

Augmented reality fitting rooms



Using augmented reality and the Microsoft Kinect, Topshop has been able to create a virtual dressing room that doesn't require any changing at all.

Why it matters

The ability to try on clothes instantly with this new technology saves people time. It also allows them to share what they try with friends via social networks and get their feedback. Will this use of augmented reality become sophisticated enough to reach the mainstream and one day be available from the comfort of our own homes?

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