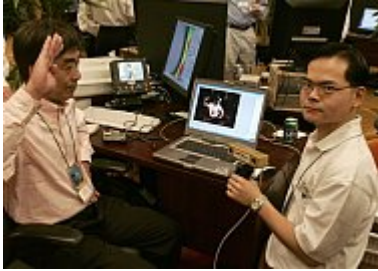


February 17, 2005  
ABCNews.com

By Frank Bajak: AP Technology Editor



Stephen Se, right, demonstrates 3D scanning technology with a stereo camera to prospective client Toshio Kanoh at the DEMO tech conference in Scottsdale, Arizona Tuesday Feb. 15, 2005. The imaging tool that builds 3D models from photos taken by the handheld stereo camera is an outgrowth of NASA's Mars Rover project. (AP Photo/Will Powers)

People entered the cylindrical plexiglass booth one by one and stood motionless and erect for 10 seconds as a tall wand circled them, emitting low-power radio waves. No, it wasn't a Star Trek convention and these were no wannabe teleportationists.

The isolation booth mapped detailed holographic images of each visitor for a company called Intellifit Corp., a hit of this week's DEMO technology conference, a high-powered annual gathering of inventors, entrepreneurs and potential investors.

The Intellifit System technically disrobed the fully clothed conference-goers measuring everything from the length of their thighs to the circumference of their knees and the thickness of their necks.

- [Laid Off at 50: Bridging the Retirement Gap](#)
- [Shareholders to Vote on Sears-Kmart Deal](#)
- [Econ Edge: The Economic Week](#)

No one got to see the images, but there was indeed an incentive for getting gauged. In exchange for entry into Intellifit's database, participants got to go online and order a complimentary pair of custom-fit pants from Levi's.

The technology, which Macy's and Lane Bryant stores have also piloted, was developed jointly by the Pacific Northwest National Laboratory and the Department of Energy to detect nonmetallic weapons. It creates a 200,000-datapoint image of a single body, company president Ed Gribben said.

Some of the most impressive technologies on show at this year's DEMO were, like Intellifit's product, stepchildren of the realm of security, defense and aerospace research.

NASA's Mars Rover project gave rise to an imaging tool that builds, in seconds, three-dimensional models from digital photos taken by a handheld stereo camera. A decade-old project at Sandia National Laboratories is becoming a new kind of joystick that provides tactile feedback from companion 3D computer imaging software.

Then there was the plastic explosives-detection technology a Perth, Australia, company called QRSciences Ltd. developed with airline security in mind. Company president Kevin Russeth says the technology draws heavily on the expertise of Russian scientists from Kaliningrad.