



CATCHING URBAN LIZARDS

AND OTHER ART FINDINGS WITH
MOBILE SCANNING AND GIS

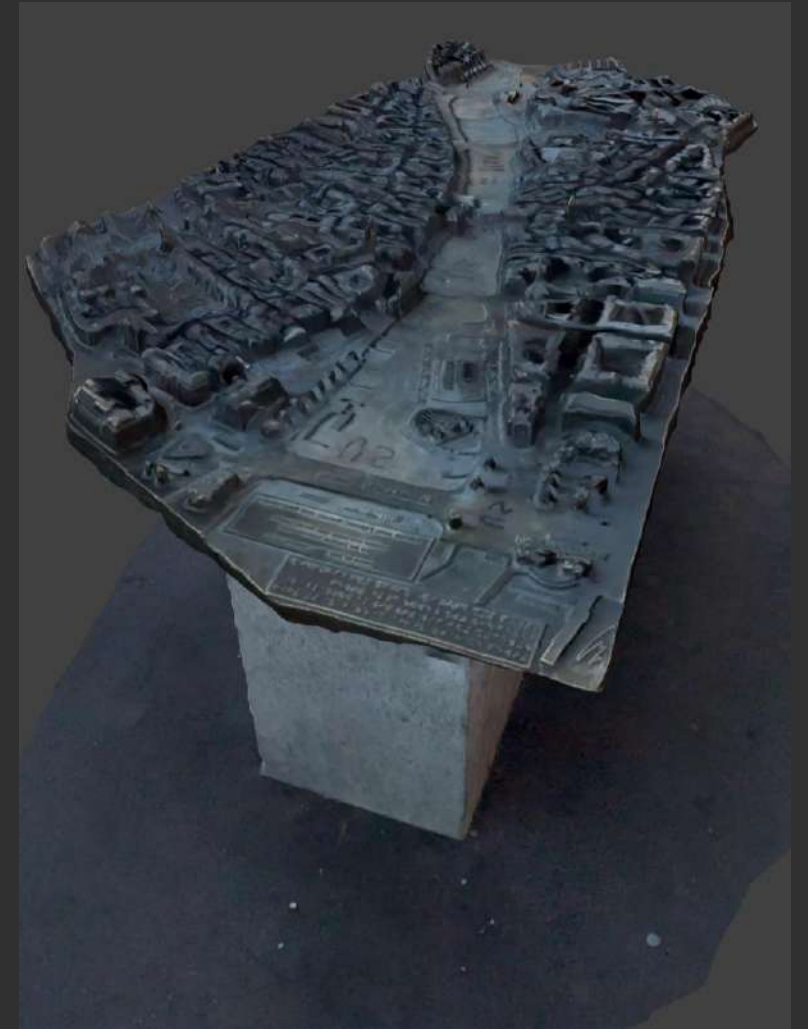


DAGMARA PASIAK

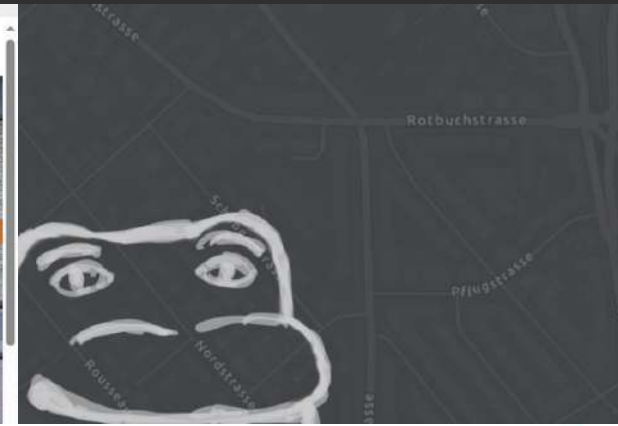
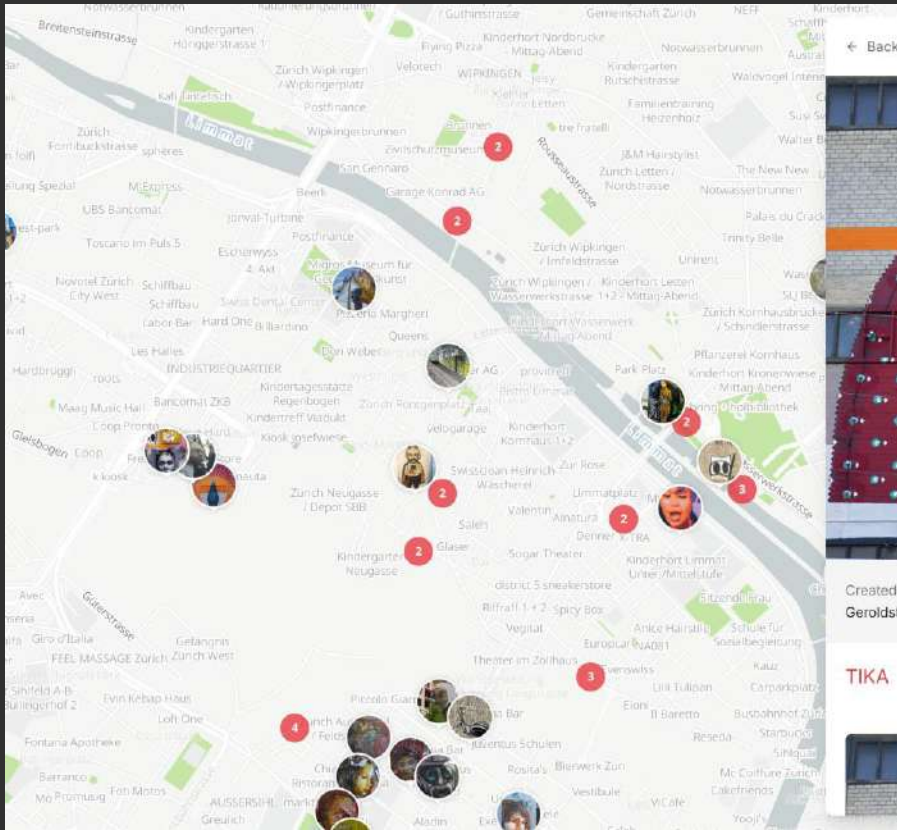
SCANNING PROCESS




SCANS





CURRENT STATE





Sketchfab EXPLORE • BUY 3D MODELS • FOR BUSINESS • [LOGIN](#) [SIGN UP](#) [UPLOAD](#)


**Urban Garage**
Wardster
1742 0 56

**House Farm wood - 13 MB**
Mehdi Shahsavani
3k 4 139



**VR Art Gallery**
caricap9
16k 5 487

**VR Room - Art Gallery**
caricap9
12.2k 9 374

**Building Brutalist TriCorner**
Nicolai Kilstrup
7.1k 4 420

**Ghetto Hood Graffiti Detroit Building #1**
The Shade Game Dev
9k 1 306

[LOAD MORE](#)

**"Urban Wildlife in the Cityscape: A Wood Art Ins**
3D Model
 **kirxyz** [FOLLOW](#)
0 3 0
[Download 3D Model](#) [Add To](#) [Embed](#) [Share](#) [Report](#)
Triangles: 1.7k Vertices: 867 [More model information](#)



Main map

My models (12)

Saved models (23)

Seen models (13)

Add model



Orang Utan

[Ottikerstrasse 51, 8006 Zürich](#)

Graffiti



Mirror Sculpture

[Zürich](#)

