

MyFiziq Wants To Measure Up In The Fitness Biz

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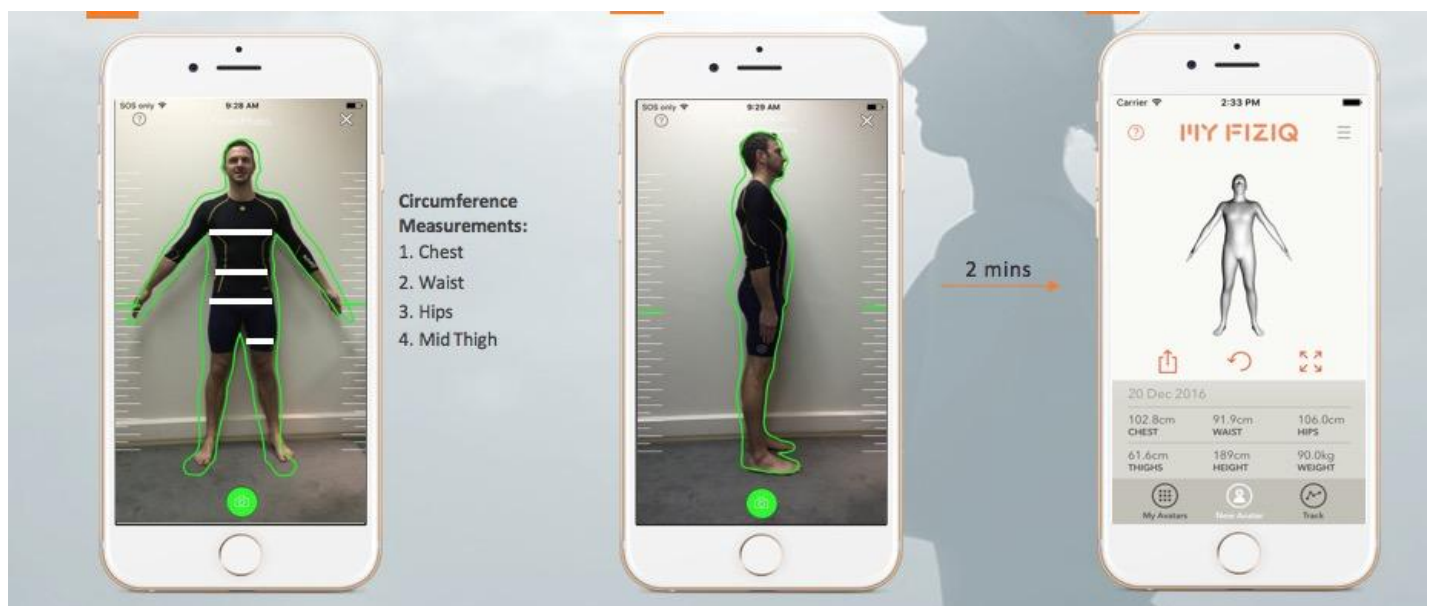


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Local start up MyFiziq wants to change the way we measure the progress of our exercise and diet programs. By using your smartphone camera and measuring over 70,000 data points on the body, they claim to be so accurate the health, insurance and fitness markets are interested in buying or leasing the tech.

MyFiziq (pronounced My Physique) is a smartphone app - it's currently [iOS](#) only but a new release, that adds a bunch of features is coming soon and will add Android compatibility.

Once you install the app, you provide it with you height, weight and gender - you don't need to give it a bunch of personal

information. The current version of the app requires someone else to hold the phone and take a photo of you. You need to pose with arms out and your body inside a "chalk outline". The next version will use the front camera on the smartphone in order to make it a one-person process.

The image and your basic data is then sent to a cloud service - MyFiziq uses AWS Lambda for the compute. Algorithms then create a 3D model that calculates chest, waist, hips and thigh measurements. Other measurements, said CEO and co-founder Vlado Bosanac, will come later.

The process from when the image is sent until when the result is returned in about 80 seconds.

Their applications of this technology, which Bosanac said is unique, are myriad. There are applications in the fitness industry, health insurance and health care.

If you're into monitoring your body's response to an exercise and diet regime, then MyFiziq is better a set of scales.

<https://www.lifehacker.com.au/2017/07/myfiziq-wants-to-measure-up-in-the-fitness-biz/>