



## XESTO INNOVATION HIGHLIGHT



### COMPANY OVERVIEW

Xesto is a computer vision start-up that develops 3D sizing applications for smartphone and mobile devices. Xesto created and launched Xesto Fit, a proprietary 3D sizing technology to help online buyers ensure their purchases will fit, making it the first accurate measurement systems using 3D smartphone cameras.

**LOCATION:** TORONTO, ON

### TECHNOLOGY



### Data Centre and Cloud

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### FINDING THE PERFECT FIT

Ecommerce companies see billions of dollars in returns each year. It is estimated that 70% of online returns in the clothing and shoe sector are related to fit issues. Sizes vary between brands and within brands themselves, making it difficult to order the right fit. It is extra challenging for customers to try to gauge their shoe size through a computer screen. The try-on experience is eliminated in a world where most shopping takes place online.

### XESTO FIT

Solving this problem using Xesto's mobile app - Xesto Fit, you scan your feet to size yourself in over 150 different shoe brands. If you are unsure your size in a pair of shoes, the app provides recommended sizes so you can find the one best for you. Xesto Fit built a proprietary accurate measurement system that uses the Face ID on smartphone cameras to spatially compute the areas and objects its viewing. Using Xesto Fit, you can avoid the hassle of returning new items that don't fit.

### OPTIMIZING PLATFORM PERFORMANCE

To launch their product commercially, Xesto needed to verify their platform could support the projected scan rate and userbase of going to market as well as optimize performance. By leveraging the CENG Testbed, Xesto discovered the number of instances needed to support a specific client load. Utilizing CENG's infrastructure to test in a simulated environment, Xesto made improvements to speed up their pipeline and resolve memory leaks in used libraries. With new and improved functionality, Xesto is one step closer to market readiness and ensuring you have the perfect fit.

**"With this partnership, we were able to handle high traffic loads that came with high visibility press."**

**Sophie Howe**  
CEO, Xesto

