

An Adjustable Pillow, And A System And Method Of Providing Customizable Support By Said Pillow

Field of the Invention

5 The invention relates to the field of pillow and particularly, to an adjustable pillow for a customizable support to the subject using the pillow.

Background of the Invention

10 While the importance of quality sleep is widely recognized, the significance of using a suitable pillow is often overlooked. Pillows come in various sizes, dimensions, and firmness levels to provide necessary support for different individuals. It is crucial to choose a pillow that aligns with one's sleeping position, preferences, and other specific needs such as neck, shoulder, or back pain. It is therefore desirable to select a suitable pillow that caters to the unique physical requirements and sleeping habits of the user
15 thereby achieving optimal comfort and support during sleep.

 However, despite the wide variety of pillows available in the market, many customers struggle to find the right pillow that suits specifically their individual needs. The lack of a convenient and reliable method for selecting pillows poses a challenge. To increase the likelihood of finding a suitable pillow, customers may conduct research on
20 different pillow types, seek advice from healthcare professionals or bedding experts, and may try out different pillows or utilize trial periods offered by manufacturers. Traditionally, customers have been able to try out pillows in person at a point of sale. However, many individuals are hesitant to lie down for a pillow test due to the inconvenience and potential lack of privacy. Moreover, briefly temporarily resting one's
25 head on a pillow at the point of sale may not provide sufficient time or context for customers, especially for those who are unfamiliar with pillow selection, to make a reliable and objective decision.

Therefore, there remains a need for an innovative solution which enables convenient customization of pillow design to provide suitable support for individuals, and to enhance sleep quality and overall well-being.

5 **Objects of the Invention**

An object of the present invention is to provide an adjustable pillow which allows a customizable support to a subject.

Another object of the present invention is to mitigate or obviate to some degree one or more problems associated with known pillows, or at least to provide a useful
10 alternative.

The above objects are met by the combination of features of the main claims; the sub-claims disclose further advantageous embodiments of the invention.

One skilled in the art will derive from the following description other objects of the invention. Therefore, the foregoing statements of object are not exhaustive and serve
15 merely to illustrate some of the many objects of the present invention.

Summary of the Invention

In a first main aspect, the invention provides an adjustable pillow. The pillow comprises a pillow body for supporting a subject, the pillow body comprising a middle
20 portion arranged between two side portions, with the side portions being arranged at two opposite sides of the pillow body; and at least one first adjusting member, wherein the first adjusting member is releasably attachable to at least one of the side portions in a layered arrangement for an enhancement of support at a selected region of the pillow.

In a second main aspect, the invention provides a system of providing a
25 customizable pillow support for a subject. The system comprises an adjustable pillow according to the first main aspect; and an electronic means. The electronic means comprises an image capturing module for capturing one or more images of the subject; and a processor for measuring one or more body dimensions of the subject based on the one or more captured images, processing the measured one or more body dimensions to

generate a set of pillow-related parameters specific to the subject, and subsequently, determining automatically a number of the first adjusting member and/or the second adjusting member based on the generated set of pillow-related parameters.

5 In a third main aspect, the invention provides a method of providing a customizable support by the adjustable pillow according to the first main aspect for a subject. The method comprises the steps of measuring one or more body dimensions of the subject by an electronic means; processing the measured one or more body dimensions to generate a set of pillow-related parameters; and determining, automatically, a number of the first adjusting member and/or the second adjusting member based on the generated set of pillow-related parameters.

The summary of the invention does not necessarily disclose all the features essential for defining the invention; the invention may reside in a sub-combination of the disclosed features.

