SELECT RESEARCH

OUR JOURNEY



1995

Select was founded by Richard Barnes; previously a director at Research International, part of one of the world's largest research and customer insight companies, Kantar.

September 1997



Select are commissioned by Next to undertake one of the first womenswear sizing surveys using new 3D technology. Nearly 2000 women, aged 18 to 65, were measured to realign clothes sizing for customers.

March 1998

Select are commissioned by M&S to undertake a womenswear sizing survey using 3D scanners. Over 2500 women were measured and the project was chosen by M&S to form the basis of their first advertising campaign, known as the "Size 16 is normal" campaign.

October 1998



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

1999

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

January 2000



Select invents the concept of using Body Volume in 3D to measure body composition. This was the new idea of linking 3D body data to body composition data and dividing the body into sections to measure the weight and fat distributions. The concept of Body Volume Index (BVI) was copyrighted at the point.

August 2001

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

May 2002-2004



Initial development begins on BVI software and preliminary patent review.

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June 2004 - Jan 2007

Development of BVI software continues.

February 2006



Patent applications filed for using Body Volume combinations in healthcare, wellness & fitness as an indication of risk.

March 2007

Media launch of research and development of BVI in London, covered by BBC, CNN, Sky News and other international networks. The launch announced a collaborative project to develop BVI over the coming years as a potential enhancement to the Body Mass index (BMI).



August 2007

International worldwide patent published.

October 2007



March 2008

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

July 2008



December 2008

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

first ever using 3D technology. Over 2500 children between the ages of 4 and 17 were measured. This was sponsored by 7 major retailers.

European trademark granted.

April 2009



November 2009

Measurement of babies and toddlers for ShapeGB National Childrenswear Survey provides new data for sizing standards, the first data available since 1990.

March 2010



ShapeGB trade mannequins released for retail industry use, to standardize sizing for children.

BVI trademark granted by US Patent Office.



November 2010

BVI is reviewed by the UK Government, who subsequently requested that Select develop a low cost mobile application version of BVI for the NHS.

January 2011



Prototype development of new mobile based BV system commences.



October 2011

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

November 2012



New iOS based application for the Body Volume technology, developed and tested by the MRC and Mayo Clinic.



2014 - 2015

Technical research, validation and development of the Body Volume system continues.

January 2016



BVI undergoes trials in the NHS, supported by 7 of the Health Innovation Networks (formerly AHSNs) across the UK.

March 2016



The Lycra Fit Finder, using Body Volume technology, is launched to 200 Lycra customers.



May 2017

BVI Pro launched for the first time. One of the first





apps to directly measure body composition from a tablet or smartphone.

> European Union (EU) Horizon 2020 funding grant secured for BVI development and validation.



December 2017

BVI gains the attention of the World Health Organization (WHO) after presentations conferences in Croatia and Austria.

February 2018



March 2018

BVI presented at the 2018 Digital Health Congress

BVI selected by PwC/Microsoft to join the 2018 Health Scale Program.



in London.

April 2018



BVI application was chosen from over 800 to be 1 of 15 in Plug and Plug; the world's largest accelerator program in Silicon Valley.

May 2018

The ShapeGB project is presented to members of the Association of Suppliers to the British Clothing Industry (ASBCI) annual retail conference.

June 2018



Select, together with 6 national retailers, released the ShapeGB app to measure the body shape of the nation, using the Body Volume technology.



June 2018

BVI presented at the Sino-US Health and Wellness Summit in Shanghai, at the Mayor's International Business Programme Trade Mission to China.

November 2018



At the Textile40 Conference, Select discussed the use of Body Volume to determine better clothes sizing and how it will improve manufacturing, production times and reduce returns for retailers.



January 2019

The myBVI app is released for remote selfmeasurement of patients.

August 2019



China trademark for BVI granted, retail and BVI number patents published.



January 2020

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





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June 2020

Initial WHO supported trials of BVI in Malawi, India and Zimbabwe completed, with further trials planned until 2023.

August 2020



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April 2021

Development of the BVI API commences to integrate algorithms into a platform solution.

Research paper validating BVI against DEXA is accepted for publication.

UK trademark granted for "Body Volume Index".

April 2022



Mayo Clinic publish an interim paper comparing BVI to BMI as a predictor of the metabolic syndrome. The conclude BVI is 19% better than BMI at predicting risk.



September 2022

Select receive funding from Innovate UK to assist deployment of BVI into the NHS.

November 2022



The BVI API and documentation are released on the website.

March 2023

US Patent for BVI Pro and other applications granted for the prediction of body composition from tablet or smartphone images .

November 2023



Re-release of the new and improved BVI Pro, aimed for use in Primary care settings by a Healthcare Professional.