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[Continued on next page]

(54) Title: GENERATING AND UTILIZING DIGITAL AVATAR DATA

(57) Abstract: Disclosed are a system comprising a computer-readable medium carrying at least one program and a computer-implemented method for digital avatars. An interface module receives a request message to determine measurements of a user. A graphics engine sub-module accesses a first set of data that is indicative of locations in a first image of a user. The locations are points of the user's body in the first image. The graphics engine sub-module accesses a second set of data that is indicative of a first physical-space measurement of the user. A computational sub-module determines, based at least partly on the locations and the first physical-space measurement characteristic, an estimate of a second physical-space measurement of the user.

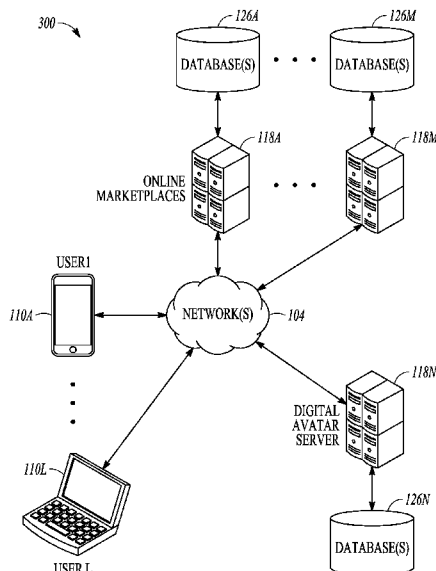


FIG. 3

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 382/190, 382/209, 340/5.83, 348/135; IPC(8): G06K 9/00, G01B 11/02 (2016.01); CPC: G06T19/006, G06N3/006, G06T7/0042, G06K9/00221, G06K9/00362, G06K9/46, G01B11/02		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PatBase, Google Patents, Google Web Keywords: avatar, body, measurement, clothing, size, image, input, analysis, processing, generate, user, scale, head, foot, database, height, face		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2013/0179288 A1 (Moses et al.) 11 July 2013 (11.07.2013), entire document, especially abstract, para [0036], [0046], [0068], [0085], [0089]-[0092], [0103], [0124]-[0125], [0193], [0203], [0214]-[0215], [0224]-[0225], [0250]-[0251], [0259]-[0260], [0263]-[0266], [0270]-[0272], [0279], [0281], [0289], [0294], [0339], [0363], [0455], [0487].	1-20
A	US 2012/0086783 A1 (Sareen) 12 April 2012 (12.04.2012), entire document.	1-20
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/>		
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