Bodymapp Info Pack

Offering 3D body scanning to your members

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About Bodymapp

Bodymapp is a 3D body scanning app that allows people to measure and track their body composition using their phone.

A Bodymapp scan provides you with up to 20 different measurements of your body - including bust, waist, hips, body fat percentage estimate, waist to hip ratio, BMR and more.

Tracking measurements through Bodymapp allows members to visualise the progress that they can't see on the scales.
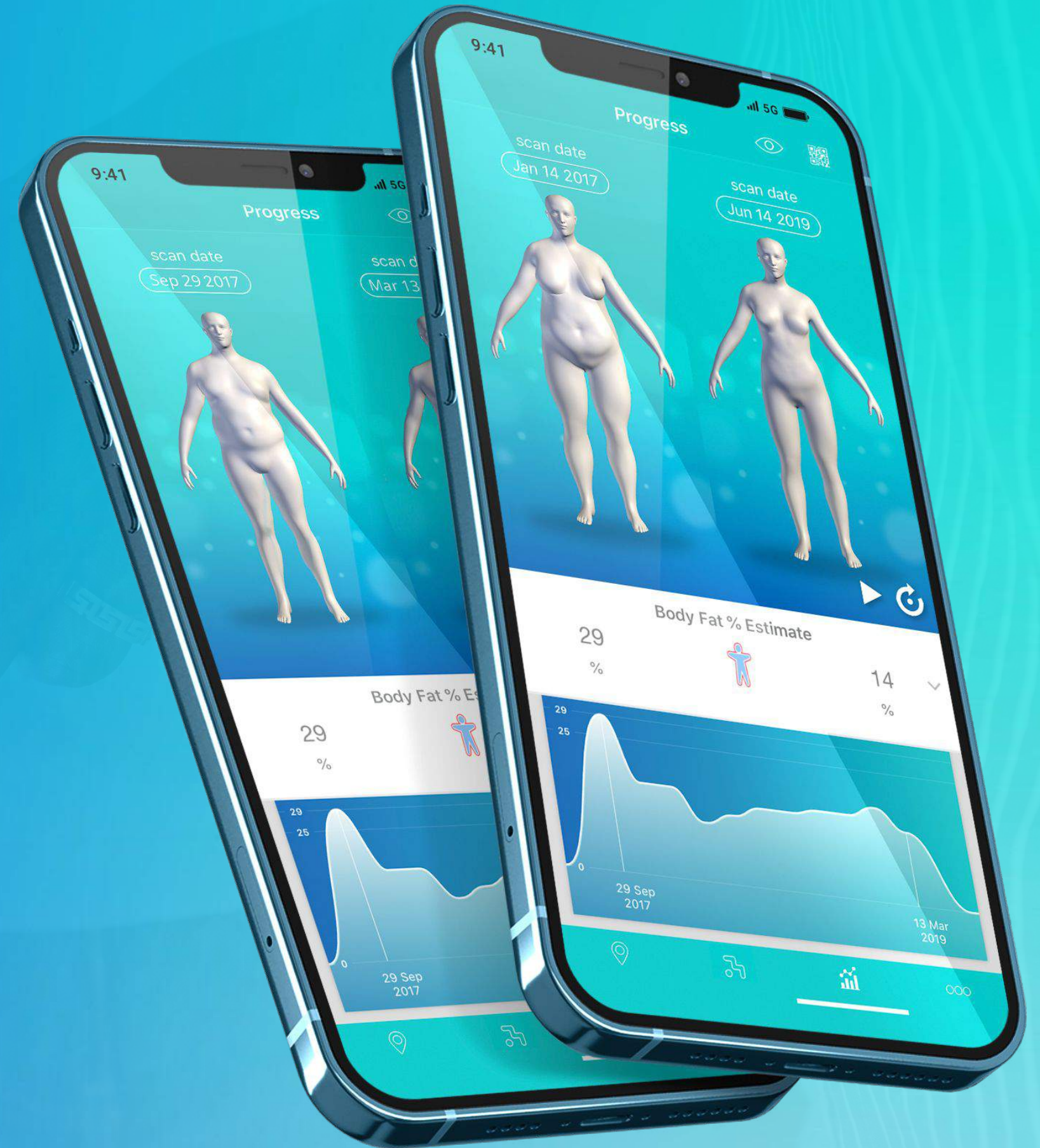
How does Bodymapp work?