Sculpture



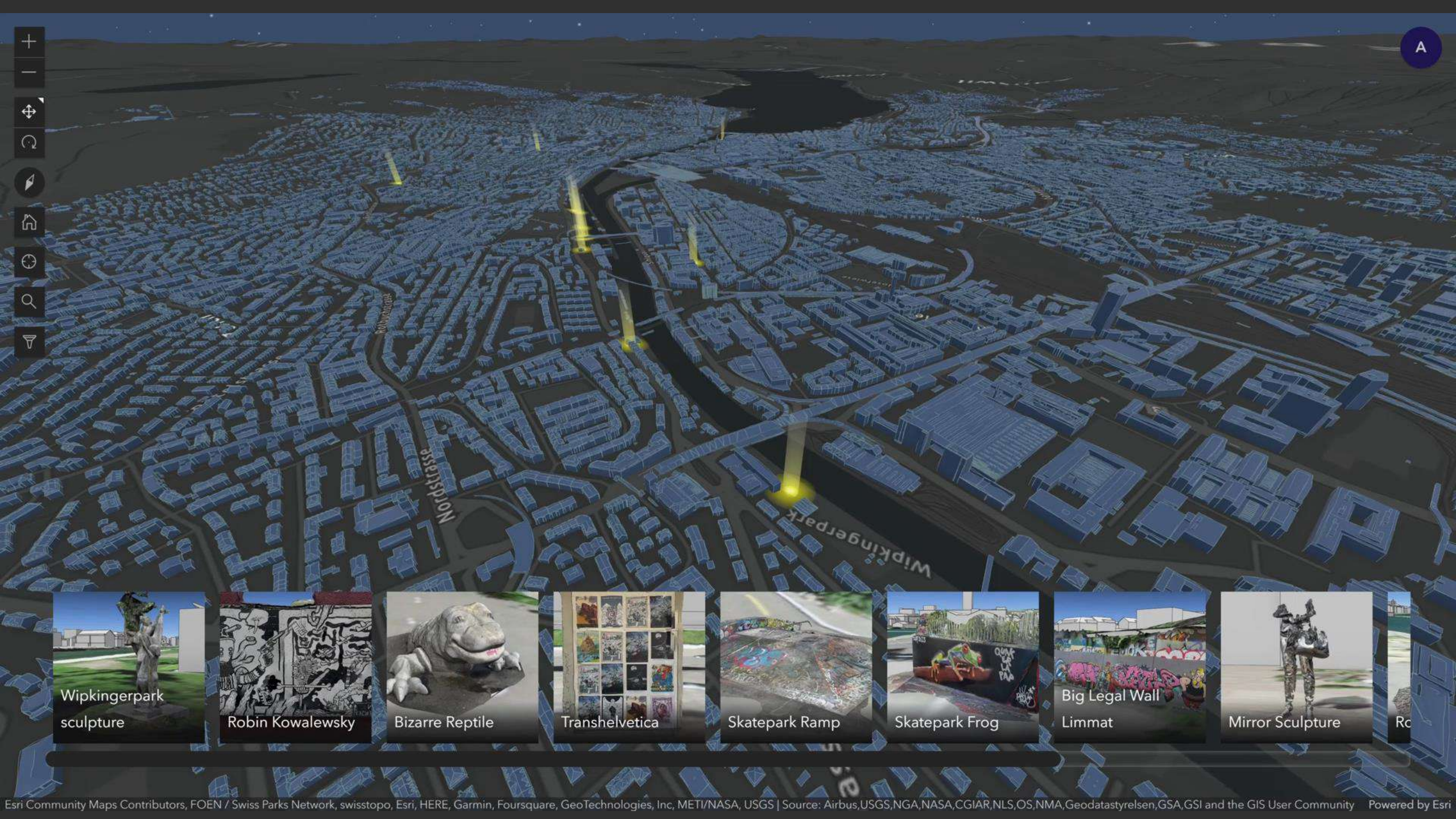
Big Legal Wall Limmat

[Lux-Guyer-Weg, 8006 Zürich](#)

