



**InstantShoe personalization service:**

**DemoShopInstantShoe project summary**

# INTRODUCTION



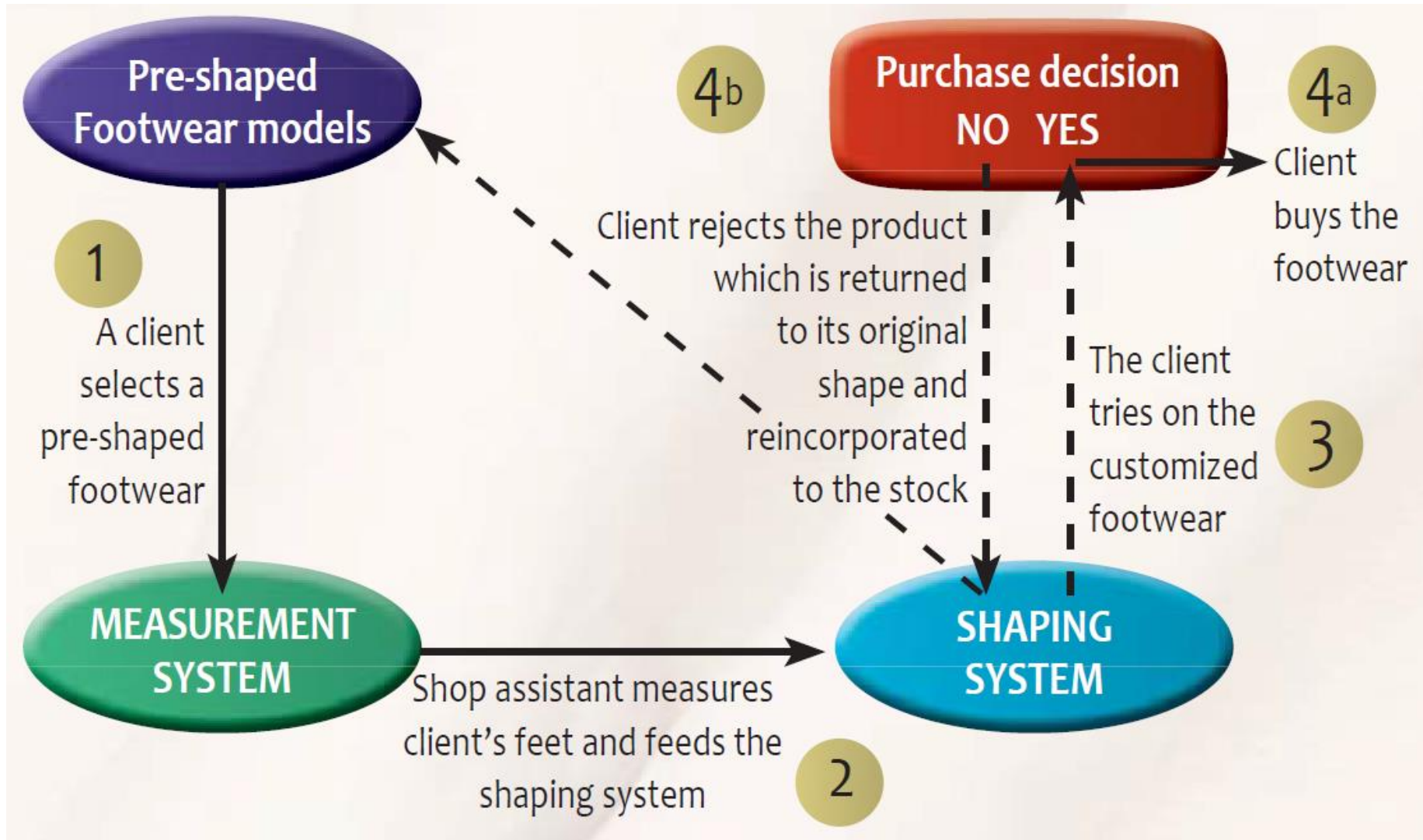
DEMO  
SHOP  
INSTANT  
SHOE

- The DemoShopInstantShoe (DemoSIS) initiative is a direct follow on from the ShopInstantShoe project (FP7-SME-2008-1-232109), that came to promising conclusions in February 2012.
- ShopInstantShoe (SIS) aimed at developing a novel, ergonomic, customizable and fashionable women footwear upper and an innovative service providing customers with personalization of the shoe fitting at the retail shop.



