

# SELECT RESEARCH

## OUR JOURNEY

**1995**

Select Research was founded by Richard Barnes. Richard is a recognised marketing professional, and before setting up Select, was a director at TNS and Research International, now combined into one of the world's largest research companies, Kantar.

**March 1997**

With the formation of the internet and use of email, Select relocates from London to Worcestershire, harnessing the power of new technology to work remotely from the new offices.

**September 1997**

Select Research are commissioned by Next, one of the UK's largest retailers, to undertake a womenswear sizing survey, one of the first in the world to be done using new 3D technology. Nearly 2000 women between 18 and 65 were measured to re-align clothes sizing for customers.

**March 1998**

Select are commissioned by Marks & Spencers, the UK's largest retailer to undertake a womenswear sizing survey, using 3D scanners. Over 2,500 women were measured and the project was chosen by M&S to form the basis of their first ever advertising campaign, which has become known as the 'Size 16 is normal' campaign.

**October 1998**

Select are commissioned by M&S to undertake a similar size survey on Menswear.

**1999**

Select are commissioned by M&S to do further surveys on Childrenswear and on Lingerie fit, both of which were the first every surveys of their kind on such a scale using 3D technology.



## January 2000

Richard Barnes invents and designs the concept of using Body Volume in 3D to measure body composition. This was the new idea of linking 3D body data to composition data and in particular to divide the body into sections to measure weight and fat distribution. The concept of Body Volume Index (BVI) was copyrighted at this point.



## May 2002 - 2004

Initial software development begins on BVI software and preliminary patent review.



## February 2006

Patent applications filed for the concept of using body volume combinations in healthcare, wellness & fitness as an indication of risk.



## August 2007

International worldwide patent published.

## August 2001



Select commence management of Size UK - The UK National Sizing Survey, funded by the UK government and 17 UK retailers. This was the first national sizing survey in the world to use 3D technology as the data collection method.

## June 2004 - Jan 2007



Formal development of BVI software development commences.

## March 2007



Official media launch of research and development of BVI in London, covered by BBC, CNN, Sky News and many other international networks. This launch announced a collaborative project to develop BVI over the coming years as a potential enhancement to the body mass index.

## October 2007



Europeans trademark granted.



### March 2008

Heartlands NHS Hospital undertake first trials of BVI software, on the ability of BVI software to motivate individuals to lose weight.



### December 2008

The Medical Research Council and Mayo Clinic commit to long term contracts with Select Research to validate and develop BVI for the assessment of risk to health.



### November 2009

Measurement of babies and toddlers for ShapeGB national childrenswear survey starts to provide new data for retail industry, first data available since 1990.



### November 2010

BVI is reviewed by UK government body for installation of full body scanners across the NHS. The review committee rejects the first proposal and asked BVI to be developed as a low cost mobile application for the NHS in the UK.



### October 2011

Initial development of photonics 3D data capture using the Body Volume system.

### July 2008



National childrenswear sizing survey taken, first every using 3D tech. Over 2,500 children ages 4 to 17 were measured; sponsored by 6 major UK retailers.

### April 2009



BVI trademark granted by US patent office.

### March 2010



ShapeGB children mannequins released for retail industry.

### January 2011



Prototype development of new mobile based BVI system is undertaken.



### November 2012

New iOS based application for the Body Volume technology developed.



### January 2016

BVI undergoes trials in the NHS, sponsored by West Midlands Academic Health Science Network as well as 6 other SHSN's across the UK.



### May 2017

BVI Pro Launched!



### November 2017

BVI gains the support of the World Health Organisation after presenting BVI at a conference in Zagreb.



### March 2018

BVI presented at the Digital Health congress 2018 in London.

### 2014 & 2015



Technical research and development of the Body Volume system continues.

### March 2016



The Lycra Fit Finder, based on our Body Volume technology is launched to over 200 Lycra customers in Lake Como, Italy by Invista.

### November 2017



EU H2020 grant secured for BVI development and validation.

### February 2018



BVI selected by PWC/Microsoft to join the 2018 Health Scale programme.

### April 2018



Our BVI application closed from over 800 to be one of the 15 in Plug & Play; the world's largest accelerator programme in Silicon Valley.



### May 2018

The ShapeGB project is presented to members of the ASBCI at the annual retail conference.



### June 2018

BVI presented at the Sino-US Health and Wellness Summit Shanghai.



### November 2018

Speaking at the Textile40 Conference, Select Research LTD will discuss body volume in retail, and how that will improve manufacturing, production times and reduce returns for clothing retailers.



### June 2019

BVI Pro app released with updated and new features!



### January 2020

R&D project to apply BVI for insurance risk commences.

### June 2018



Select Research along with 6 national retailers release the ShapeGB app to the public an app on a mission to resize the nation.

### June 2018



BVI attends and presents at the Mayor's International Business Programme Trade Mission to China.

### January 2019



BVI selfie app released!

### August 2019



China trademark granted, global patent published for BVI number, retail patent published for body volume.



**March 2020**

UK Trademark granted for 'Body Volume Index'



**August 2020**

Research paper on BVI/DEXA validation accepted for publication.

**June 2020**



Initial WHO trials of BVI in Malawi, India and Zimbabwe completed.