

# So that the shoe fits: Foot scanner with the **Elo touchscreen 3201L**

The shoe is for the foot and not the other way round. The innovative 3D foot scanner, developed by a German start up company, is attracting great interest across the entire shoe and sport sector and including Fraunhofer, a retail lab and specialist sports dealer.

## High tech in retail

Mifitto, a newly created German company, wishes to improve the purchasing process for shoes at the point of sale with its 3D foot scanner. Feet which are exactly measured make the choice of suitable shoes easier. The concept with interactive touch screen from Elo has already convinced the well known company Fraunhofer, a retail lab and specialist sports dealers.



With the 3D foot scanner, stationary retailers have sales supporting technology to hand, whose usefulness is immediately obvious to customers: the system searches for the right shoe for the foot - and not the other way round. First of all, the foot is measured and then mifitto comes up with suitable recommendations.

## The right screens

Since 2014, the mifitto systems which have been equipped with touch displays have been installed

at the point of sale and in a retail lab. „When selecting the screens, we chose qualitative high quality and stable picture screens which offer good usability“ says Thomas Harmes, Managing Director of mifitto. The Elo touch screen was selected for the system, as the performance of models of other manufacturers was not satisfactory. A model which can be delivered with the touch technologies projective capacitive (PCAP) or IntelliTouch® Plus® surface acoustic wave. The robust full HD professional display from Elos interactive digital signage (IDS) family is, like the other models of the series (up to 70 customised picture diagonals), equipped with an OLED screen and LED back light and has a display lightness of 350 cd/m<sup>2</sup>, which is very much suitable for use indoors.

## With Fraunhofer participation

Thomas Harms comes from a family which has a long history of participation in the shoe trade. He knows the retail market as well as he knows the requirements in e-commerce. In 2012, he founded the company with two partners which has filled a gap in the market with its shoe and foot scanner that was developed in a good 18 months. Alongside practitioners from the shoe trade, the renowned company Fraunhofer is so enthusiastic about the concept that it acquired a shareholding in the company in October 2013.

Scientists from the Fraunhofer Institut für Integrierte Schaltungen – Fraunhofer Institute for Integrated Circuits (Fraunhofer IIS) – also took part in the development of the mifitto scanner. By means of this, a practically orientated research partner is on board, whose inventions have already made a great contribution to the e-world: Fraunhofer IIS researchers have finally invented the MP3 format.

## Tested in the retail lab

Since spring 2014, the scanner has already been installed at four sites in Germany. In Nuremberg, the mifitto system belonged to the start up of the retail lab „JOSEPHS – the service manufacturer“ at Karl-Grillenberger Straße 3. Since 20 May, retailers and customers can participate there in the development, introduction and marketing of modern product and service concepts. In revolving three-month test cycles for differing realms of experience, various products and services are showcased to the visitors for testing and evaluation. The first theme with the scanner and touch display started under the motto „creative with hand and foot“.

## At the PoS at specialist sports retailers

The sports shoes expert Teamsport Philipp uses the system precisely, creatively and durably. The company has 7 branches and an online shop



and is one of the largest Teamsport dealers in Germany for football, football boots and equipment.

At approximately 70%, revenues from retail stores form the most important revenue stream for the specialist retailer. Since April 2014, the sports dealer has been using the mifitto scanner on 32 Elo 3201L units. It was installed for the company at the entrance to the main store next to the corridor. Specialist advisors measure customers' feet with the scanner. "By the end of the football World Cup, the scanner will be in use for football boots," says Christian Lenz, who is also the manager of the online shop at Teamsport Philipp.

In particular, football players have particular customs when buying shoes. Some prefer tight football

boots, others can play better in relaxed boots. That and the differing sizes according to manufacturer are good reasons for the use of the system at the point of sale. Alongside the measured foot, product recommendations are then shown on the Elo touchscreen. In the future, the mifitto system will be used by sports dealers for other product groups, for example in the case of running shoes "The handling of the whole system [forms the] perfect package." according to Lenz.

#### **Success story continues**

Mifittos scanner is currently attracting great interest in the entire shoe and sports sector, so that in the near future, more shops will use the system. It is also been extended to a large product and image database. Therefore, at the moment at mifitto

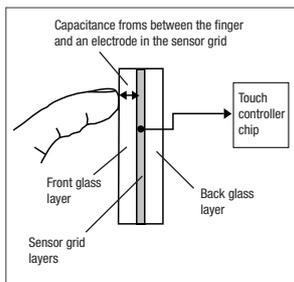
in Duisburg, 10,000 shoes are being scanned and photographed each day, so that a large collection of information concerning Women's shoes, shoes for men and shoes for children exists. This can lead to lower return rates in online retail. In retail stores, customers can obtain better, speedier and more competent advice, either by themselves or with the assistance of a sales person, so that everything is as it should be. Thereby the visualisation and interactive nature of the screen plays a key role.

#### **Elo is a touch pioneer**

Via Elo Touch Solutions: the founded showcased touchscreen over 40 years ago as pioneers. Today, Elo Touch Solutions is a worldwide provider of touchable technologies, products and solutions for industries.

**Projected capacitive (PCAP) technology**

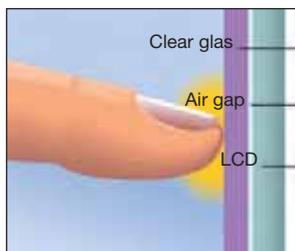
The screens have protective windows on the front and back. The middle layer is comprised of a sensor grid. At a touch, electrical capacity exists between finger and sensor grid, with which the position can be calculated.



- Use: Machines, interactive petrol pumps, smartphones, tablets
- Entry: Finger, glove (special glove or thin gume), special pen
- Drawback: No object-based entry possible, expensive
- Benefit: Resistent against humidity, heat, strong cleaning fluids, no concrete touch needed, 2,4,5,10 touch points possible, compatible with Win, Linux, Mac
- Size: 10" bis 42"

**IntelliTouch Plus surface waves technology**

Electrical signal is transferred via ultrasound waves through the glass panel. Reflectors and transducers distribute the sound and convert it into electrical signals. In case of screen contact, the standard wave sampler is changed. On the basis of the change, the co-ordinate is calculated.



- Use: Machines, info kiosk, multimedia, computer based training courses
- Entry: Finger, glove, weak stylus
- Drawback: Entry by physical influenes (drops of water)
- Benefit: Dual touch, Win7 certified, stronger pictures through pure glass, higher resolution and lightability, recongises force applied, virtually no physical wear and tear
- Size: 12" bis 42"

**3201L Interactive Digital Signage (IDS) Touch Display**

This Touch Display delivers Multi-touch performance with "Built for Touch" reliability. The thin, commercial-grade touchscreen ideal for kiosks, wayfinding and other office applications.

- Professional-grade hardware with strengthened touchscreen glass to withstand the rigors of public use
- Thin (<4" mounted) design is attractive and compliant with ADA and IBC protrusion requirements
- Reliable, integrated IDS solution with optional NFC / RFID scanners and webcam kits
- 3 year standard warranty with optional 2 year extended warranty. On-site advance replacement exchange option available in USA
- Remote management capability for device hardware with support for future cloud applications as well as Intel OPS compliant with available adapter kit
- Flexible mounting in portrait, landscape and table-top orientation



For additional information please contact your local Ingram Micro Data Capture/ POS sales office.

Or visit the Elo Touch homepage: [www.elotouch.com](http://www.elotouch.com)