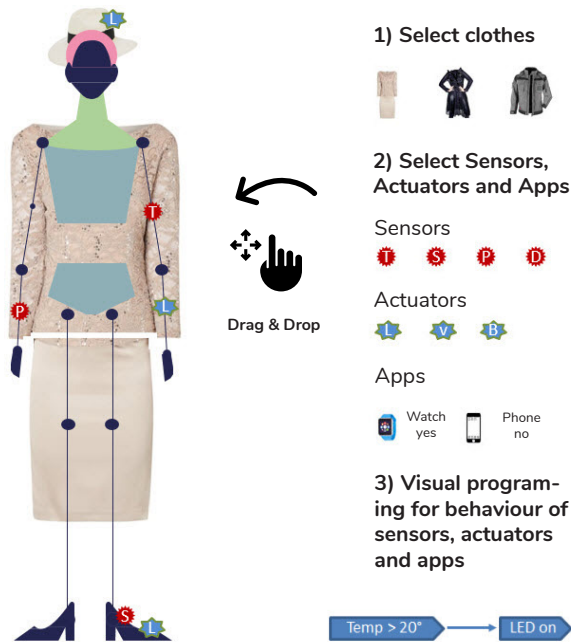


## Interactive configuration

MYOW offers a web based tool for the individual configuration of a wearable:



The portal allows the user to define an individual wearable by dragging the offered clothes, sensors, and actors on the puppet:

- 1) Select clothes like jacket, hat or shoes
- 2) Choose sensors, actors or apps - such as to measure brightness or motion - and position them on appropriate positions on the puppet like the arm or hat
- 3) Define the behaviour of electronic elements - e.g. which sensor should cause an alarm - by visual programming and a recommender system

## Partners



Condat  
[www.condat.de](http://www.condat.de)



DFKI  
[www.dfki.de](http://www.dfki.de)



August-Wilhelm-Scheer Institut  
[www.aws-institut.de](http://www.aws-institut.de)



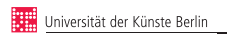
Freyer & Siegel Elektronik  
[www.freyersiegel.de](http://www.freyersiegel.de)



Stilnest / Spontaneous Order  
[www.stilnest.com](http://www.stilnest.com)



Wear IT Innovation Summit  
[www.wearit-berlin.com](http://www.wearit-berlin.com)



Universität der Künste  
[www.udk-berlin.de](http://www.udk-berlin.de)

## Sponsors



Project start: October 1, 2018 | Duration: 3 years

## Contact

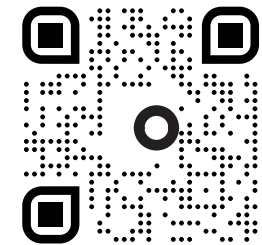
Project Coordinator: Rolf Fricke  
Condat AG  
Alt-Moabit 91d  
10559 Berlin, Germany  
Email: [info@myow.net](mailto:info@myow.net)

# myow

Make your own wearables.



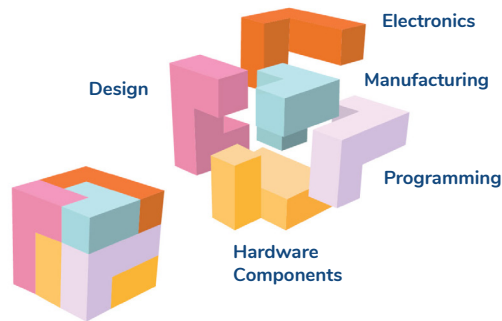
## Building a digital service space for the coproduction of smart wearables



[www.myow.net](http://www.myow.net)

## MYOW at a glance

The objective of the project „MYOW - Make your Own Wearables“ is the connection of designers, makers, service providers and manufacturers of personalized wearables in a digital service space.



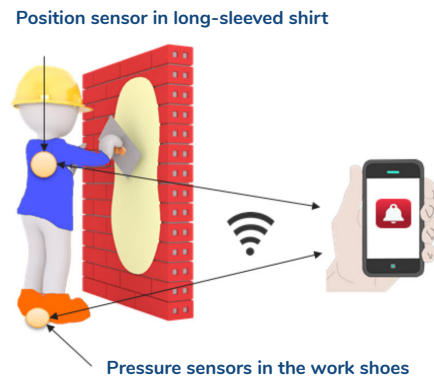
This covers

- services for the combination and linking of sensors, devices and textiles, which can be flexibly connected to service chains.
- newly developed business models that allow to regulate the co-production and support the extension of the portfolio currently offered by providers.
- the creation of new products and supporting the step from private DIY (do it yourself) making to the foundation of a start-up

## Use Case „Work“

Tracking and analysis of workload and provision of recommendations

### Example: Smart Shirt and Smart Shoes



Master bricklayer **Hans** wants to make his work healthier after a herniated disc.

- Load analysis and output of recommendations
- Alarm in case of overload
- Smartphone or smartwatch gives recommendations for healthier posture and breaks

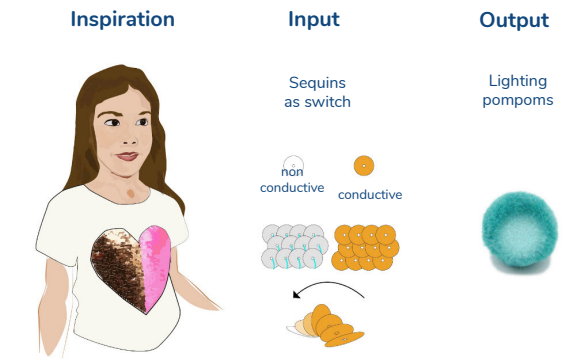
His movements are detected by

- Position sensors in a long-sleeved shirt to track body posture
- Pressure sensors in the work shoes measure the load capacity

## Use Case „Expression“

Creation of clothes with reactive, flashing, and impressive accessories

### Example: Top with sequins as switch and lighted pompons



**Anna** uses the MYOW platform in three variants:

- DIY: Combining parts for her top and selecting sequins as switches and lighting pompons matching the clothing pattern based on a DIY instruction
- B2C: Retrieving offers from different shops leads to add lighting fringes instead of pompons to her top
- B2B: Engage a manufacturer via the MYOW platform to order a series of 100 pieces for her Etsy shop