<https://www.youtube.com/watch?v=-FJ203KLrag>

# CUSTOMIZATION SERVICE PROCESS



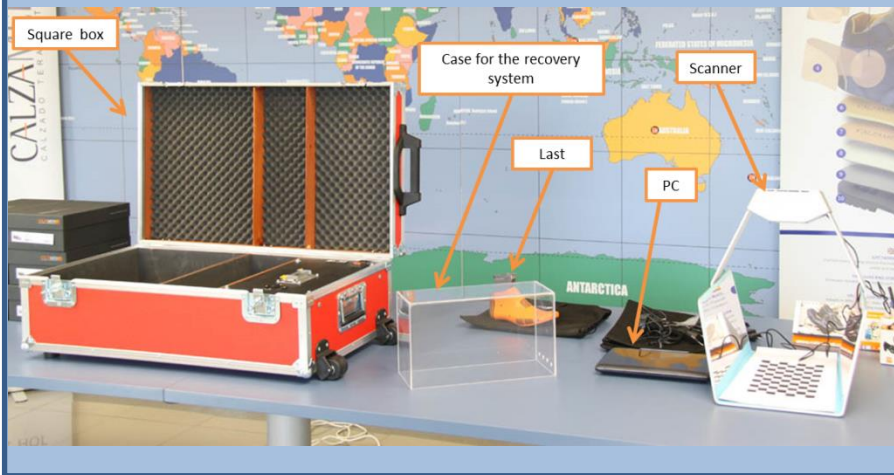


# SHOP TOOL

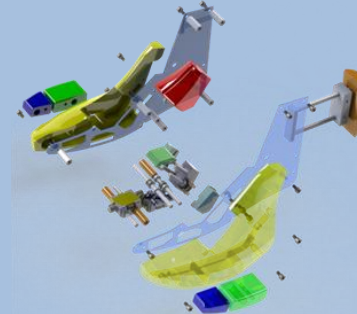


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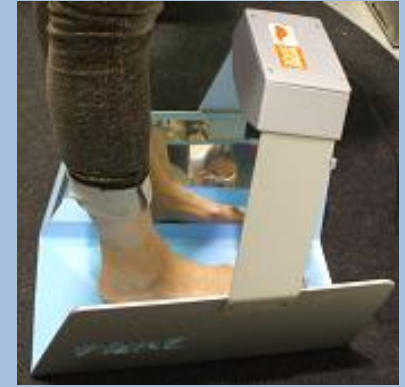
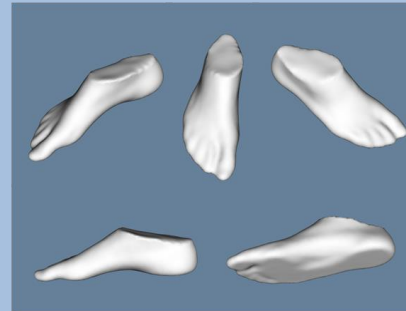
## Shop Tool



## Shaping system



## Measuring system



## Software

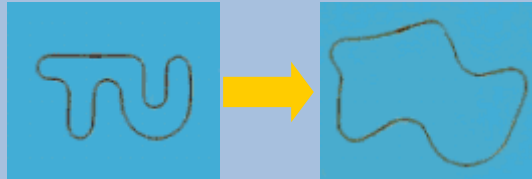
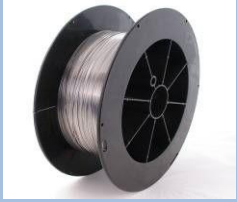


# SHAPE MEMORY FOOTWEAR



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## Shape Memory Alloy



Material at 20°C

Material after plastic deformation at 20°C

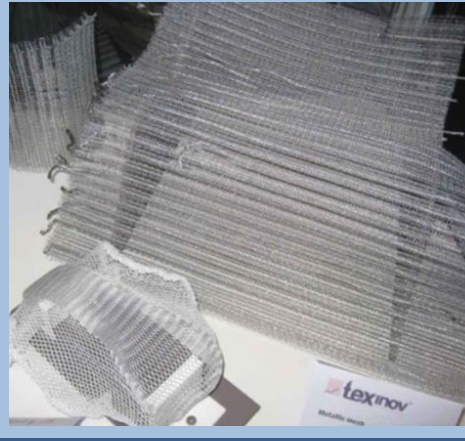
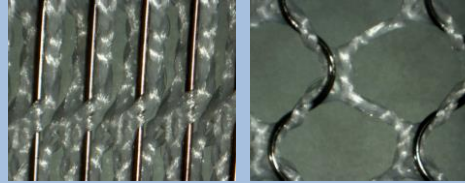


