

# AI-based body-tracking - sizing can be this simple

## Smartfit launches new revolutionary technology

Freiburg, June 2023: Smartfit introduces its new Q2, the first sizing system with AI-based automated body tracking technology for bike retailers. The newly deployed technology makes taking body measurements and sizing a breeze. The advantages are obvious: the mobile system uses a video camera which independently detects all relevant body measurement points and creates a virtual image of the body segments. No anatomical expertise and no calibration are needed. This makes it quick and intuitive to use, even for sizing rookies. The sleek design makes it a mobile tool with minimal space requirements on the sales floor. Get measured with AI technology. For the first time at Eurobike at the Smartfit booth (Hall 11.1 Booth D35).

"The new Smartfit Q2 uses the latest digital markerless technologies for biomechanical pose detection. We are pioneers in its use in bike sales. Precise and fast body measurement without anatomical knowledge is now possible. With the integration into our software, it has never been easier to determine the perfect bike for customers", says Dr. Björn Stapelfeldt - CEO & Founder of Smartfit.

The automatic tracking or pose detection technology is AI based and independently captures all relevant body measurement points from video images to automatically translate them into a so-called pose estimation model, a virtual image of the body segments. Smartfit has adapted the technology reliably for the first time for body measurement at bike sales. The determination of body markers, which are crucial for bike sizing, are detected with an accuracy of +/- 2mm. The Smartfit software takes over the measurement points recognized in this way within seconds and translates them into an ergonomically optimal seating position using a proven algorithm. With the technology, all employees arrive at an optimal frame size recommendation without having any expertise in bike fitting and anatomy.

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