

Global Collaborative Technology for Fashion Product Development Meeting

Roger Ng, Alex Ho, Hong Kong Polytechnic University, ATGlobal Ltd., Hong Kong

An important factor for the success of globalization of fashion is the application of interactive remote communication technology, known as collaborative technology. In this article, we shall present how we can apply technology to support multiparty web-based communication for fashion product development meeting.

When the designers are miles apart, it is possible to have the two or more identical physical samples ready on hand, before they can discuss in the video conferencing session. However, with today's data compression technology, it is possible to compress the digital images, such as the close up photos of the sample, and video clips, such as the live video recording session of a live model, so that information can be sent via Internet. Furthermore, using video conferencing equipment, designers can discuss interactively and freely, based on the digital information. In another scenario, if only illustration is available, the designers can still share the drawing files by using remote communication software, so that they can annotate on the drawing and clarify the communication.

Nowadays, more interactive mode of communication is in great demand. There are a few commercially available systems allowing users to interactively communicate across the Internet at the price of the Internet surfing fee, such as the monthly subscription fee of the ISP (Internet Service Provider). In this article, we shall present a working model of global interactive communication procedure for hosting fashion product development meeting. We shall also compare some of the existing and popular commercial packages.