

# EXHIBIT 1

(12) **United States Patent**  
Lennon

(10) **Patent No.:** US 6,624,843 B2  
(45) **Date of Patent:** Sep. 23, 2003

(54) **CUSTOMER IMAGE CAPTURE AND USE THEREOF IN A RETAILING SYSTEM**

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(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 384 days.

(21) Appl. No.: **09/733,197**

(22) Filed: **Dec. 8, 2000**

(65) **Prior Publication Data**

US 2002/0073077 A1 Jun. 13, 2002

**Related U.S. Application Data**

(60) Provisional application No. 60/170,057, filed on Dec. 10, 1999.

(51) **Int. Cl.<sup>7</sup>** ..... **H04N 9/47; H04N 7/18**

(52) **U.S. Cl.** ..... **348/61**

(58) **Field of Search** ..... 348/61, 63, 64, 348/78, 86, 96; H04N 9/47, 7/18

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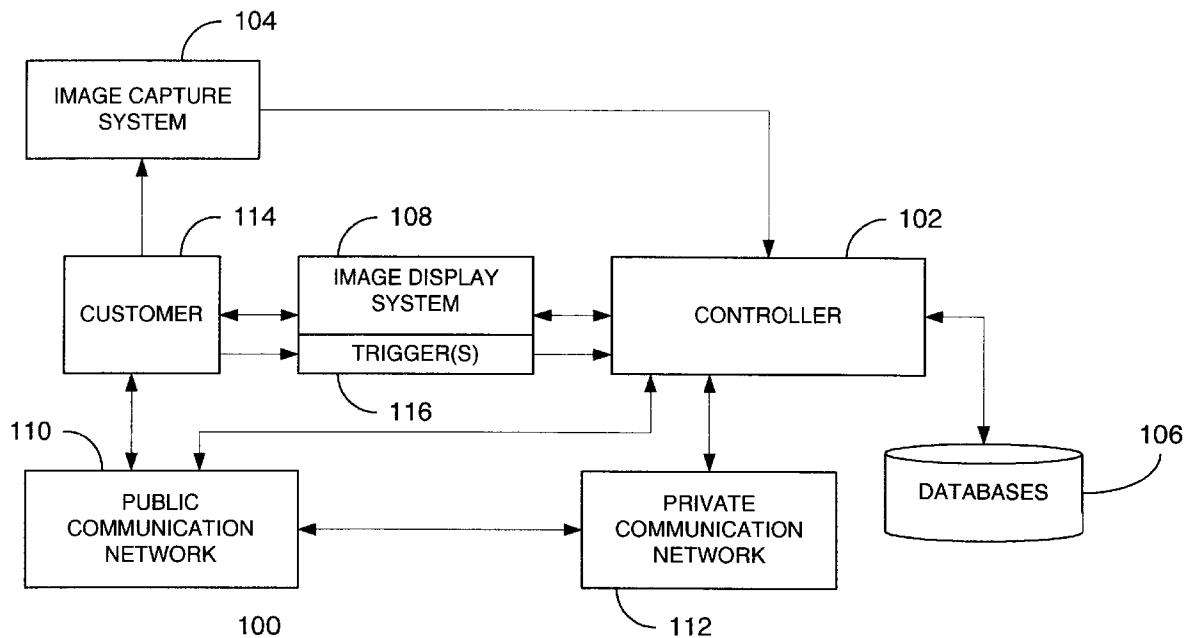
\* cited by examiner

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(57) **ABSTRACT**

In a retailing system, an image capture system is provided and used to capture reference images of models wearing apparel items. At a retailer's place of business, an image capture system substantially identical to that used to capture the reference images is also provided. A customer has his or her image captured by the image capture system at the retailer's place of business. Subsequently, when the customer is in close proximity to an image display area within the retailer's place of business, a composite image comprising the customer's captured image and one of the reference images may be provided. The composite image may comprise full motion video or still images. In this manner, the customer is given the opportunity to virtually assess the selected merchandise without actually having to try on the apparel.

