COMPANY INFORMATION

Company name	**Texel, LLC**
Project name	Portal — immersive 3D scanning & virtual fitting room
Project leader Contacts	Maxim Fedyukov E-mail: max@texel.graphics Phone: +7.910.403.2701
Project history	R&D on this topic (PhD thesis and startups) since 2007, 3D scanning pivot in 2013

PROJECT INFORMATION

Description of technology/project

Texel Portal is a fully automatic 3D scanner capable of capturing large objects (human, a piece of furniture, etc.) in less than 30 seconds. The visualization of 3D model creation (point clouds fusion into the solid model and high-resolution colorizing) is initiated instantly after the scanning engaging client into the process. 3D printer ready model is produced by Texel cloud service in less than 5 minutes. Texel software automates multiple processes not only eliminating the need for manual post-processing of 3D model, but also saves time and money making 3D model production and further use (digital products, clothes fitting, VR, game characters, etc.) stable, efficient and ultimately lucrative.

Images and photos (see full video here):

Fig. 1. Fast 3D scanning with Texel Portal
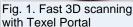

Fig. 2. Draping of digital clothes on 3D scan

Fig. 3. Our virtual fitting room

Fig. 4. A dress purchased online fits perfectly

Value proposition

– Significant reduction of returns in apparel retail e-commerce by enabling virtual fitting;
– Returns logistics and processing cost reduction;
– Increased sales and customer satisfaction;

Current status of technology/product

– 3D scanners batch production is established;
– High-quality scans in short time (30 seconds to scan, 1–2 minutes to see the final 3D model);
– Technology stack for entertainment applications is complete (3D printer preparation, fast digital content delivery, etc.), technology for virtual fitting room is in R&D stage.

Key advantages

– Excellent price/quality ratio of overall solution;
– Business model that combines complementing customer offers: fun with 3D photos, augmented reality cards and 3D printed figurines & market pain solution with virtual fitting room;
– Tested solution (currently 5 Portals are operational in Russia, and 1 in Spain, all profitable).

Competitors

– Artec Shapify Booth, 3dMDBody (we are 6 times cheaper);
– Vitronics Vitus Smart (we are 2 times cheaper);
– Styku MyBodee (we can scan black clothes);
– Bodymetrics (we provide high-precision scan);
– CloneScan3D (we provide 100% stable quality);
– TC² (we have healthy business model which makes installation of the scanner in high-traffic places profitable);
– Cappacity (we are already on the market).

Potential markets

– Apparel retail e-commerce;
– Entertainment in high-traffic places;
– 3D scanning medical applications;

Scientific publications and patents

– 3 scientific publication on the topic;
– US patent pending;
– Software copyright (rights reserved with Rospatent).

Contacts sought

– Venture fund for fast growing;
– Partners to setup Portal 3D scanner in high-traffic places;
– Distributors of Portal 3D scanner.

Project objectives

– Automation of 3D scanning, processing and production processes;
– Improvement of operational efficiency in apparel retail e-commerce;
– Easy, reliable and efficient processes setup to expand 3D scanning use from R&D facilities to mass market;
– Virtual reality, gaming content creation.