM will be able to detect suspicious people loitering around cars and may even be programmed to raise an alarm. Furthermore, this concept could be very useful to neighbourhood watch and the like by having in place an advanced technology capable of detecting abnormal activities and prevent crimes like vandalism.

MeasureCAM can also hugely improve automobile ergonomics. For instance, it may be possible to prevent fatal road accidents by having a system inside the car whereby drivers could be helped to stay awake, with a warning signal waking them up whenever they start to doze off. Apart from this, MeasureCAM would also enable vehicle manufacturers to take customisation to a whole new level, particularly promising in high margin sectors. On a more practical scale, a good example would be the ability to have car seats custom made and designed for disabled patients. MeasureCAM is a system which takes accurate measurements and therefore, such highly customized measurements could be taken with great ease at the time of purchase, thus eliminating the arduous process of taking moulds etc. This is highly valuable and attractive from the customer point of view, as personalised, quick and quality service is appreciated by customers now more so than ever before.

## ***Other uses:***

### ***Online clothing retail***

Almost 40% of clothes bought online are returned. Surprisingly this is due to sizing issues as opposed to quality problems. While this is a huge bottleneck for ecommerce retailers, it is also the cause of much hassle and anxiety for shoppers. So much so that a lot of people choose to avoid online clothes shopping completely. And this explains why online clothing retail has not experienced an exponential growth in comparison to industries such as electronics and books. MeasureCAM is the perfect solution for this problem as it would enable customers to ascertain if what they wish to buy will fit them or not before they place their order.

### ***Medical and healthcare***

In this industry in particular, the positive externalities that MeasureCAM could potentially create are absolutely massive. First of all, having a system such as MeasureCAM would enable patients to gain access to medical diagnosis and treatment for some illnesses even if they cannot physically go to a particular doctor's practise. This means help could also be rendered to geographically remote locations in the developing world. Working with our technology partners, MeasureCAM may also be able to devise a system which can potentially make BMI obsolete, as our system will take far more accurate measurements. We are confident this initiative will be embraced in the health industry as both patients and nurses have expressed discomfort in taking measurements the way it is done now. Other applications in this industry include physical rehabilitation and treatments for obesity such as tracking weight gain and treating lower spine disorders.

### ***Aviation***

MeasureCAM could enable planes to become more fuel efficient, by calculating the fuel required per journey based on passenger weight. This would reduce the carbon impact as fuel may then be carried as per required for the journey whilst ofcourse ensuring it is in line with safety regulations.

### ***Pet grooming and animal farming***

The 'pet grooming' industry is booming, with lots of famous celebs spending extravagantly on prettifying their beloved pets. Expensive pets usually tend to be rare breeds and therefore, clothes and accessories for them tend to be highly customized. MeasureCAM can tap into this market too by enabling measurements to be taken online and then sent directly to the customized tailoring services, saving celebs so much of their precious time. In terms of animal farming, MeasureCAM could enable the screening of animals to check whether they are healthy and the right weight and sizes.

### ***Bespoke clothing***

The ultimate extension of MeasureCAM technology will see the formation of a Europe based clothing manufacturing supply chain. The idea is very simple. Users can have their unique and accurate measurements

taken via MeasureCAM system, and thus have custom-made clothes. The project, called **Fashion Freemarket** entails the creation of a platform which will bring together independent designers and customers. This will open up opportunities for talented designers to portray their talent and generate quick revenue whilst customers will be able to access unique clothing otherwise unavailable except in the bespoke sector. This project will focus the attention back to where it belongs in fashion: unique styles, creativity and expression of personal identity, thus eradicating the extravagant prices and hype associated with 'brand' value.

### **Social Impacts of MeasureCAM**

- **Waste reduction** – MeasureCAM will make shopping a more enjoyable as well as an efficient experience, with people only ordering clothes that they know WILL FIT them. This makes a huge difference in reducing waste. For instance, fashion changes at such fast pace that once a particular season is gone, clothes cannot be sold anymore.
- **Sustainability** – MeasureCAM would encourage people to shop online more for clothes than they do right now. This means a significant decrease in the trips to the high street be it via car or public transport.
- **Neighbourhood safety** – MeasureCAM will encourage a more vigilant society as the system can be used to detect suspicious persons loitering around automobiles parked in public areas.
- **Addressing customers usually ignored by the mass markets** – MeasureCAM will massively increase the options available to certain customer segments such as obese and disabled people, who have an insufficient range of choices in terms of finding clothes as well as other durables, a problem MeasureCAM can easily eradicate by offering the option of custom design and manufacturing.
- **Job creation** – MeasureCAM will create jobs in the UK and Europe especially as the next phase of MeasureCAM technology will see the creation of a massive manufacturing supply chain based in the region, also attracting other related industries to set up and flourish in the region thus creating an economic hub.
- **Healthier lifestyle** – MeasureCAM will encourage better use of medical facilities at a greater scope than realised before, also encouraging people to follow a healthier lifestyle, for instance through adhering to weight loss schemes via tracking their progress over time.

The word "PINKOS" is written in the sand in a large, stylized, hand-drawn font. The letters are composed of multiple parallel lines of sand, giving them a textured, three-dimensional appearance. The 'P' is the tallest, followed by the 'O's, and the 'S' is the shortest. The 'I' and 'N' are also tall but narrower. The overall style is reminiscent of a child's drawing or a simple, artistic inscription.