**20 Claims, 4 Drawing Sheets**



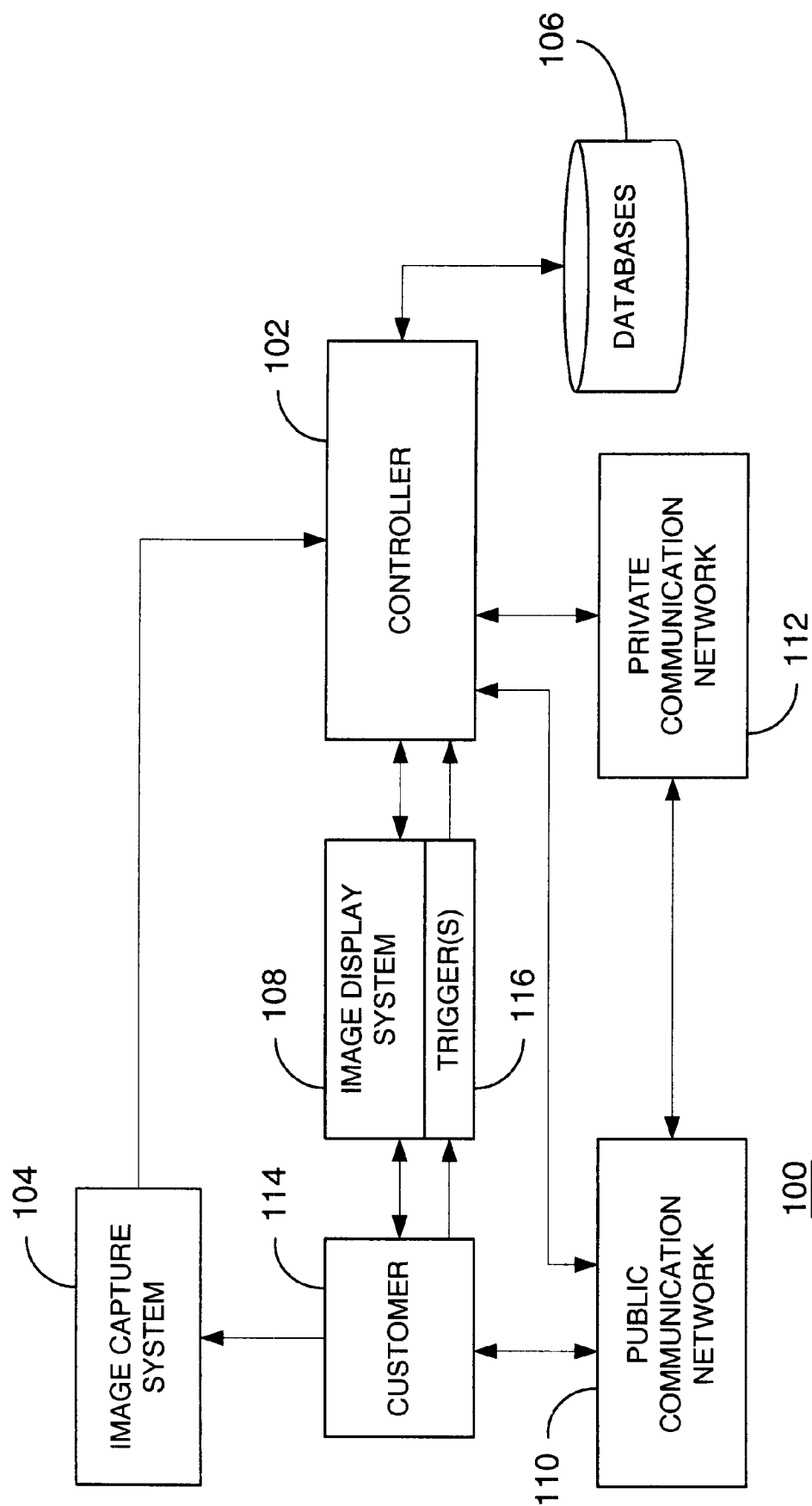


FIG. 1

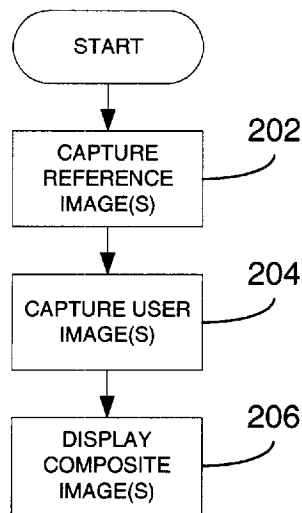


FIG. 2