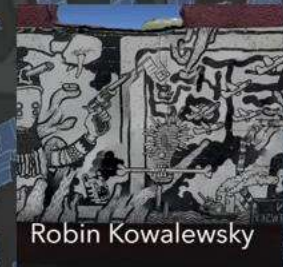
Graffiti



Legal Wall Limmat



Wipkingerpark
sculpture



Robin Kowalewsky



Bizarre Reptile



Transhelvetica



Skatepark Ramp



Skatepark Frog



Big Legal Wall
Limmat



Mirror Sculpture



Ro

3D SCANNING AND GIS

Data
repository

Sharing
results

Location with
attributes

No technical
skills

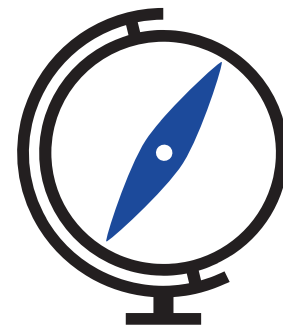
Real-world
models

THANK YOU



Dira is building GoTop for swisstopo

EMANUEL MAHLER

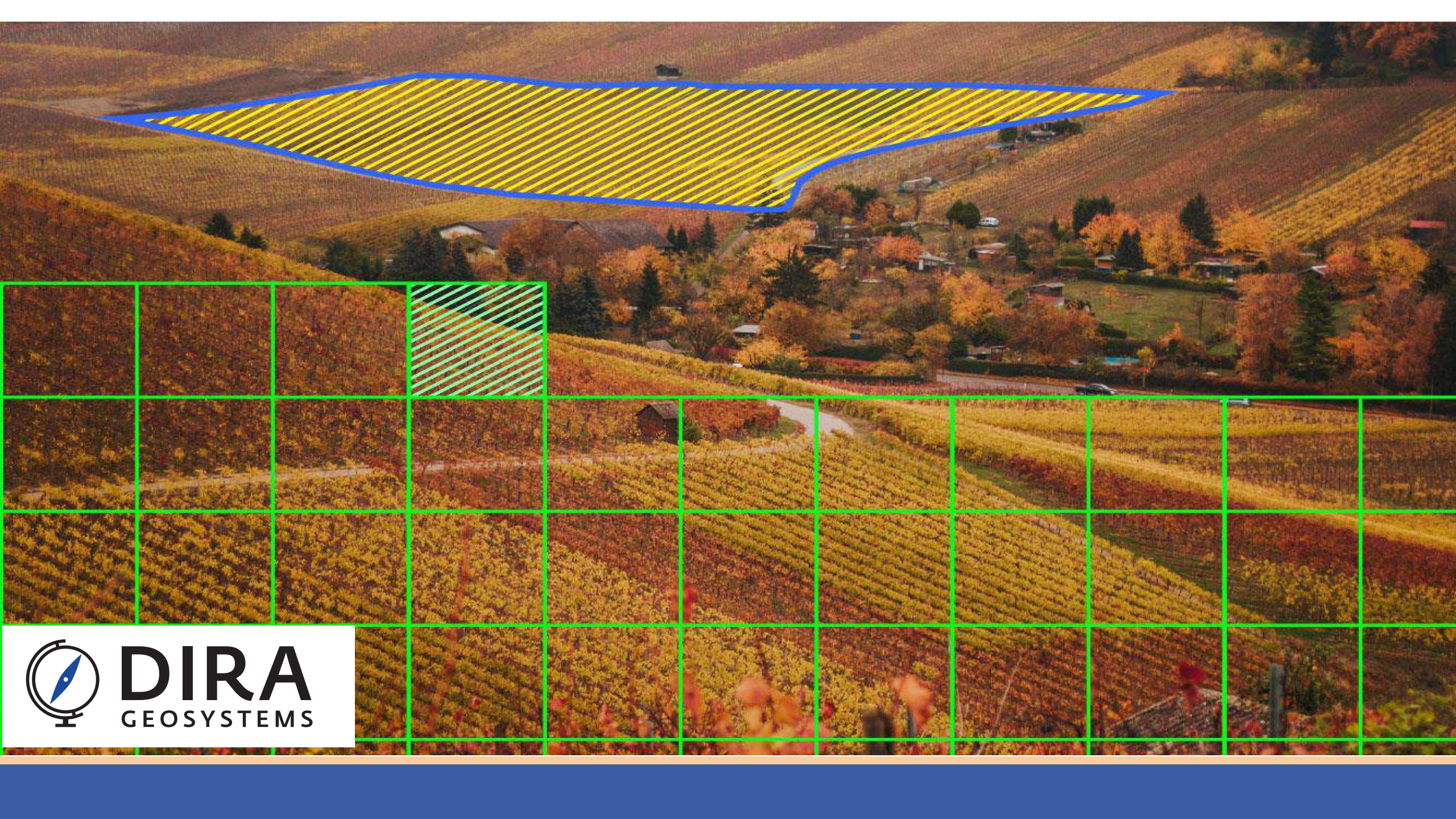


DIRA
GEOSYSTEMS





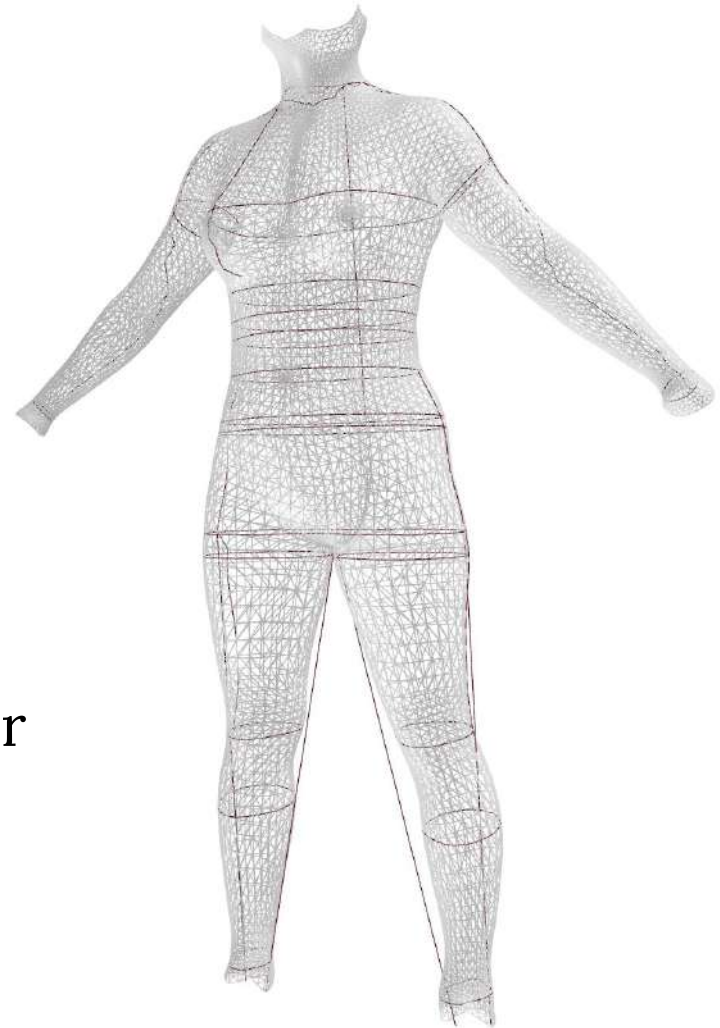




DIRA
GEOSYSTEMS

Measuring @ Zalando

Andy Blöchliger & Sandro Huber



The Zalando journey

2008

Zalando founded

2010