15 **Brief Description of the Drawings**

The foregoing and further features of the present invention will be apparent from the following description of preferred embodiments which are provided by way of example only in connection with the accompanying figure, of which:

20 Fig. 1 is a schematic diagram showing an adjustable pillow according to a first embodiment of the present invention;

Fig. 2 shows a perspective view of the pillow body of the adjustable pillow of Fig. 1;

Fig. 3 shows a side view of the pillow body of the adjustable pillow of Fig. 1;

25 Fig. 4 is a schematic diagram showing a second embodiment of the adjustable pillow of the present invention;

Fig. 5 is a schematic diagram showing a third embodiment of the adjustable pillow of the present invention;

Fig. 6 shows a side view of the pillow body of Fig. 1 with the third adjusting member as embodied in the present invention;

Fig. 7 is an embodied front view image of the subject captured by an electronic device according to a method of providing a customizable support by the adjustable pillow of Fig. 1; and

Fig. 8 is an embodied side view image of the subject captured by an electronic device according to a method of providing a customizable support by the adjustable pillow of Fig. 1.

Description of Preferred Embodiments

The following description is of preferred embodiments by way of example only and without limitation to the combination of features necessary for carrying the invention into effect.

Reference in this specification to "one embodiment" or "an embodiment" means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment of the invention. The appearances of the phrase "in one embodiment" in various places in the specification are not necessarily all referring to the same embodiment, nor are separate or alternative embodiments mutually exclusive of other embodiments. Moreover, various features are described which may be exhibited by some embodiments and not by others. Similarly, various requirements are described which may be requirements for some embodiments but not other embodiments.

It should be understood that the elements described as being computer-implemented may be implemented in various forms of hardware, software or combinations thereof. Preferably, these elements are implemented in a combination of hardware and software on one or more appropriately programmed general-purpose devices, which may include a processor, memory and input/output interfaces.

Referring to Fig. 1, shown is an adjustable pillow 10 in accordance with an embodiment of the present invention. The adjustable pillow 10 comprises a pillow body 20 for supporting a body part of a subject person, which can be the head, neck, shoulder and/or other body part of an adult or children. The pillow body 20 is preferably shaped

and configured in a rectangular shape, such as as shown in the figure, but a person skilled in the art will appreciate that the invention should not be limited to the specific sizes and shapes as illustrated. Instead, the invention shall encompass also other possible dimensions and shapes, such as square, trapezoid, oval or the like, as long as the variation in dimension and shape do not render the pillow to depart from the inventive concept of the present invention.

It is understandable that a pillow can be used to provide support and comfort to various parts of the body during sleep, relaxation or for positioning one or more body parts for other specific proposes such as during a medical treatment, etc. Despite the specific reference to the support of the head and neck of the subject by the adjustable pillow 10 in this description, the present invention may also be applicable to other body parts such as, but are not limited to, shoulders, back, hips, knees, legs or the like.

Preferably, the pillow body 20 of the adjustable pillow 10 comprises a middle portion 22 arranged between two side portions 24, as more clearly shown in Fig. 2, with the side portions 24 being arranged at two opposite sides of the pillow body 20. In one embodiment, the middle portion 22 may comprise an indentation 23, preferably at a center of the middle portion 22 for the user's head to rest upon.

As shown in the figures, the two side portions 24 are located at two opposite sides of the pillow body 20, and preferably at two distal ends of a longitudinal axis (L-L) of the pillow body 20. Yet in another embodiment (not shown), the two side portions 24 may optionally be arranged at two longitudinal sides 26A, 26B parallel to the longitudinal axis (L-L) of the pillow body 20, as shown in Figs. 2 and 3. In one embodiment, it is preferred that the two longitudinal sides 26A, 26B are configured with different widths (W_B , W_A), for example, for width W_A being preferably longer than width W_B , or *vice versa*. In the context of the present invention, the longitudinal sides 26A, 26B are defined as the two opposite longitudinal sides along or parallel to the longitudinal axis L-L, and that the widths (W_B , W_A) of the two longitudinal sides 26A, 26B are the distances from the edges of the respective longitudinal sides 26A, 26B to the middle portion 22. The different widths at the two longitudinal sides 26A, 26B allows selection of different lengths of

neck support for the individual user to ensure attainment of an optimum posture and to provide effective spinal support.