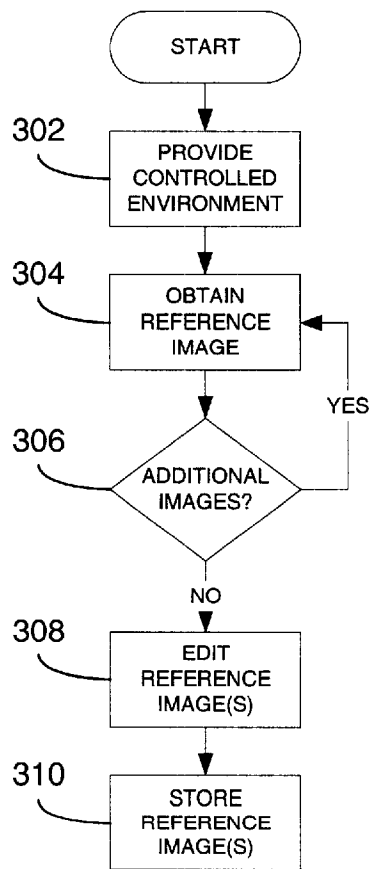


FIG. 3

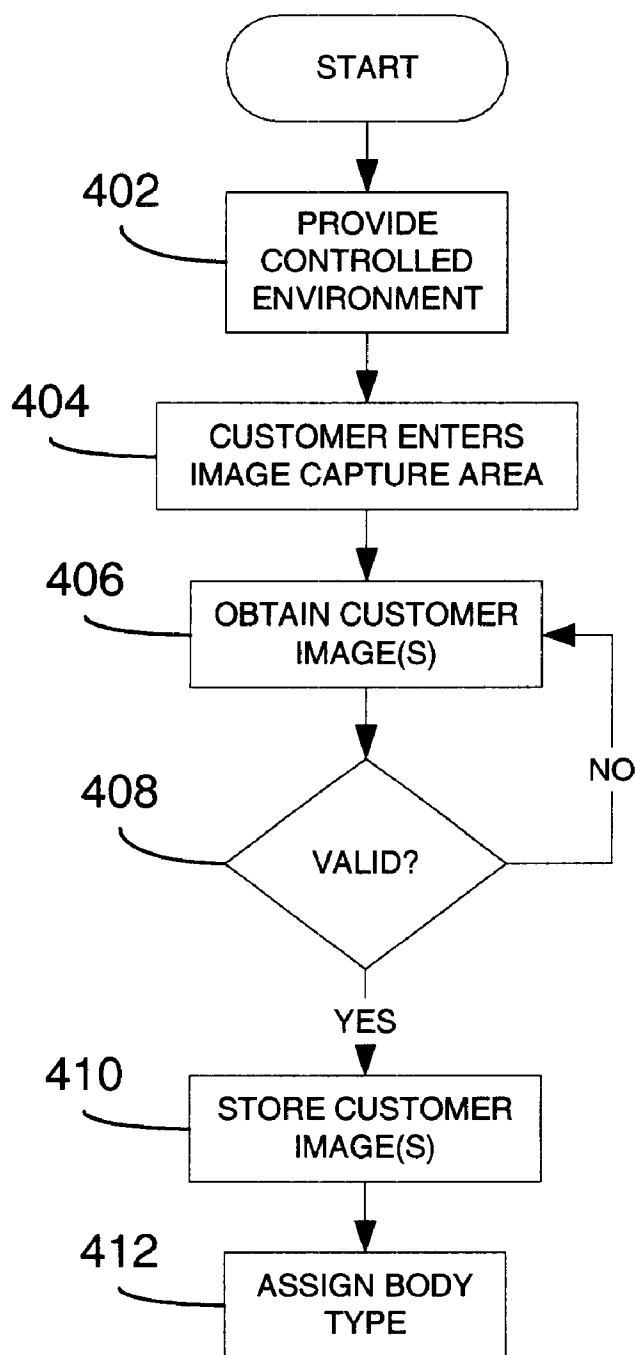


FIG. 4

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