Bodymapp uses the depth sensor in iPhones and iPads - similar to how they're used for facial recognition - to map the external contours of a user's body. The app then and transforms this it into a 3D avatar that matches their true body shape.

The depth sensors capture thousands of data points to map the contours of the body and are accurate to within +/- 10 mm.

The app then uses algorithms to calculate the person's health metrics - such as body fat percentage - based off their circumference measurements, surface area, and more.

Bodymapp scans are non-invasive and safe for everyone, including pregnant women. The infrared sensor cannot scan through clothing, so it's best to wear tight-fitting activewear or underwear during a scan.
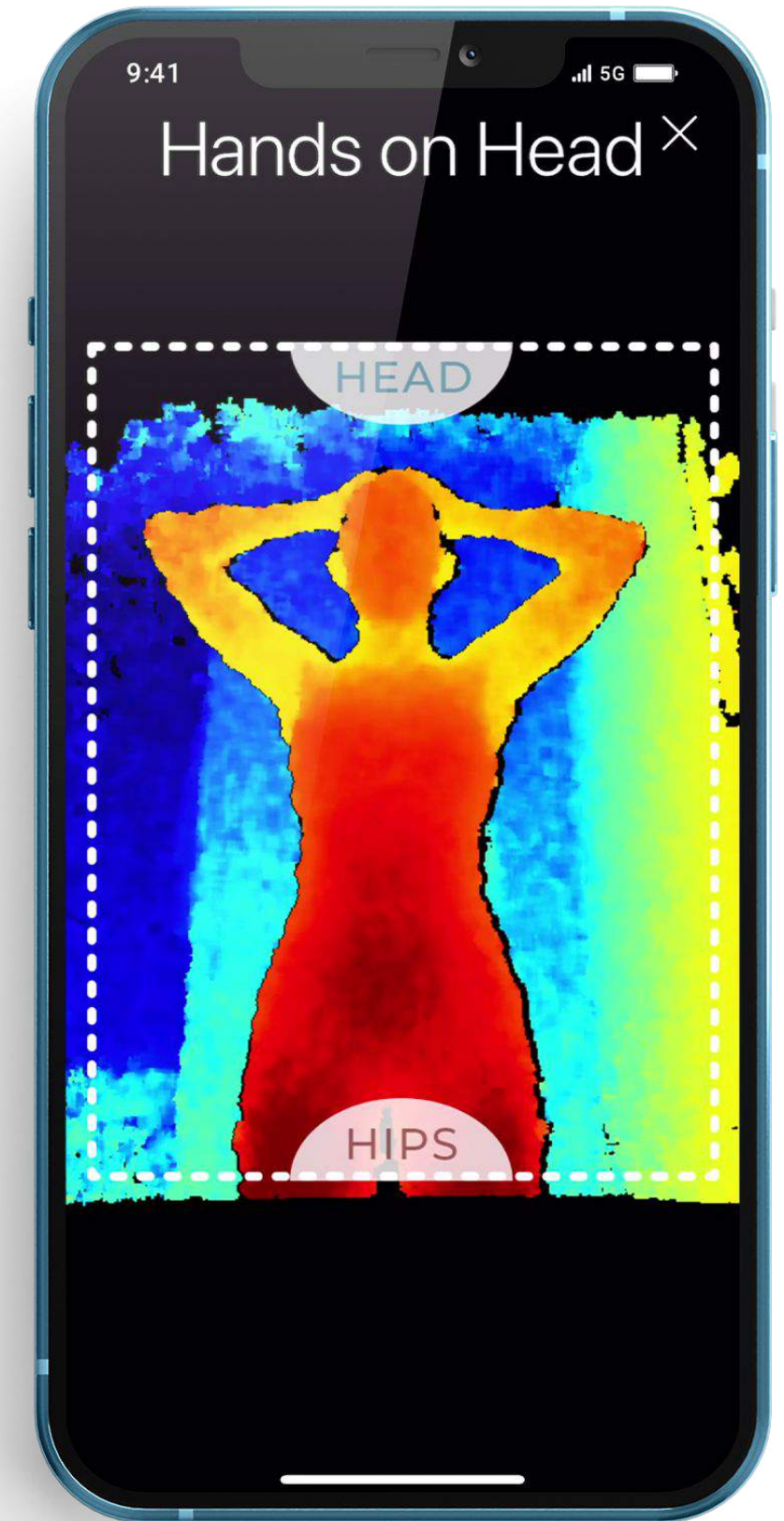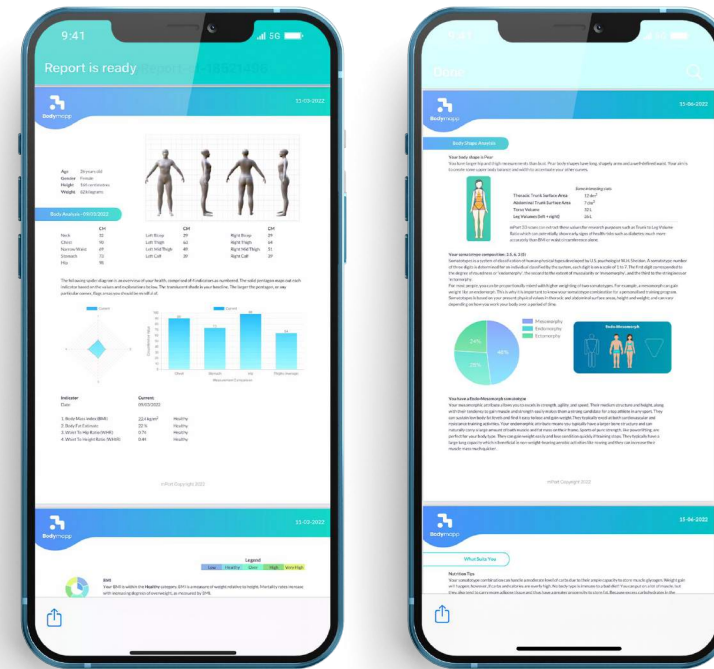
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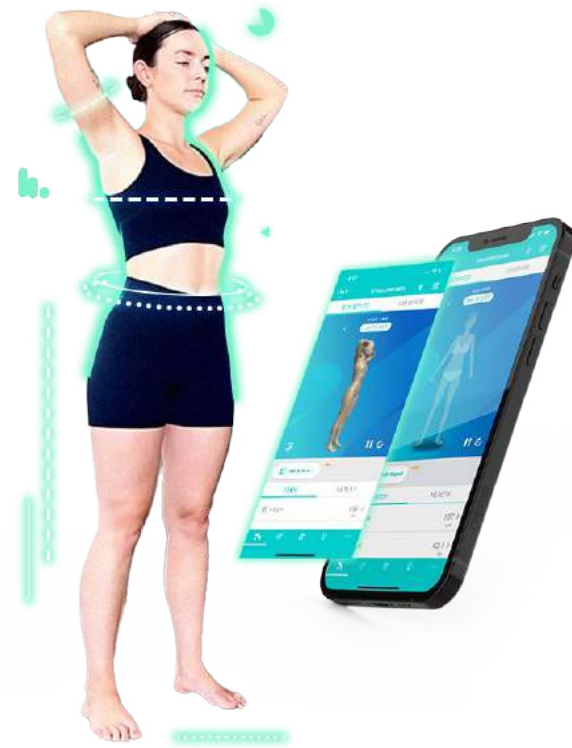
3D Avatar and Avatar Comparison