The pillow body 20 may further comprise a base portion 25 for positioning or resting the pillow body 20 onto a surface such as a bed surface or for engaging an adjusting member at its lower face. In one embodiment, such as that as shown in Figs. 1 and 2, the two side portions 24 are preferably of a greater thickness or height than that of the middle portion 22, which effectively forming two raised side portions 24 for supporting side-sleeping and a lowered middle portion 22 for supporting back-sleeping. Preferably, the middle portion 22 can be configured with a substantially indented surface profile, and more preferably, a centrally incurvated surface profile, as more clearly shown in Fig. 3. The indented middle portion 22 and the two raised side portions 24 thereby provide different regions for supporting the subject at different sleeping posture, for example, the middle portion 22 is adapted to support the head and neck of the subject user when the user is sleeping on the user's back, while the two raised side portions 24 allows support to maintain a proper spine alignment when the user is sleeping on his or her side.

Preferably, the adjustable pillow 10 further comprises at least one first adjusting member 30, as shown in Fig. 1, which is releasably attachable to at least one of the side portions 24 to form regionally overlapping layers for enhancing support at the side portion 24 of the pillow. The first adjusting member 30, which is preferably configured in flexible sheet form, is preferably provided in pairs to be positioned respectively at or under the two side portions 24. In one embodiment, one or more of the first adjusting members 30 can be releasably attached or placed at an upper face and/or a lower face of the side portion 24. When a further increase in thickness or enhancement of regional support is preferred, a plurality of the first adjusting member 30A, 30B can be arranged in the form of overlapping layers under the side portion 24, each of which is releasably attached to one another to ensure a secure positioning at the pillow 10. In the context of the present invention, for the adjusting members 30, 40 to be releasably attached to the pillow body or one another "in layers" or "in an layered arrangement" relate to an

arrangement of the sheet structured adjusting members in levels or tiers, which encompass fully overlapping or partially overlapping of structures by placing one over another.

5 In one specific embodiment, the first adjusting member 30 is preferably provided in a substantially quadrilateral shape such as, but not limited to, a rectangular shape. More preferably, the first adjusting member 30 has a length substantially similar to the width of the pillow body 20, and a width of a range of about one-fifth to about one-third of the length of the pillow body 20, as shown in Fig. 1. A person skilled in the art will appreciate that any reasonable and applicable variations to the dimension of the adjusting
10 members 30, 40, such as in the form of square, oval, or circular shaped, will also be encompassed by the scope of the present invention.

In one embodiment, one or more connecting means 35 can be used to releasably attach the first adjusting member 30 to the side portion 24 and/or another first adjusting member 30. The connecting means 35 may comprise, but is not limited to, one or more
15 of a positioning band, strings, straps, hooks, hook and loop fasteners such as Velcro®, adhesive tapes, buttons and/or snap fasteners, etc. A person skilled in the art will appreciate that any releasable connecting means known in the art, as long as it provides a releasable attachment or connection between two or more structures, should also be applicable.

20 In one embodiment where a plurality of first adjusting members 30 are provided, the plurality of first adjusting members 30 can be configured in different thicknesses, stiffnesses and/or resilience to meet the specific needs or preferences of the subject user. In one embodiment, the first adjusting member 30 can be configured with a preferred thickness ranges from about 0.5 cm to about 6 cm, more preferably, from about 1 cm to
25 about 4 cm. In one further embodiment, the plurality of first adjusting members 30 can be formed in materials of different hardnesses, stiffnesses, firmnesses and/or resiliences, which can be represented to the user using generic terms such as soft, medium, firm, extra firm, or in a numerical scale, such as from 1 to 5, with higher numbers indicate greater firmness to provide a general idea on the feel and support levels of the different

adjusting members 30. In yet another embodiment, one or more first adjusting members 30 can be formed of materials comprising different additives or actives for providing one or more scents and/or therapeutic effects to the subject when using the pillow. Different first adjusting members 30 can therefore be used interchangeably as needed by the user to
5 allow different physical, mental and/or emotional benefits such as, but are not limited to, stress relief, sleep enhancement, mood improvement, headache and/or other pain relief, etc.

