EASYtwin studio

Easytwin is an autonomous studio that creates 3D faces automatically to offer innovative 3D usages to consumers and mass markets directly in shops and malls.

Easytwin consists of a an autonomous scanning station that creates the face of consumer (or realistic avatar) in seconds and an application on a touch pad for many usages. An application on smartphone can be associated to enhance the user experience and maintain contact with the customer in the catchment areas.

How to use **EASY**twin ?

For enabling Easytwin to the consumer, just install it directly into the shop and plug it into the AC/DC. The installation and setup of the material are made by Digiteyezer on the site in less than 30 minutes. Therefore, the scanning station is then used by the public or staff of the point of sale.

To scan a face and use it in many usages, just place the client in front of the scanning station and click on the tablet. Photographs are taken by the cameras installed in **Easy**twin. The images are used by the embedded computer that creates the 3D face in 30 seconds. The face is then displayed to the display devices (PC, TV, Tablet, projector, ...).

Who can use **EASY**twin ?

Easytwin is a solution that can be installed in any public area for offering to consumers and visitors many innovative usages featuring their own faces. Easytwin can be directly installed and used into shops and shopping malls.

Stores and shopping malls

3D virtual fittings :	Haircuts, Glasses, Make-up, accessories, ...
Custom and animated 3D avatars :	video games, animations, films, multimedia, ...
3D printing of customized objects :	figurines, tableaux, posters, laser engraving, ...

Entertainment parks et touristic sites

Animation of waiting queues files of attractions :	immersion of the visitor into films, video, scenarios, ...
3D customized and animated avatars :	video games, animations, films, multimedia, ...
3D printing of customized objects :	figurines, tableaux, posters, laser engraving, ...

Games editors and products manufacturers

3D virtual fittings :	Haircuts, Glasses, Make-up, accessories, ...
Animation in shops for product promotion :	dedicated film, client immersion, products testing, ...
3D customized and animated avatars :	video games, animations, films, multimedia, ...
3D printing of customized objects :	figurines, tableaux, posters, laser engraving, ...

Costs for **EASY**twin ?

Digiteyezer offers Easytwin with an innovative sales model adapted to the structures of product sales to consumers. Indeed, Easytwin is available to retail outlets and visiting areas as a lease including the entire solution for some hundred euros per month. The monthly cost depends on the number of installed units and the services among the following:

- ✓ Development of a specific application (tablet, smartphone, TV, ...) corresponding to a particular purpose
- ✓ Creation and integration of libraries of 3D objects corresponding to the catalog of products sold
- ✓ Networking of the studios installed for the management of the 3D models and the marketing animation
- ✓ Remote and on-site maintenance for installed Easytwin studios

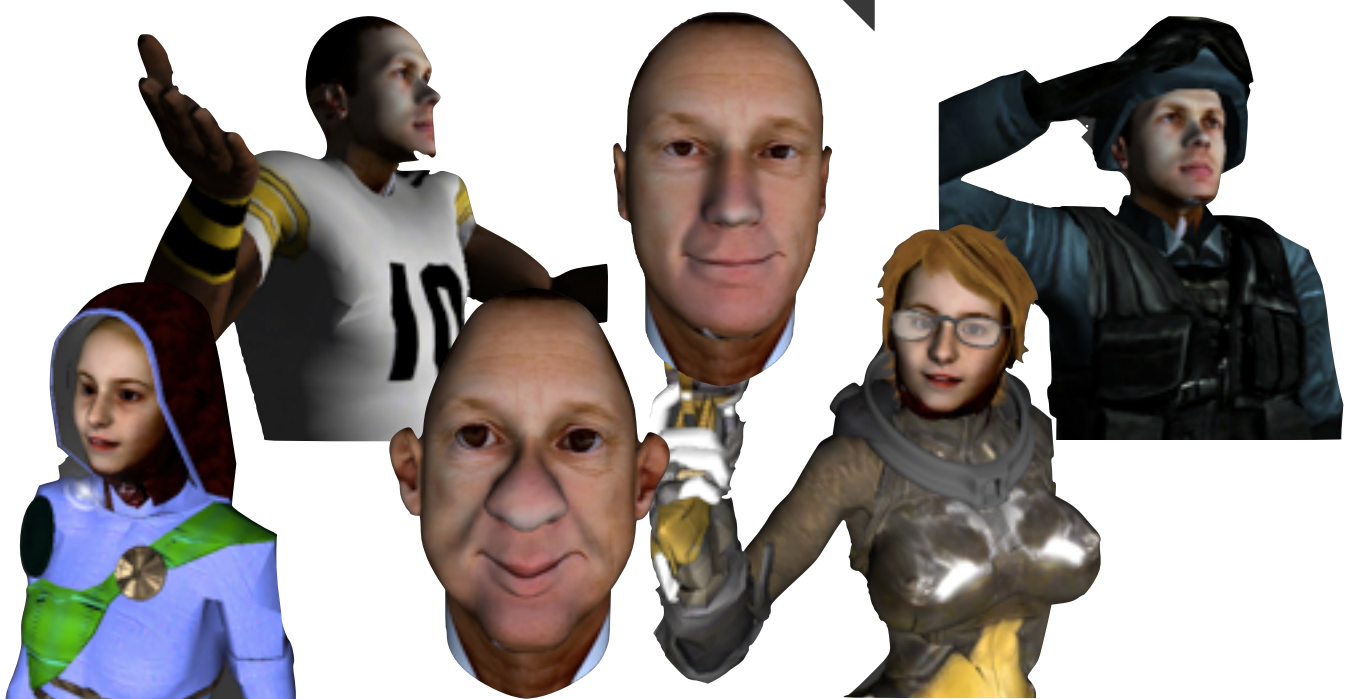## who is already using **EASY**twin ?

Easytwin was developed by Digiteyezer in partnership with the Haircoif hairdressers who will offer soon the first application of virtual fitting of hairstyles and coloring products in 3D in its 90 salons across France. Clients will be able to create their faces in 3D within seconds directly in the salon and then try the collections of hairstyles created by the designers of the Group and apply these hair products developed by the Group Haircoif.

Thus, no more fear of making mistakes, or regrets, caused by the choice of a cut or color.

EASYtwin usages examples

Virtual Fitting usages

Multimedia usages (games, films, animations, 3D printings, ...)

http://www.youtube.com/watch?v=v9fyj2SL724
http://www.youtube.com/watch?v=MkgTVzfhE2Q