

## 3D Scanners UK provide technical support

Back in 1998, when 3D Scanners UK was in its infancy, the company was selected to work with two renowned designers, Dick Powell and Richard Seymour, collectively known in the industry as Seymour Powell.

The well known duo were commissioned by Nottingham based Charnos to come up with an alternative to the traditional underwired bra as part of Channel 4's Designs on Your... television series.

It was vital that its shape was perfectly matched to a typical female bust. Without any standard blueprints to work to, there was no alternative but to commission a wide ranging market research campaign. Enter 3D Scanners UK for one of its more unusual projects.

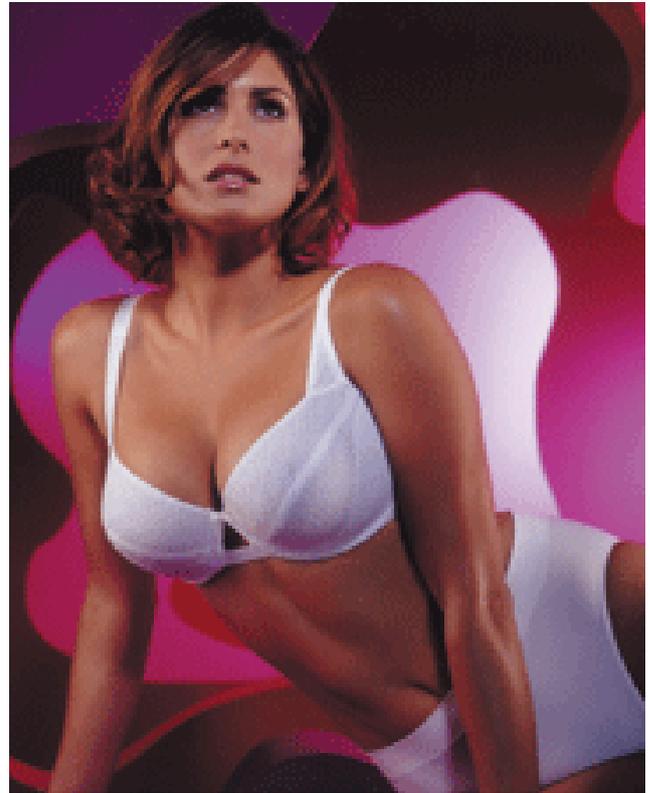
A representative sample of similarly sized women was gathered together at Charnos HQ following an appeal on local radio. Each bust was scanned in by 3D Scanners.

*"Although a 3d laser arm scanner is more typically used for scanning new car designs, it actually couldn't have been more appropriate for this job,"*

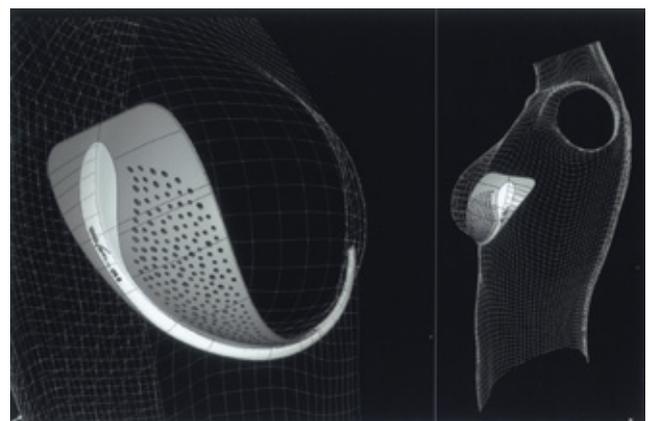
*"For a start it is fast – and it wouldn't have been fair to keep our volunteers waiting around. Secondly it is extremely accurate – there would be no point building an average sized bust if the numbers were wrong in the first place. It's a non-contact scanning solution, which was a pre-requisite, obviously. And it is flexible enough to be transported to Nottingham and used in a standard office environment, while other potential solutions may have required special lighting conditions."*

Nik Alimaras, Sales Director of 3D Scanners.

From the data that 3D Scanners UK was able to provide, Seymour Powell could confidently design a



moulded but flexible plastic shape whose contours would accurately match a bust of average shape given the chosen size. moulded but flexible plastic shape whose contours would accurately match a bust of average shape given the chosen size.



This was used as the basis for a prototype bra which was wear-tested by 100 or so volunteers in Nottingham and Derby. The feedback from this led to a further round of modifications and a second, more successful, trial. And the Bioform was born.