Referring to Fig. 4, shown is a further embodiment of the adjustable pillow 10 comprising at least one second adjusting member 40. Similar to the first adjusting member 30, the second adjusting member 40 is preferably configured in the form of a flexible sheet and is releasably attachable to the pillow body 20 in layers for an enhancement of an overall support by the pillow. The second adjusting member 40 is preferably provided in a size and shape substantially similar to that of the pillow body 20 to allow conformation to the overall shape and to promote a more uniform appearance of
10 the pillow 10 when the second adjusting member 40 is attached to the pillow body 20. Again, the second adjusting member 40 can be releasably attachable either at an upper face or a lower face of the pillow body 20 in an overlapping manner, and more preferably, at the lower face under the base portion 25 of the pillow body 20.

When a further increase in thickness or an enhancement of the overall support is
20 desired, a plurality of the second adjusting members 40A, 40B can be arranged as overlapping layers under the base portion 25, each of which being releasably attached to one another to allow a secure positioning. Connecting means 45 can be used for releasably attaching the second adjusting member 40 to the base portion 25 and/or between the plurality layers of the second adjusting members 40, and the connecting
25 means 45 can be provided in the same, similar, or different configurations to those of the connecting means 35 used for the first adjusting members 30, such as one or more of a positioning band, strings, straps, hooks, hook and loop fasteners such as Velcro[®], adhesive tapes, buttons and/or snap fasteners, etc. Similar to the first adjusting members 30, the plurality of second adjusting members 40 can be provided in different thicknesses,

stiffnesses and/or resiliences so as to meet the specific needs and preferences of the subject user. For example, in one embodiment, the second adjusting member 40 can be configured with a thickness ranges from about 0.5 cm to about 6 cm, and more preferably, from about 1 cm to about 4 cm. Different second adjusting members 40 can be formed in materials of different hardnesses, stiffnesses firmnesses or resiliences, and/or be manufactured with different additives or actives for different sensory and/or therapeutic effects to allow customizations to the pillow 10 for individual preferences and specific needs.

In yet a further embodiment shown in Fig. 5, one or more of the first adjusting members 30A, 30B and the second adjusting members 40 can be applied together with the pillow body 20. For example, one or more first adjusting members 30 can be arranged between the body 20 and the second adjusting member 40 in layers, and/or between a plurality of second adjusting members 40A, 40B in layers.

Optionally, one or more third adjusting members 50 can be releasably attached to the middle portion 22 of the pillow body 20 to provide additional support at selected regions of the pillow 10. In one embodiment, the third adjusting member 50 can be provided in the form of a soft oval pad releasably attachable to the upper face of the pillow body 20, and more preferably, at the indentation 23 of the middle portion 22, as shown in the figures. In one further embodiment, the third adjusting member 50 is designed to be attachable, at the user's preference, to different positions of the pillow body 20, such as along the middle, transverse axis (T-T, as shown in Fig. 2) of the pillow 10, for further customization of support.

In another aspect of the present invention, it is provided a method of providing customizable support by the adjustable pillow 10 for a subject user. The method comprises the steps of measuring one or more body dimensions or biometrics data of the subject by an electronic means. Preferably, the one or more body dimensions or biometrics data include, but are not limited to, (i) a shoulder width (W), i.e. the horizontal (x-dimension) distance between a point at the ear, preferably the ear lobe, and a point at the shoulder of the same side of the body of the user; and (ii) a neck curvature depth (D),

i.e. the horizontal (x-dimension) distance between a point at the rear side of the neck, i.e. about the cervical vertebral region, and a point at the shoulder blade of the user. These body points of interest are to be identified and thus the body dimensions measured due to the fact that a pillow is adapted to support the head as well as the neck of a person sleeping face up and on the side.