**From shoes only to shoes and fashion
→ growth of assortment**

Growth of markets

2015

ETH Startup Fision founded

2018

Expansion into new categories (Beauty)

2020

Fision joins Zalando

2021

Launch into 8 new markets

Launch of D&I strategy do.BETTER

2023

Launch Of Size Advice with Body Measurements

2024

Launch of Ecosystem For fashion & lifestyle e-commerce strategy

**We are one of the leading
multi-brand fashion
destination in Europe**

14.6bn

Euro GMV

50m

active customers





Sizing

Tech that fits

~50% returns rate across all markets



~30% of all returns are size-related



Tech-based size advice



10% less size-related returns*

*compared to items where we don't offer size advice

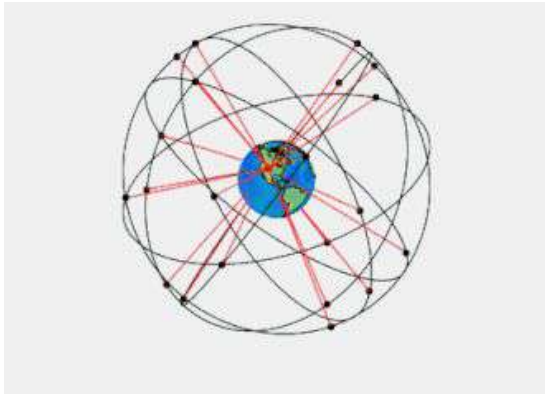


Geo?

