

Shoppers Can Soon Try Shoes Virtually With AR Foot Recognition

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A new feature from Vyking helps online customers envision what a pair of shoes would look like on their own feet

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For all of the convenience that online shopping offers, when it comes to clothing and footwear purchases, customers still have no choice but to pull the trigger blindly without being able to try the garment on, hoping that it looks good when it shows up at their doorstep. AR company [Vyking](#) is offering a new feature that hopes to solve this problem by letting customers try on a pair of sneakers virtually before they make a purchase.



While AR facial recognition is already being used by retailers for things like letting shoppers virtually try on beauty products, this could be a first for 'foot recognition' technology. The app uses a mix of AR and computer learning to sense where the wearer's foot is and project a 3D model of the sneaker onto their foot via their smartphone. This not only helps customers find styles that match their tastes, but also solves a problem for retailers, as returns are one of the costliest aspects of doing business online.

A post shared by Vyking (@vykingar) on May 14, 2018 at 6:29am PDT

Though currently just a prototype, the Vyking footwear tool is expected to be released within the next few months, according to [Prosthetic Knowledge](#).

Vyking

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