In one embodiment, the shoulder width (W) can be determined from a front view, upper body image of the user captured by the electronic means, see Fig. 7, and the neck curvature depth (D) can be determined from a side view, upper body image of the user captured by the electronic means, see Fig. 8. Figs. 7 and 8 illustrate the body points of interest as described above, including the point at the ear and the shoulder at the same side of the subject, and the point at the rear neck and the shoulder blade of the subject.

Although the measurement of the horizontal (x-dimension) component of the user's body dimensions is described as an example for the purpose of pillow customization, a skilled person in the art would understand that measurement of the vertical (y-dimension) component of distance between any two points in the image, may also be utilized to determine useful body dimensions for the purpose of the present invention. Optionally, further sets of biometric data or body dimensions such as, a horizontal distance between an occiput and a shoulder blade of the user, may also be identified for processing a suitable set of pillow-related parameters for pillow customization.

In one embodiment, the electronic means can be provided as or comprises any form of electronic or computers devices, for example, a portable computer device such as but not limited to a smart phone, a tablet computer or a laptop computer. Preferably, the electronic means comprises an image capturing module such as a camera or video camera for capturing images of the user, as described above. Alternatively, images of the subject may also be captured separately, and be inputted to the electronic means, such as by means of a wired or wireless transmission to the electronic device for processing and measurement.

In one preferred embodiment, the measurement of body dimensions from images of the subject user for pillow selection and customization may comprise, but is not limited to, the method described in PCT patent publication no. WO/2017/125008.

5 The measured body dimensions will then be processed by the electronic means, which can be a computer-implemented electronic means to generate a set of pillow-related parameters specific to the biometric data of the subject. In one embodiment, the electronic means may comprise a computer processor which processes and compares the measured body dimensions with a database to formulate a suitable set of pillow-related parameters. The database may comprise various dimension data of pillows for matching
10 with the measured body dimensions or biometrics data of a subject user to thereby indicate the most suitable size, dimension, configuration, resiliency, firmness and/or other characteristics of the pillow specific to the user.

The electronic means will then automatically determine, based on computer processing such as by the computer processor, the number of the first adjusting member
15 30 and/or the second adjusting member 40 required in order to fulfill the generated, recommended set of pillow-related parameters. The electronic means may further suggest whether a third adjusting member 50 is required and if so, the location where the third adjusting member should be placed to provide the best support and comfort to the user. In one embodiment, the computer processing may involve processing of an artificial
20 intelligent (AI) algorithm for determining the most suitable pillow-related parameters and thus the required number and position of the first, second and/or third adjusting members. All the determined data including the generated set of pillow-related parameter, the number of the first, second and/or third adjusting members can be sent to a centralized remote network accessible by the pillow manufacturer and/or the points of sale for record
25 keeping, and/or be shared with the customer via his or her personal email accounts or social networking platforms.

Preferably, the electronic means such as by the processing of the processor may further determine a thickness, stiffness and/or resilience of the first adjusting member and/or the second adjusting member based on the processed set of pillow-related

parameters. More preferably, the processing may take into account personal preferences as inputted by the users, such as preference on softness or firmness of the pillow, whether the user is a back-sleeper or a side-sleeper, and/or other particular conditions on health and well-being to be addressed, such as, but are not limited to, stress relief, sleep enhancement, mood improvement, headache and/or other pain relief, etc.

5 In yet a further aspect of the present invention, it provides a system of providing a customizable pillow support for a subject. The system comprises an adjustable pillow 10 as described above; and an electronic means, such as but not limited to, a portable electronic or computer device. Preferably, the electronic means comprises an image capturing module such as a camera or a video camera for capturing one or more images of the subject. The electronic means further comprises a computer processor adapted to measure one or more body dimensions of the subject based on the captured one or more images, process the measured one or more body dimensions to generate a set of pillow-related parameters specific to the subject, and subsequently, determine automatically the number of the first adjusting member and/or the second adjusting member recommended to the subject user based on the generated set of pillow-related parameters.

