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Imagine That Technologies Introduces Streamline

Quick and Easy Renderings of 3D Models for Online Fitting Rooms

May 17 – Santa Clara California – Augmented Reality Event

Imagine That launched its new Streamline 3D model creation software at the ARE conference in Santa Clara. <http://augmentedrealityevent.com/>

“With the introduction of Streamline we have the ability to offer retailers an efficient way to cost effectively convert their online catalogues to 3D catalogues.” said John Leahy, Imagine That president. “This set of management and conversion tools will allow users of our online and kiosk fitting room tools to easily convert their existing inventories in online catalogues into full interactive experiences.”

Imagine That launched its Augmented Reality software for garment retailers in January at the NRF Expo in New York City. The software allows customers to try on clothing in 3D simply through the use of a webcam. The systems allow retailers to display and mix and match garments and accessories. Consumers can turn around and see the sides, the back and any other angle as if they were standing in front of a dressing room mirror.

In a store kiosk with a 72-inch screen shoppers can scroll through clothing by waving their hand to choose garments. The magic is that they try them on right there with their clothes on or off. These interactive online shopping experiences are translating into increased sales and lower returns for the retailers who are using the software.

Imagine That is working with clients in South America, Europe, the US and Canada to implement the software. ZooandCo.com Imagine That’s first client went live with the software in January 2011.

Imagine That’s fitting room is built on Total Immersion’s Augmented Reality Platform and is developed by immediaC a leading AR software developer from Canada.