The 3D avatar and avatar comparison is a powerful way for users to visualise their progress, which can help them stay motivated and on track.

Personalised Health Reports

Members can access a comprehensive health report for each scan – the Bodymapp health report. Reports can be utilised by trainers as a part of the initial and ongoing consultation processes.

Goal Setting and Progress Tracking

Trainers should encourage members to set goals using the app after scanning for the first time. Progress will automatically track in the app with each scan.

Bodymapp health report

- **Health metrics:** we take a multi-faceted approach to viewing your health, through a spidergram across your BMI, body fat estimate, waist-hip ratio and waist-height ratio.

  - Body fat formula: is based on the 3D measurements such as abdominal circumference, biceps, thighs, calves, total surface area, and other metrics.

- **Posture:** a simplified skeletal analysis of your posture in 3D.

- **Body Shape analysis:** based on your 3D scans, you get volumetric and surface area information about your body segments; including a somatotype classification that gives you more insights about the state of your muscles and ways to train them.

- **Tips:** based on the user's profile and scans, personalised tips such as nutrition, exercise, Total Daily Energy Expenditure, Basal-Metabolic Rate are provided.

- **Ranking (optional):** a graph that positions the user against all other Bodymapped users across the world in terms of BMI and Body Fat values.
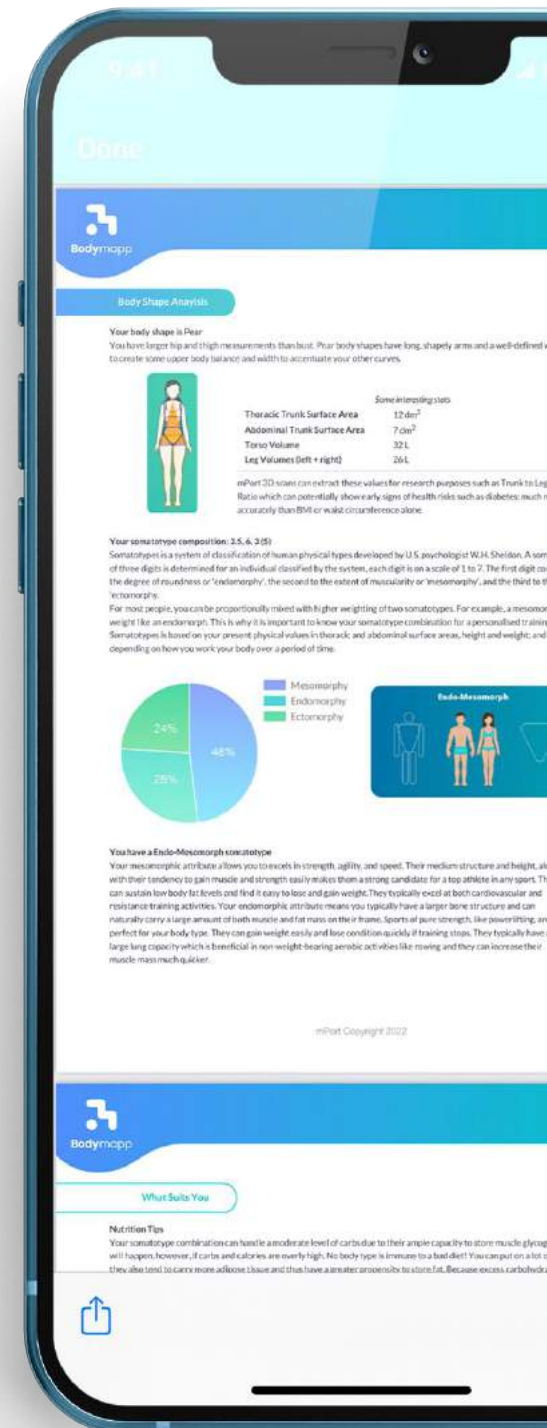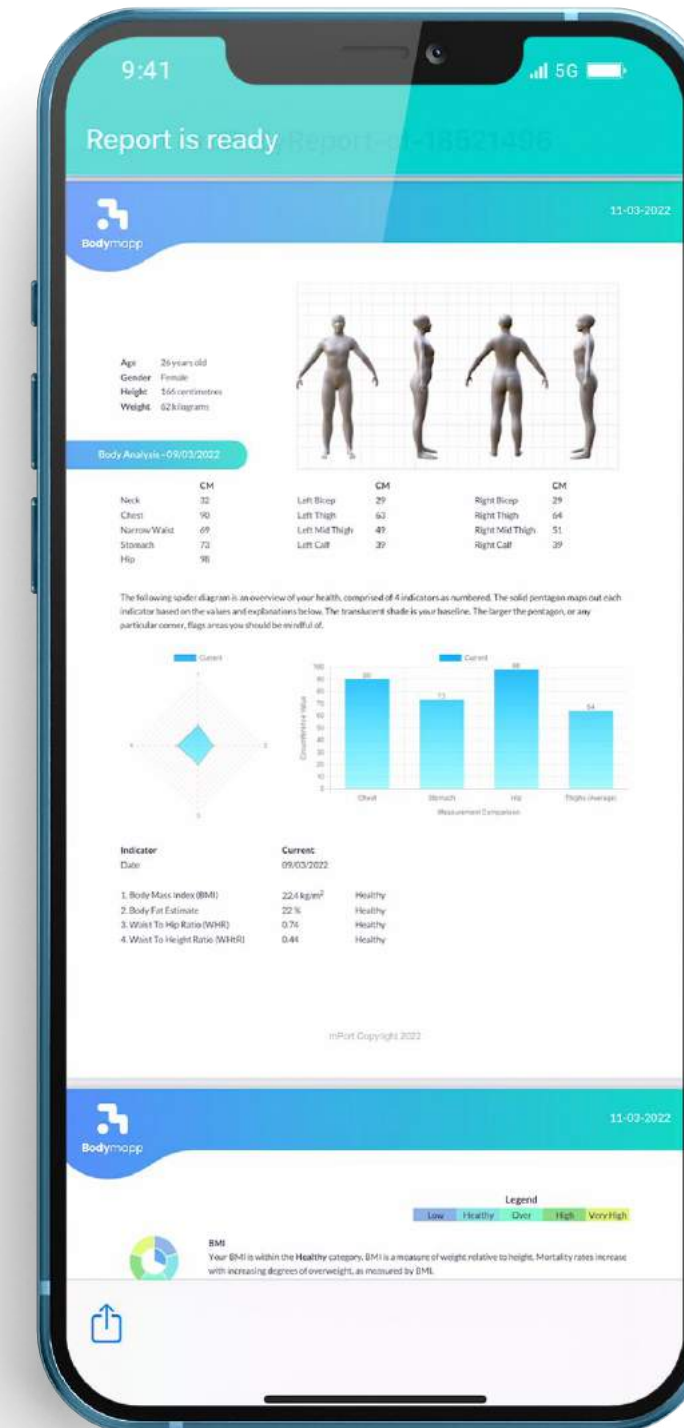
Promoting Bodymapp to your members

