



# MyFiziq moves all functionality to 100% on-device

## Highlights

- **100% on-device solution**
- **iOS and Android support**
- **Measurement return time sub 1-second**
- **Exponential cost savings for MyFiziq**
- **MyFiziq will no longer require Amazon Cloud**

**MyFiziq Limited (ASX: MYQ) (MyFiziq)** is pleased to update shareholders with further advancements in the company's technology.

Following months of trials, testing, and validation MyFiziq will this week release a new Long-Term Support (LTS) Software Development Kit (SDK) which fully encapsulates MyFiziq's state-of-the-art capture process on a user's mobile device.

MyFiziq has achieved this objective by utilizing modern hardware and software on both Apple's iOS and Google's Android platforms. The update combines on-device optimized Machine Learning and Computer Vision techniques that leverage both CPU and near-direct access to the device GPU to provide almost real-time results. As MyFiziq's process runs strictly on a user's device it removes the need for a network connection thereby keeping the partner's applications responsive as well as securing users' private data. Removing it from the need to enter a cloud network for the results capabilities.

## Speed

MyFiziq's Machine Learning and Computer Vision (MLCV) engineers have spent hundreds of hours training state-of-the-art models on an extensive dataset collected in collaboration with leading institutions such as The University of Western Australia, The University of Taipei, Mahidol University and EKA Hospital. Following extensive internal validation of the data, ML models have been optimized for modern mobile devices using Apple's CoreML for iOS and TensorFlow for the Android platform.

Encapsulation of the process to solely on-device has reduced the need for network connectivity for inference and the inherent latency associated with HTTP requests. Removal of external network calls and cloud-based inference has reduced processing times from up to 30 seconds to a mere fraction of a second on the latest flagship devices such as the iPhone 11 Pro and the Samsung S20.

## Privacy

In addition to speed optimizations, there are privacy benefits in not sending user data to the cloud for processing. With the fast-changing global landscape of personally identifiable information (PII) legislation in relation to data privacy, retention and residency MyFiziq's new solution means partners can be confident their users' data will not be compromised and all data and images involved in the process will remain on-device.



MyFiziq has always strived to ensure that users' data is secure at both rest and in-flight and have mitigated risk by following best-practice cloud security protocols and de-identifying users. With on-device classification, the classification process is now restricted to local in-memory compute which further ensures the privacy of user data.

### **Scale and Cost Reduction**

Whilst MyFiziq will continue to maintain a cloud presence to support its general service it will no longer have a reliance on it for compute and inference functionality. By shifting inference from cloud to on-device MyFiziq has exponentially increased their ability to scale to meet partner demands. Previously limited by concurrent invocations of cloud functions MyFiziq's classification process is now only limited by the number of user devices connected to a service. This means we have moved from the ability to process 4.8m instances an hour to having no limit.

This reduction means a substantial cost reduction as network calls and cloud function compute costs are removed from MyFiziq's core service thereby effectively reducing operational expenditure for classification to zero.

### **Terence Stupple, Chief Technology Officer of MyFiziq, said:**

"I'm extremely proud to be releasing the latest version of our Core SDK. The team and I have been working towards 100% on-device for a while now and we are looking forward to seeing it in production with our partners soon. As mobile devices have become more powerful over the past several years, we have seen the undeniable benefits of using their increased processing power.

Reducing our reliance on cloud processing and cloud services, as part of this release has also been compelling. This update will ensure that our partner's applications will remain responsive and reduce the overheads, side-effects, and latency of cloud-based inference.

As well as being technically satisfied with what we have delivered, I'm also really pleased with the privacy outcomes. I think that knowing images and personal data will never leave their device is especially important for users in this day and age. We spend a lot of time internally making sure we keep up with and understand the current legislation such as HIPAA, GDPR, and CCPA so that our partners can rest assured that we are not a risk to their business, and users know they can use our service with certainty.

On-device is an exciting step for us as we now look to fully harness the potential of real-time inference and see where it will take us."

### **Vlado Bosanac, Chief Executive Officer of MyFiziq, said:**

"This is a huge step forward for the technology and the company. This not only assists our partners with the infinite scale this brings, but, importantly, the new on-device functionality has not compromised our accuracy or repeatability.

We need to keep in front of our potential competitors and offer our partners a solution that is embedded in their platform, which further assures them that their users and environment aren't being forced onto infrastructure that may cause concern for their data or users.

One of the strengths of the MyFiziq technology is we give our partners our measurement technology to embed in their platform and we allow them to control their data with their user's permission. Unlike other systems that are using regression, which requires the user to send their data to a third party to achieve a lesser outcome."

**ASX Announcement**  
**Monday, 31 August 2020**



\*This announcement has been approved by the board of MyFiziq Limited.

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**About MyFiziq:**

MyFiziq has developed and patented a proprietary dimensioning technology that enables its users to check, track, and assess their dimensions using only a smartphone privately and accurately.

Our goal is to assist our partners by empowering their consumers with this capability. This in return gives our partners the ability to assess, assist, and communicate outcomes with their consumers when navigating day to day life. Whether this is a personal journey to better health, understanding the risk associated with their physical condition, tracking the changes they are experiencing through training, dieting, or under medical regimes. or simply wanting to be correctly sized for a garment when shopping online. The MyFiziq technology delivers this seamlessly, privately, and cost-effectively in under one minute.

Our partner benefits from our (SAAS) Software as a service pricing solution, that reduces with scale. Integration is made easy with the MyFiziq modular system, based on multiple (SDK's) software development kits, allowing a partner to select the functions, measurements, and displays to suit their individual needs.

MyFiziq has developed this capability by leveraging the power of Computer Vision, Machine Learning, and patented algorithms, to process these images on secure, enterprise-level infrastructure, delivering an end-to-end experience that is unrivaled in the industry. MyFiziq simplifies the collection of measurements and removes the human error present in traditional methods.

For more information please visit: [www.myfiziq.com](http://www.myfiziq.com)