

## **Introduction:**

EIFLE is a fashion-tech company, with a 1st to market full-length, patented smart-mirror. The eifle s is a connected device, engineered to connect fashion-retail to a new generation of consumer, by introducing retail into the home. The company's development will be approached in two phases.

Phase 1: Enter current device to market as a social media focused tool for both the consumer and enterprise market, featuring a current design of 3 stereoscopic cameras, with each camera capable of still photography and video. With a no-cost mobile App, users can enjoy a live feed, social media sharing, as well as lighting & content controls of the hardware. Most notably the hardware allows users to learn real time body measurements in less than 60 seconds, a feature to transition the product into phase 2.

Phase 2: Introduce a revolutionary fashion-retail, eCommerce capability via the eifle software. This software will allow users to shop directly from home in their EIFLE mirror. Currently the smart-mirror uses computer vision technology to capture real time body measurements. In phase 2, 3D mapping, and eCommerce will be engineered to allow users to subscribe to their favorite fashion retailers/brands, select their desired piece of clothing, and on screen via the eifle app see how the selected size will fit their actual body.

Eifle will release the product to the target millennial consumer in 2017. Once the software and engineering teams, comprised of PhD graduates, have completed the algorithms, design, and targeted partnerships, eifle will release the hardware to shop from the comfort of home. Importantly, the first eifle mirror consumers will not need to buy an additional product to access these shopping options. The team plans to release additional capabilities via software updates.

## **Problem Addressed**

Through its mission and first product, Eifle aims to address the challenges faced in retail-fashion. By seamlessly introducing retail into the home - with an act customary to users (ie dressing in front of a mirror) - EIFLE is confident in the retailers returning lost revenue and opportunity during the current climate of declining retail sales, and interest amongst millennials.

## **Solution**

Through an "itunes"-like ecommerce design, retailers will be able to offer clothing for purchase to users. Retailers/Brands will also be afforded an avenue to 1) outperform digital retailers with competitive pricing, 2) streamline overhead, and 3) gain a competitive advantage with a physical presence in the home.

## **Impact**

For the first time, retail consumers will be able to take advantage of hardware specifically designed to simulate their shopping experience, and personalize their relationships with department store. The home access will simultaneously return an opportunity to the retailer.

Moreover, the mirror will introduce a customized body measurement experience to support reliable purchases, limiting the need for returns. Overall, the mirror will provide the first in-home physical retail presence and nexus to retail purchases, while not being limited to major retailers (small boutique online brands will also have a presence).

### Illustration Example

User is capturing body measurements, preparing to read her current body measurements on the EIFLE app, and use those measurements to see the fit of her selected clothing in real time. From there, she is able to select a better-fitting size or keep her selected size, and purchase the clothing through the EIFLE smart-mirror application.

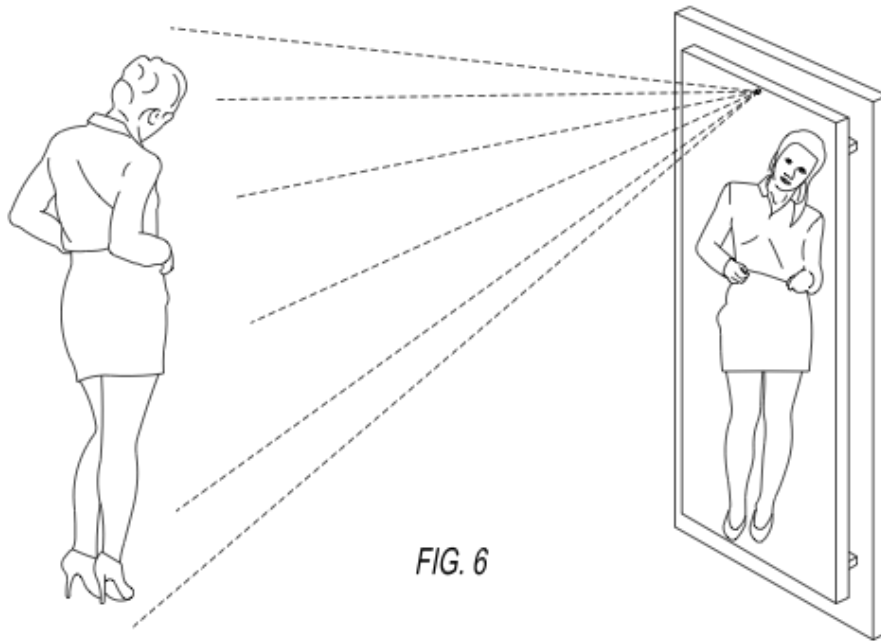


FIG. 6

### Current Product Image