We can provide a number of different marketing materials to help you promote Bodymapp to your members, including:

- Brochures
- Cards
- Posters
- Social media posts

- Email/newsletter snippets
- Text snippets
- Pull-up banner or other signage*

We recommend that you utilise as many of these materials as possible. Please let us know which marketing materials you require and we will provide these. In addition to this, we also recommend that you encourage trainers and other gym staff to verbally promote the app.

Introducing the app alongside a challenge or program is another great way to increase uptake, while also helping members see the results from your challenge.

*May incur additional fees

Key Measurement Definitions

- **Biceps:** measures circumference approximately at the widest region of your upper arms, perpendicular to your arms.

- **Chest:** horizontally measured all the way around the fullest part of your chest (across the bust points).

- **Narrow Waist:** Narrowest part between Chest and Stomach when viewed from the front.

- **Stomach:** point of belly button, or if not visible in the scan, a data-driven landmark between Narrow Waist and Hips.

- **Hips:** Horizontally measured at the widest part viewed from front, below Waist.

- **Mid Thighs:** Measure horizontally at the midpoint between the knee and Crotch point.

- **Calves:** Measure the largest circumference in the lower leg, taken horizontally above the ankle and below the knee.
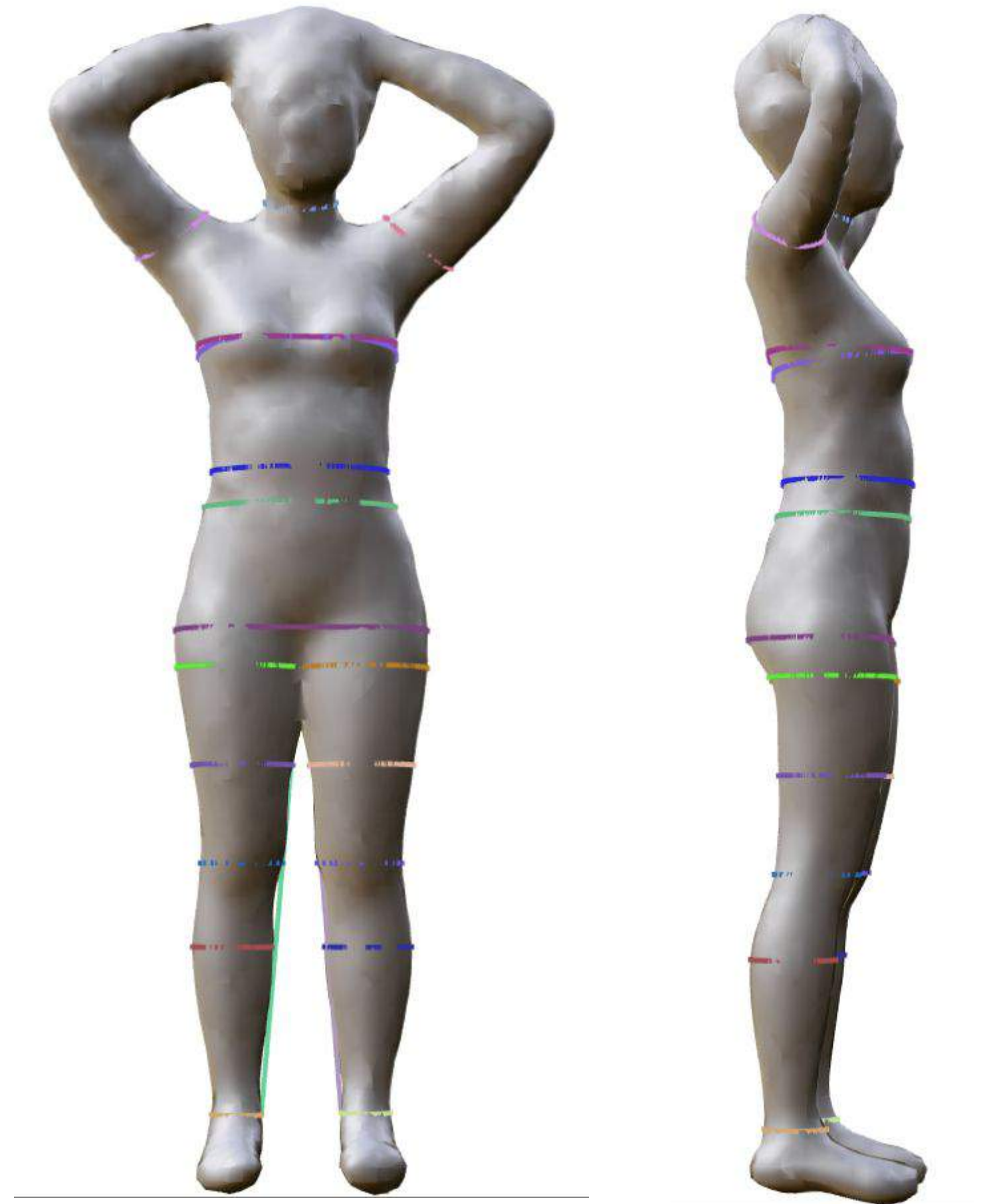
Tips for scanning successfully

- Follow the instructions as per the scan tutorials within the app.

- If you have long hair, tie it up in a bun, make sure it doesn't cover your neck.

- Set up the phone at waist - chest height level. Any lower will reduce the accuracy of the scan. Keep the phone as upright facing you as possible.

  - You can use blue-tac or similar to mount your device on a wall at chest-height. Make sure it's securely attached!

- If you have a screen protector that's covering the front camera sensors, please remove it.

- Make sure the device does NOT see anything in front of you, even if it's not blocking you.

- Put hands on top of your head, with elbows to the side as wide as possible, touching the dotted frame.

- Stand as close to the phone as possible whilst ensuring your body parts are visible within the frame as indicated. Standing too far can reduce the accuracy of your measurements.

- Pause after each turn at the required angle so the technology recognises your fixed angles.