The present invention is advantageous in that it provides a highly versatile, customizable pillow which allows users to personalize their pillow experiences based on their biometric data, personal preferences and specific needs. The customization enables individual user to enjoy a pillow that is tailored specifically to their unique requirements. Particularly, the present invention offers a range of customizable adjustments whereby the users are allowed to select suitable adjusting members that enhance support at specific regions of the pillow. The adjusting members are configured in different sizes, dimensions, shapes, thicknesses, hardnesses and/or firmnesses to suit the user's preferences and the desired level of support. Additionally, the adjusting members can be manufactured with different actives or additives, providing different sensory and/or therapeutic effects that enhance the overall pillow experience. Customized support can be provided for different sleeping positions, and with the combination of different adjusting members, the pillow can be easily adapted to accommodate the needs from both back

sleepers and side sleepers to promote proper spinal alignment. Preferably, body dimensions of the user can be measured by an electronic device such as a portable computer device equipped with an image capturing functionality. The measured biometric data can be processed to generate a relevant set of pillow-related parameters specific to the user. These parameters can then be used to determine automatically the recommended number and type of adjusting members for customizing the pillow to the user's specific needs. By utilizing this data-driven approach, users can receive systematic personalized recommendations tailored to their unique body dimensions and requirements. This enhances reliability and accuracy of the recommended pillow adjustments, and ensures that the pillow customization aligns with the individual's physical characteristics, optimizing comfort and support.

The present description illustrates the principles of the present invention. It will thus be appreciated that those skilled in the art will be able to devise various arrangements that, although not explicitly described or shown herein, embody the principles of the invention and are included within its spirit and scope.

Moreover, all statements herein reciting principles, aspects, and embodiments of the invention, as well as specific examples thereof, are intended to encompass both structural and functional equivalents thereof. Additionally, it is intended that such equivalents include both currently known equivalents as well as equivalents developed in the future, i.e., any elements developed that perform the same function, regardless of structure.

While the invention has been illustrated and described in detail in the drawings and foregoing description, the same is to be considered as illustrative and not restrictive in character, it being understood that only exemplary embodiments have been shown and described and do not limit the scope of the invention in any manner. It can be appreciated that any of the features described herein may be used with any embodiment. The illustrative embodiments are not exclusive of each other or of other embodiments not recited herein. Accordingly, the invention also provides embodiments that comprise combinations of one or more of the illustrative embodiments described above.

Modifications and variations of the invention as herein set forth can be made without departing from the spirit and scope thereof, and, therefore, only such limitations should be imposed as are indicated by the appended claims.

5 In the claims hereof, any element expressed as a means for performing a specified function is intended to encompass any way of performing that function including, for example, a) a combination of circuit elements that performs that function or b) software in any form, including, therefore, firmware, microcode or the like, combined with appropriate circuitry for executing that software to perform the function. The invention as defined by such claims resides in the fact that the functionalities provided by the various
10 recited means are combined and brought together in the manner which the claims call for. It is thus regarded that any means that can provide those functionalities are equivalent to those shown herein.

In the claims which follow and in the preceding description of the invention, except where the context requires otherwise due to express language or necessary
15 implication, the word “comprise” or variations such as “comprises” or “comprising” is used in an inclusive sense, i.e. to specify the presence of the stated features but not to preclude the presence or addition of further features in various embodiments of the invention.

It is to be understood that, if any prior art publication is referred to herein, such
20 reference does not constitute an admission that the publication forms a part of the common general knowledge in the art.