Material at 20°C

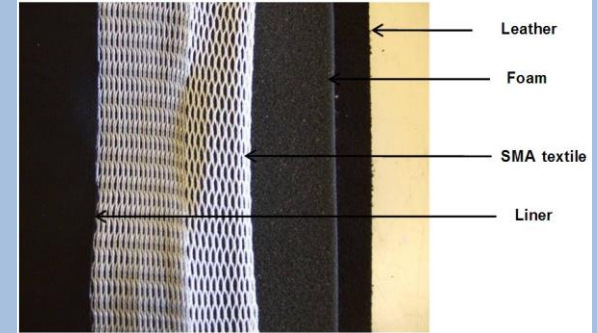


Material after heating at 70°C

## Shape Memory Textile



## Shape Memory Textile Composite



## Shape Memory Footwear



Model 1	Model 2	Model 3	Model 4



# SHAPE MEMORY FOOTWEAR



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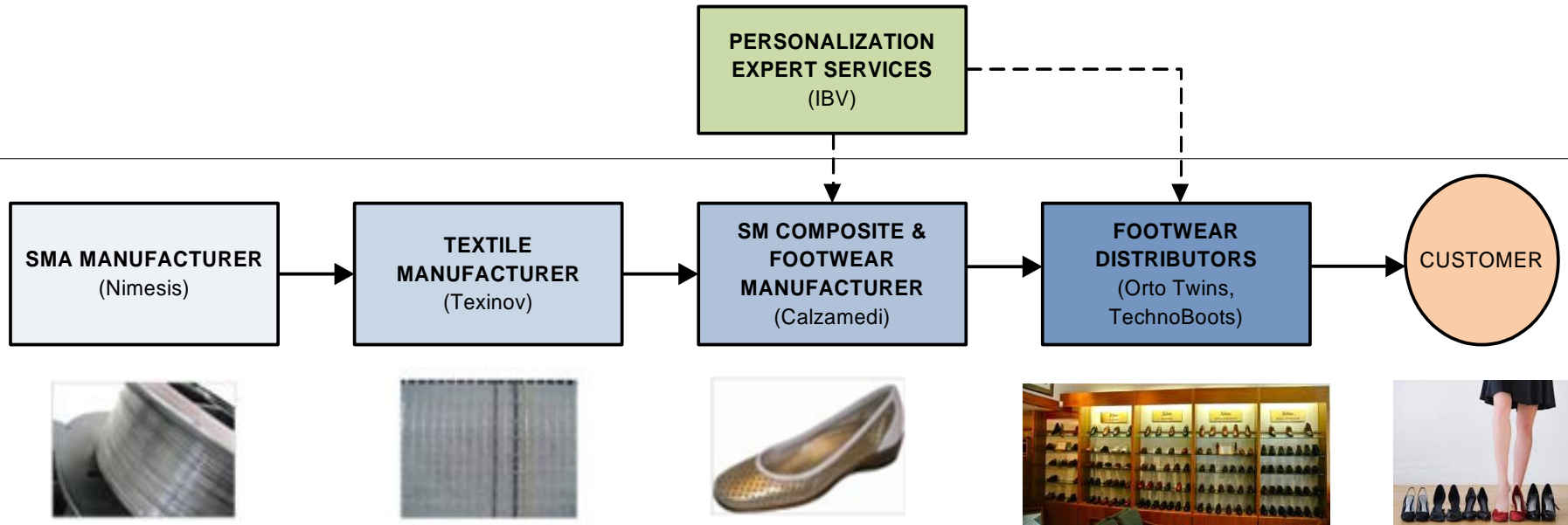
Personalized shoe

Personalized shoe

Personalized shoe after original shape recovery



# PARTICIPANTS ROLE



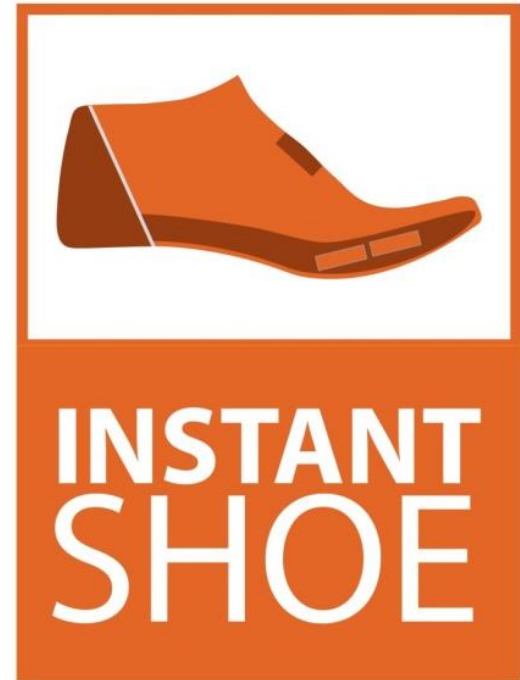
ShopInstantShoe  
product-service

# FURTHER INFORMATION



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- The DemoShopInstantShoe project finished on April 2015
- Users will benefit from the new customization service by the beginning of 2016, when InstantShoe will start its commercialization in the worldwide market.
- website ([www.instantshoe.com](http://www.instantshoe.com)) or contact José Joaquín Chico ([calzamedi@calzamedi.com](mailto:calzamedi@calzamedi.com)) from Calzamedi, company coordinator of the project and responsible for the InstantShoe personalization service.





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A stylized graphic element consisting of a red swoosh that curves upwards and then downwards, with a white swoosh following its path.

 **RTOPEDIAS TWINS**

TechnoBoots 

[www.instantshoe.com](http://www.instantshoe.com)