- Stay fixed in the scan postures. Keep a straight back and keep your chin level. Avoid changing the posture (e.g. move your arms) during the scan.
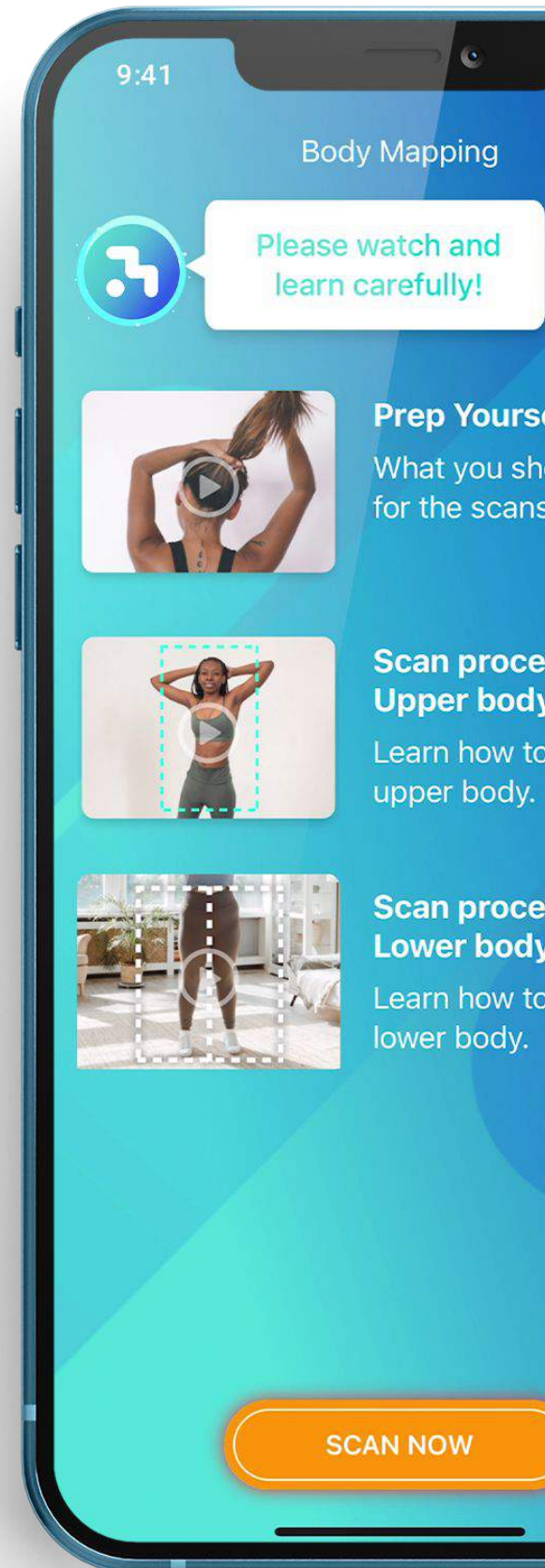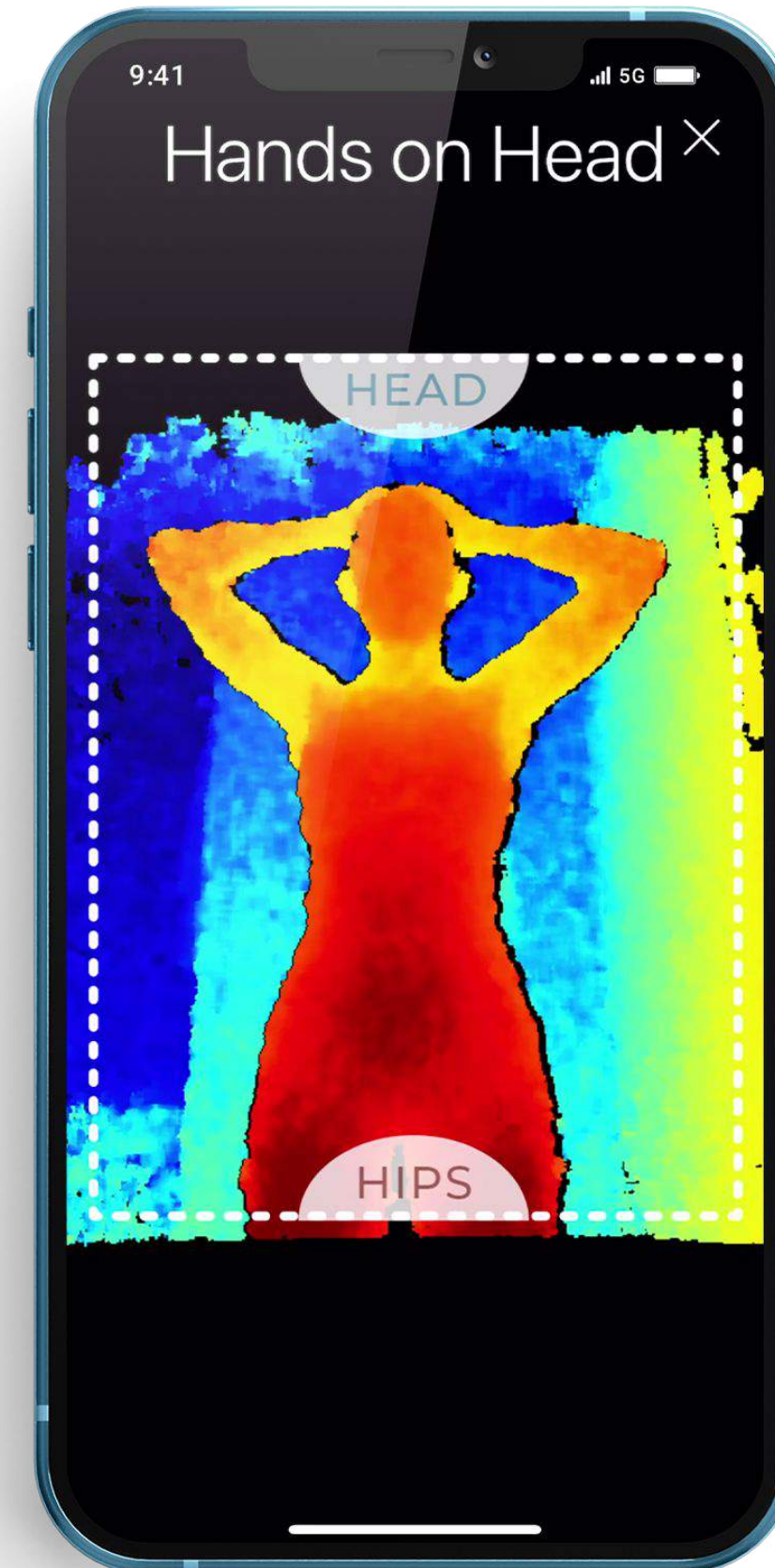
FAQ

