NORDSTROM

intel® experience what's inside™

Company
Nordstrom

Retail experience
Fit-driven shoe shopping

Solution focus area
Mobile worker

Usage models
Omnichannel store, data-driven decision making

Providers
Intel
Volumental

Technologies and services
• Intel® RealSense™ cameras
• Volumental 3-D scanning hardware and software

More information
volumental.com
intel.com/realsense

Nordstrom finds a great fit for the shoe department

3-D digital foot measurement takes a step forward with Volumental and Intel

Solution overview
For 114 years, Nordstrom has been a leader in providing customers the best fit possible. Using 3-D scanning of each customer's foot, it can deliver faster, more enjoyable shopping experiences tailored to the unique needs of each customer.

The technology extracts measurements in seconds that can be used immediately. Store employees in turn can make more precise, data-driven recommendations that ensure every customer leaves with shoes that fit them.

Benefits
•   Makes the shoe department a destination to be experienced
•   Creates a high-end interaction with customers
•   Supports future product development efforts

Market readiness
Q1 2016