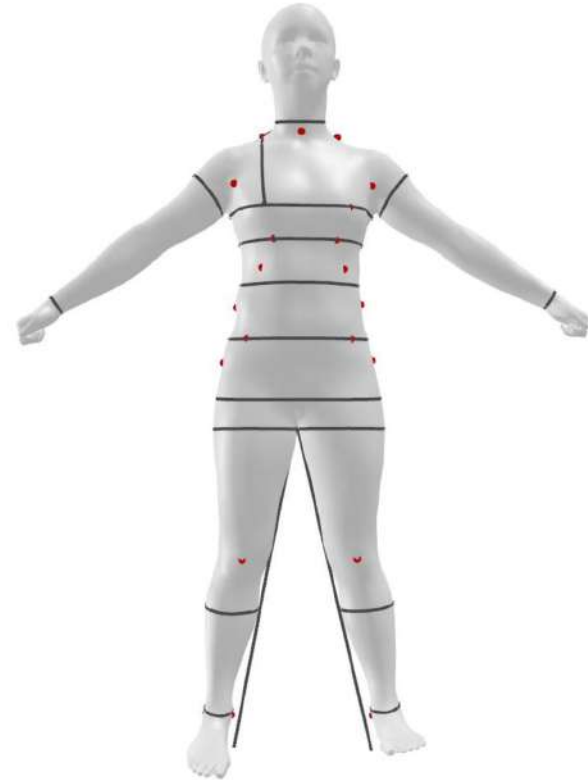


Geomatics!

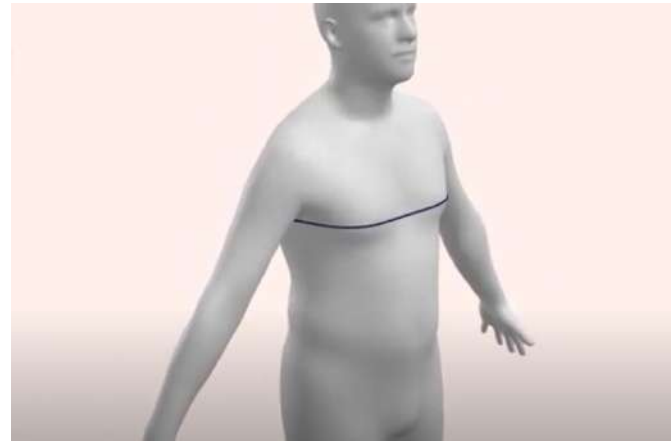
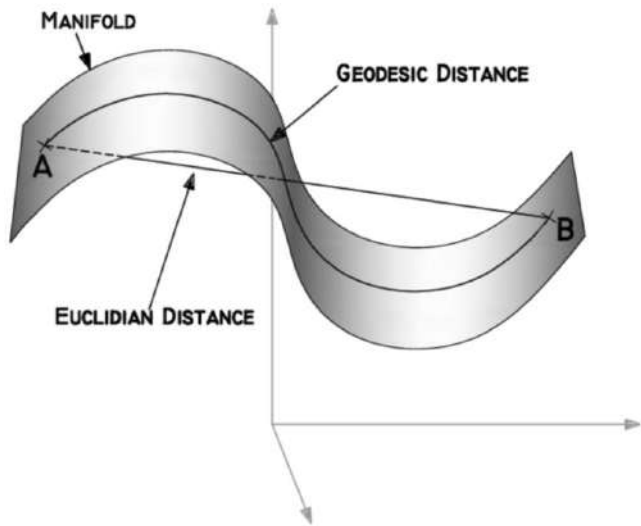
Geomatics



“Anatomatics”



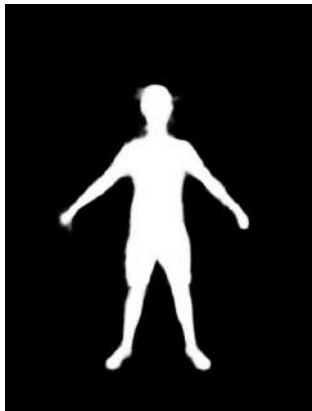
Geodesics



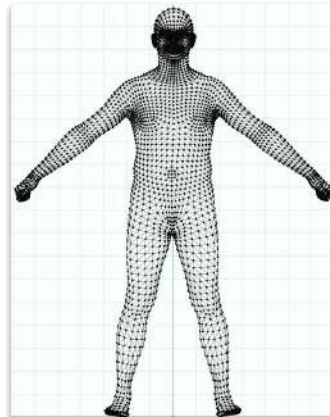
Body Measurement Computation

Runs **On Device**

Front & Side Pose



Parametrized Body
Model is
reconstructed



Body
Measurements



Body Measurements



Size Advice



We recommend **size L**.

[Why?](#)

L (Only 1 left)



Add to bag



Virtual Fitting Room





Thank you