

<http://www.pocket-lint.com/news/9742/virtual-reality-clothes-shopping-korea>

Virtual reality clothes shopping launches in Korea

Saves trying things on

by Amy-Mae Elliott published on 29 August 2007

A truly geeky way of clothes shopping has launched in Korea.

A new high-tech, virtual reality fitting system has debuted in the Shinsegae Department Store.

A three-dimensional scanner scans your body in detail in just 10 seconds then using that information, the system creates a 3D personalised image of you.

You can then see your avatar on a large screen and when you scan the RFID tag of an item you want to try on it will appear on your avatar.

This is being trialed in a real-life store, but the huge potential for this would be for online shopping.

And if you're thinking "don't do it" for the pink and grey combo in the image - it's a golf clothing shop, and as all we all know, looking faintly ridiculous is one of the rules of the game.