Claims

1. An adjustable pillow, comprising:
a pillow body for supporting a subject, the pillow body comprises a middle
5 portion arranged between two side portions, the side portions being arranged at two
opposite sides of the pillow body;
at least one first adjusting member, wherein the first adjusting member is
releasably attachable to at least one of the side portions in an layered arrangement for an
enhancement of support at a selected region of the pillow.
10
2. The adjustable pillow according to claim 1, wherein the two side portions are
arranged at two distal ends of a longitudinal axis of the pillow body.
3. The adjustable pillow according to claim 1, wherein the first adjusting member is
15 releasably attachable at an upper face or a lower face of the side portion in an layered
arrangement.
4. The adjustable pillow according to claim 1, wherein the first adjusting member is
releasably attachable to the side portion via a connecting means, the connecting means
20 comprising one or more of a positioning band, strings, straps, hooks, hook and loop
fasteners, adhesive tapes, buttons and/or snap fasteners.
5. The adjustable pillow according to claim 1, wherein the at least one first adjusting
member comprises a plurality of first adjusting members of different thicknesses,
25 stiffnesses and/or resilience.
6. The adjustable pillow according to claim 1, wherein the at least one first adjusting
member comprises one or more pairs of first adjusting members arranged respectively at
the two side portions.

7. The adjustable pillow according to claim 1, wherein the two side portions are arranged at two longitudinal sides parallel to a longitudinal axis of the pillow body.
- 5 8. The adjustable pillow according to claim 7, wherein the two side portions arranged at the two longitudinal sides of the pillow body are of different widths.
9. The adjustable pillow according to claim 1, further comprising at least one second adjusting member, wherein the second adjusting member is releasably attachable to the
10 pillow body in an layered arrangement for an enhancement of an overall support by the pillow.
10. The adjustable pillow according to claim 9, wherein the at least one second adjusting member comprises a plurality of second adjusting members of different
15 thicknesses, stiffnesses and/or resilience.
11. The adjustable pillow according to claim 9, wherein the at least one first adjusting member is arranged between the body and the at least one second adjusting member in layers, and/or between a plurality of second adjusting members in layers.
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12. The adjustable pillow according to claim 1 or 9, wherein the at least one first adjusting member and/or the at least one second adjusting member are provided in sheet form.
- 25 13. The adjustable pillow according to claim 1 or 9, wherein the at least one first adjusting member and/or the at least one second adjusting member are formed of materials comprising one or more additives or actives for providing a scent and/or a therapeutic effect to the subject using the pillow.

14. The adjustable pillow according to claim 1 or 9, further comprising at least one third adjusting member releasably attachable to the middle portion of the pillow body.
15. The adjustable pillow according to claim 14, wherein the third adjusting member
5 is releasably attachable to an indentation of the middle portion.
16. A system of providing a customizable pillow support for a subject, comprising:
an adjustable pillow according to claim 1 or 9; and
an electronic means, comprising:
10 an image capturing module for capturing one or more images of the subject; and
a processor for measuring one or more body dimensions of the subject based on the one or more captured images; processing the measured one or more body dimensions to generate a set of pillow-related parameters specific to the
15 subject; and subsequently, determining automatically a number of the first adjusting member and/or the second adjusting member based on the generated set of pillow-related parameters.
17. A method of providing a customizable support by the adjustable pillow of claim 1
20 or 9 for a subject, comprising the steps of:
measuring one or more body dimensions of the subject by an electronic means;
processing the measured one or more body dimensions to generate a set of pillow-related parameters specific to the subject; and
determining, automatically, a number of the first adjusting member and/or the
25 second adjusting member based on the generated set of pillow-related parameters.
18. The method according to claim 17, further comprising the step of determining a thickness, stiffness and/or resilience of the first adjusting member and/or the second adjusting member based on the processed set of pillow-related parameters.

19. The method according to claim 17, wherein the one or more body dimensions comprises a shoulder width and/or a neck curvature depth of the subject.

- 5 20. The method according to claim 17, wherein the step of processing a set of pillow-related parameters further comprises processing based on personal preference of the subject.