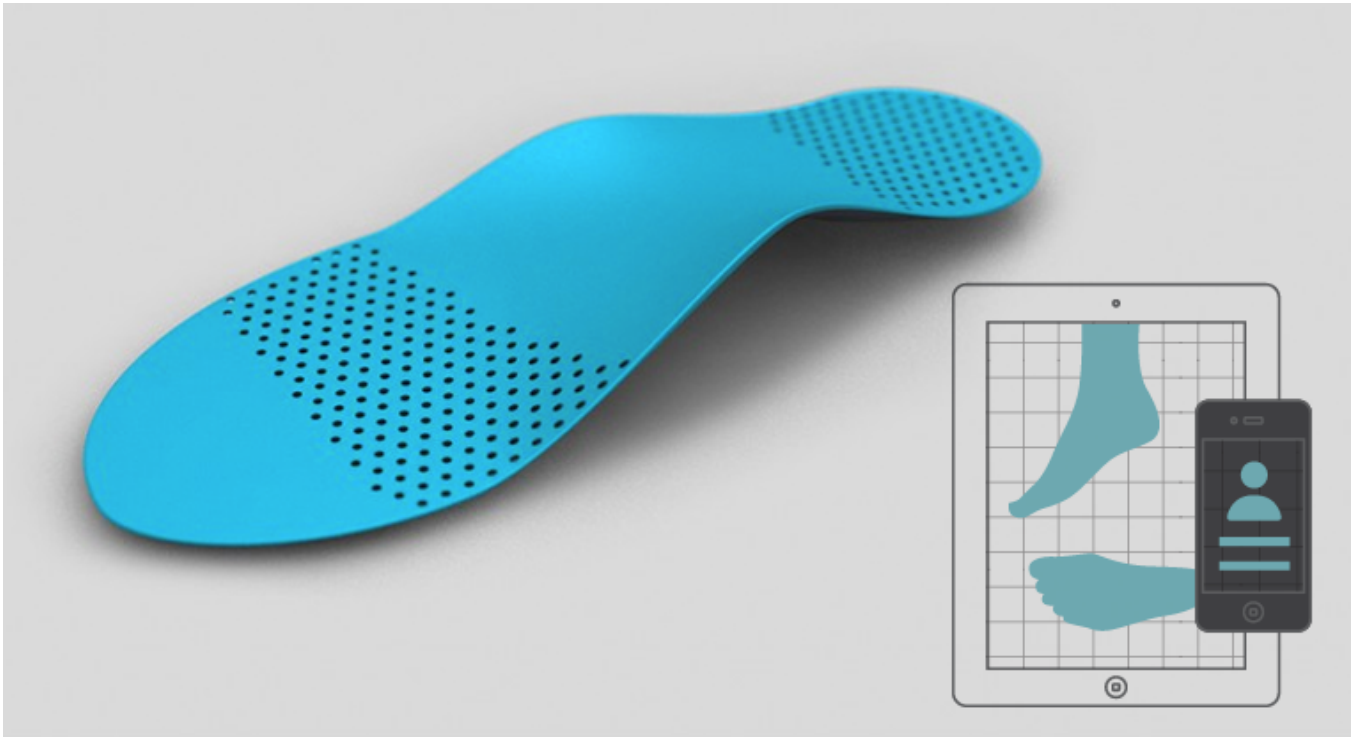


## App uses video of customers' feet to 3D print their perfect insole



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The mass-manufactured shoes we typically wear are designed to fit the average foot, which means they don't provide the unique support requirements of individuals' feet. While new technologies such as Germany's [OpenGo science](#) have provided the tools for doctors and sports scientists to analyze foot problems, 3D printed insole maker [SOLS](#) has now developed an app that lets consumers simply shoot video of their foot to help them create an orthotic insole tailored to them.

Available for both iOS and Android devices, the app enables users to 'scan' their foot by creating ten seconds of footage of the sides and bottom. Using algorithms, the company is then able to create an accurate 3D model of the customer's foot from the video, which it can then use to create an insole. Each design also takes into account information such as the customer's weight and activity level. The company initially worked with 50 doctors to prescribe the orthotic insoles to patients, but the new app enables consumers to order custom-built shoes straight from their smartphone. It's currently available in limited cities and the insoles are set to cost between USD 300 and USD 700.



According to [TechCrunch](#), SOLS may use its custom design platform to create other tailored products, such as prosthetics or plus-size clothes. Are there other products that 3D printing can help move into the mass-customization model?

Website: [www.sols.co](http://www.sols.co)

Contact: [info@sols.co](mailto:info@sols.co)