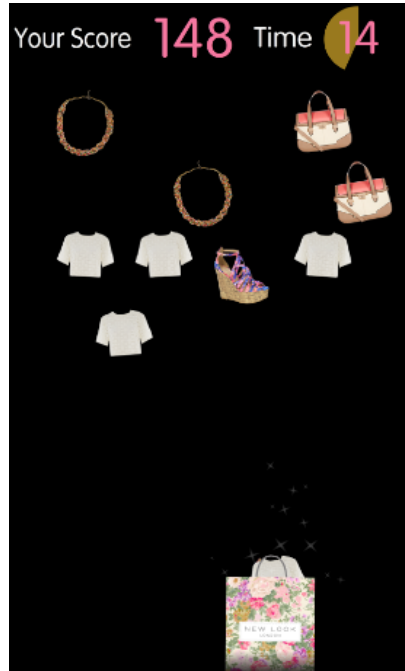




Magic Mirror continuously plays video clip or user photos when no one is standing in front of it.

Notes	
Idle Mode Video	Videos should be in AVI format , the larger display will be Full HD 1080x1920 based on the 9 : 16 (width : height) proportion .
Idle Images	No limitation of images numbers Images will be display randomly with video. Recommended best experience image size be as same as video.
Mirror mode	You can use Mirror when no one is standing in front of it. *Do not require any image or video, Magic Mirror will be use as mirror without display graphics.




Notes	
Game objects	<ul style="list-style-type: none">• The images of the objects to be dropped during the game.• Image of the shopping bag or any image which collects the dropping objects. <ul style="list-style-type: none">• Images should be in PNG format with invisible background• Minimum one object and maximum 5 objects, images not smaller than 300x300 pixel• Shopping bag images not smaller than 500x500 pixel• Game background (Optional), 1080x1920 pixel PNG Format
Game rules	<p>How the users win voucher? Everyone would get the voucher after playing game? Or we could set a specific score threshold to win the voucher.</p> <p>Please specific the game rules: Anyone who score 300 and above will win the voucher. Game duration: 30 seconds</p>



Sample Printed Voucher

Voucher design is customized to retailer's branding and marketing requirements.

Notes	
A	Logo :  * Logo should be in PNG format with invisible background
B	Discount info : 10% discount Voucher validity date: Valid from today to one month later Promotional online code / barcode image – for user to redeem the discount after getting the voucher

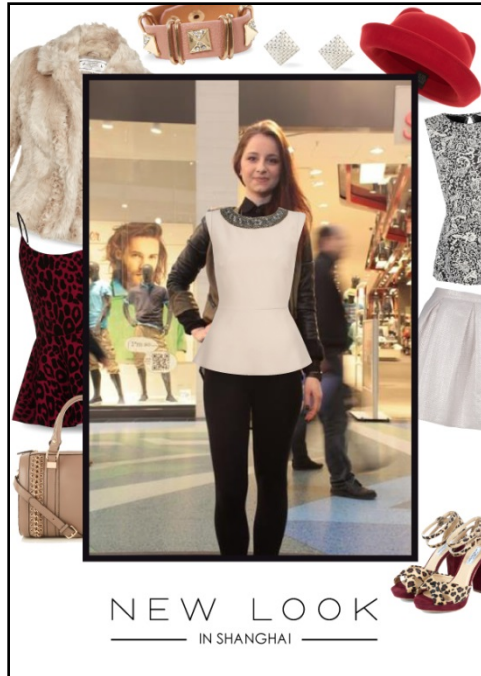


Photo Frame Sample

After take photo, photo will be processed and added with the photo frame which is designed to suit retailer's brand image or marketing purposes.

Notes

Photo Frame

Photo frames need to be in **PNG format**, with **invisible background** and in the dimension of **1400 width x 2100 length**.

Design & Graphics Customization Document

Email Design – Layout and Content

Magic Mirror

Hello from Simply Be Stockton!
 Simply Be Stockton [simplybe @magicmirror.me]
 Sent: Sat 18/2/2012 3:57 PM
 To: selenajane@gmail.com

HELLO, just had MY PHOTOS taken by the Magic Mirror at Simply Be. What do you think?



Post to Facebook



Notes

A Email Title:
 Hello from Simply Be Stockton!



* Logo should be in **PNG format** with **invisible background**, or vector files with **.eps** file or **.ai** file

C Email Text:
 Hello, just had MY PHOTOS taken by the Magic Mirror at Simply Be. What do you think?

* If you wish to have you own email template, kindly let us know and send us with a **HTML** format with linked images in folder.

E Watermark (optinal):



* Watermark should be in **PNG format** with **invisible background**

F Promotional Messages and Images :



*Promotional image is optional, any dimension is accepted with good resolution



Notes

Post to user wall

A. Post with name:
BT2 Grafton Street

B. Newsfeed Text:
Just had my photo taken by the Magic Mirror in BT2 Grafton Street, what do you think?
*Newsfeed Text support the function of #Hashtag, not support @tagging function.

Post to your Facebook Fan Page (optional)

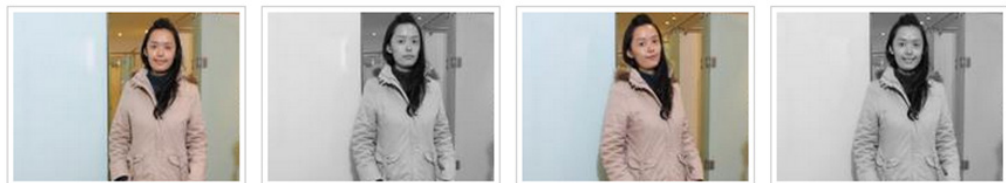
Facebook destination page URL:
<https://www.facebook.com/SimplyBeUK>

*This is where the photo will be posted to. We can post the photo to multiple Facebook pages (E.g. User profile page, retailer fan page, etc.)
*This may need to point our account as administrator.

Album View

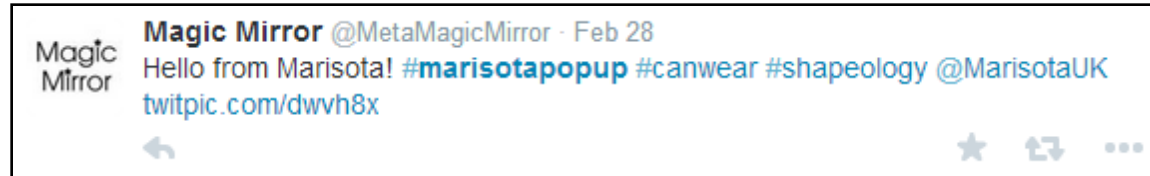
BT2 Grafton Street (photos)

By Corina Wong (Albums) · Updated about a week ago · Taken at BT2 Grafton Street



Just had my photos taken by the Magic Mirror in BT2 Grafton Street, what do you think?

Like · Share



Sample Tweets Sent from Magic Mirror

Notes	
Twitter Texts	Please specify the text to be displayed in the tweets, including any @username, #keyword or URL if required. Please design the Twitter Text not more than 100 characters include spacing. Hello from Marisota! #marisotapopup #canwear #shapeology @Marisota