What is Bodymapp?

Bodymapp uses depth sensors (similar to how depth sensor(s) in certain phone models are used for facial recognition) to create a 3D avatar of your unique body and capture your body and health measurements. This empowers you to track changes in your body over time and to find the perfect fit without the guesswork. This is also why Bodymapp only works for compatible iPhones and iPads. We will try our best to make Bodymapp available for compatible Android phones soon too!

Is it safe?

Yes, Bodymapp uses non-invasive infra-red technology, similar to those in TV remote controls or facial recognition. Bodymapp does not use X-rays or anything that involves penetrative scanning. It's safe for everyone, even for pregnant women, children, people with pacemakers or other implants. Many women have used Bodymapp to map the changes over time during pregnancy.

How accurate is the technology?

In general, body measurements are accurate to within +/- 1cm on circumference. Body fat measurements are accurate to within 3-4% of a DEXA. However, accuracy can depend on the depth sensor(s) embedded inside the device you use to scan with our app. The closer you are to the depth sensor, the warmer the colours of the heat map. It's important that you stand as close as you can to the depth sensor during the scan, to ensure optimal accuracy. Following instructions also helps with the success rate of your scans, and helps us improve our algorithms.

FAQ (continued)

What is 3D body scanning technology?

3D body scans use safe, non-invasive infrared depth sensors to generate a 3D model of your body. Body composition is then calculated using formulas based on your body's volume.

Do I have to take my clothes off?

The depth sensor is non-invasive so it cannot see through clothes. Therefore, it is recommended that during the mapping process you remove your outer clothing and scan in tight-fitting undergarments or even swimming / activewear. This enables the sensor(s) to capture your body shape and measurements accurately.

How secure/private is it?

We take customer privacy very seriously. This is why we developed Bodymapp to allow you to scan anytime in the privacy of your own space. We take extra precautions to not capture any photographic imagery for privacy purposes, which means what you see on your screen (heat map) as you scan using our app, is what gets uploaded for processing in monochromatic (black and white).

Does the app use cameras?

No. We do not use the RGB camera module in the phone so no photos are captured or stored. This is why you see a heatmap on your screen during the scan, and not in realistic imaging or colours.

FAQ (continued)

Why are some measurements different between scans?

Nuances in your scan postures, breathing, distance from the depth sensor(s) may produce differences in your measurements. Our standard tolerance range is +/- 1cm for each circumferential measurement. Should you have a measurement that is outside of the range, please contact support and we can investigate for you.

How often should I scan?

There are no hard and fast rules in which you must obey but if you want to know your measurements to track the course of your weight loss, muscle gain or fitness goal then our fitness experts recommend measurement anywhere from weekly to once every 30 days to watch over your progress and guide you to know if you should change something in your approach. Our Premium plan gives you access to unlimited scans so you can track as often as you wish to stay motivated.

Why are body and health measurements important?

By learning key anthropometric measurements and body composition metrics, you can identify risk factors for the early detection of treatable conditions such as cardiovascular disease. Body scanning also helps you monitor the effectiveness of a physical activity and/or healthy eating program, by showing you changes in your body composition that you can't see on the scales.