



MyFiziq To Release In-Device Processing.

Highlights

- **Non-personally identifiable segmented images created in-device.**
- **In-device processing utilising Apple's Metal framework (CoreML).**
- **End-to-end processing time reduced from 60 to ~15 seconds per attempt.**
- **Substantial cost reduction with in device processing.**
- **Increased volume to 4.8m avatars per hour.**

MyFiziq Limited (ASX: MYQ) ("MyFiziq" or the "Company") is pleased to update its shareholders with further performance and data protection enhancements to MYQ's technology.

The new update from MyFiziq will see it move its patented segmentation model from Amazon's Web Services platform to Apple's iOS device platform. The software update allows users to run core functionality directly in their device and addresses a number of global requirements around transfer and storage of personal data.

Currently the MyFiziq measurement process sends encrypted images to the cloud for processing. The new Image Capture Process SDK will instead use an in device embedded machine learning model to create non-personally identifiable segmented images for processing. This change allows anonymity to be protected as photos taken never need to leave a user's device. The new functionality will allow partners to further demonstrate accountability and compliance with data regulations across various regions.

In addition to data privacy benefits, in device image segmentation also enables other technical and cost saving advantages. The output of the segmentation process is substantially reduced and compresses the current upload/return time by 95%. This in-turn allows for multiple attempts to be packaged in single classification object. At approximately 15 seconds per attempt, the end-to-end process is also 4 times faster than the previous average compute of 60 seconds. Combined, this effectively increases MyFiziq's throughput capacity 32-fold and results in massive cost reductions for both compute and storage. The new model utilises Apple's Metal framework (CoreML) and is part of MyFiziq's ongoing goal to reduce cloud compute time and cost whilst maintaining accuracy and repeatability.

The update will allow MyFiziq to process up to 4,800,000 avatar requests an hour without any change to the current Amazon Web Services platform infrastructure MyFiziq has built.

An Android version via a TensorFlow model is currently under development and nearing completion.



Vlado Bosanac, Chief Executive Officer of MyFiziq, said:

“This is a substantial achievement by the team. The ability to process user's images in their device is a paradigm shift in the way we create our measurements.

This will be extremely attractive to our partners, both present and future, especially with increased concerns globally around personal data and regulations that need to be adhered to. MyFiziq's solution now enables partners to mitigate their on-going compliance exposure.

We are both impressed and excited to see what leveraging Apple's CoreML chipset has unlocked for our technology. The Metal framework has enabled us to move a highly complex process and see tremendous speed and cost efficiency benefits.”

Terence Stupple, Chief Technology Officer of MyFiziq said:

“We have been targeting in-device image segmentation to give our partners and consumers the highest level of personal data security whilst aligning with new global regulations. By embedding the model in the device, we are able to start processing images as soon as they are captured.

This means that a majority of the work that could only be run in the cloud can now be achieved as a background process during the actual image capture. This substantially reduces time in cloud which is a key objective.

I'm delighted that the team have been able to achieve this important milestone as it opens opportunities for real-time segmentation and detailed user feedback in the future.”

About MyFiziq

MyFiziq is an augments of current technologies, rather than a disruptor. We partner with highly scaled existing applications and provide our partners with a deeper insight into the data they currently retrieve from their users. When consumers step, ride, train, calorie count or simply buy clothing online, the end result is a drive toward understanding human dimensions or change. MyFiziq provides that missing link to why users engage with other ecosystems.

MyFiziq is a revolutionary technology embedded in a partner's applications, that uses pictures from your smartphone to create a representation of you in the form of a 3D avatar with accurate circumference measurements. Partners embed our SDK (Software Development Kit) into their new or existing apps, and then customize the experience to satisfying their branding requirements.

MyFiziq leverages the power of Computer Vision, Machine Learning and patented algorithms, to process these images on secure, enterprise-level infrastructure, delivering an end-to-end experience that is unrivalled in the industry. Body measurements provide more useful information about shape changes than simply measuring weight. MyFiziq simplifies the collection of these measurements and removes the margin of human error present in traditional tape measure methods.

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For more information please visit: www.myfiziq.com

For more information contact:

Vlado Bosanac,
Chief Executive Officer
MyFiziq Limited
E: admin@myfiziq.com

David Tabb,
Chief Operation Officer
MyFiziq Limited
E: admin@myfiziq.com