Design & Graphics Customization Document
Idle Mode Video

Magic Mirror

Magic Mirror continuously plays video clip or user photos when no one is standing in front of it.
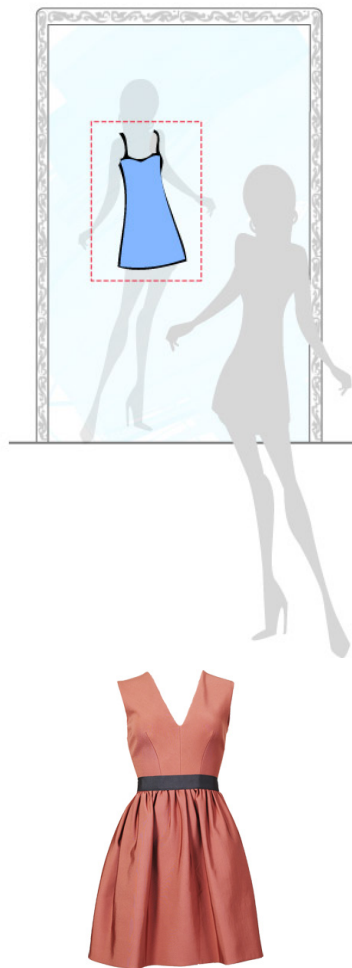
Notes	
Idle Mode Video	Videos should be in **AVI format**, the larger display will be Full HD 1080x1920 based on the **9 : 16 (width : height) proportion**.
Idle Images	No limitation of images numbers Images will be display randomly with video. Recommended best experience image size be as same as video.

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.

Garment Image Sample

Notes	
Garment Images	• Clothes images should be in **PNG format with invisible background**, at **1200 * 2700 dimensions**, placement of clothes within image must be according to a provided mannequin image (please download from http://www.magicmirror.me/MM_assets_download.html), the image should be facing front without any angle distortion. Please zoom in the shoulder part of the mannequin image and adjust the clothes images to exactly align with the shoulder of the mannequin. This is to optimize the accuracy when users virtually try-on the dresses on Magic Mirror.

Product info	• Product info will be displayed on Magic Mirror when users browse the collection and also on the printed product slip.
	• Please fill in the details accordingly in the provided product info sheet for all the products which you are going to include in the Magic Mirror.
	    a. ID
	    b. Item Name
	    c. File Path – the name of the product image file (e.g. DenimShorts.png). Please make sure the file name of the product image is matching with the data under 'File Path' column to link the product info with the matching product image.
	    d. Currency
	    e. Price (in number format)

Design & Graphics Customization Document
Photo Frame Design

Magic Mirror

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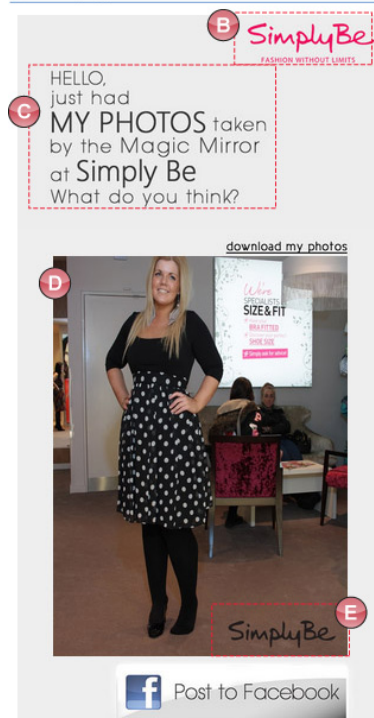
Notes	
Photo Frame	Photo frames need to be in **PNG format**, with **invisible background** and in the dimension of **1400 width x 2100 length**.

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

Notes	
A	Email Title: Hello from Simply Be Stockton!
B	Logo: * 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

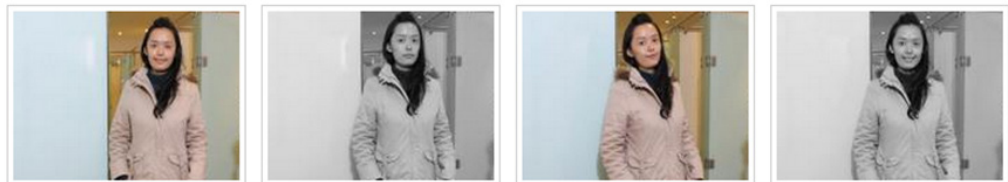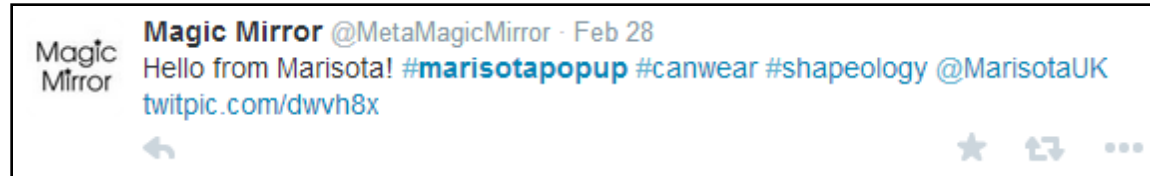| Notes	
Post to user wall	A. Post with name: BT2 Grafton Street B. Newsfeed Text: Just had my photo taken by the Magic Mirror in BT2 Grafton Street, what do you think? *Newsfeed Text support the function of #Hashtag, not support @tagging function.
Post to your Facebook Fan Page (optional)	Facebook destination 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

Design & Graphics Customization Document
Post Photo to Twitter

Magic Mirror

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

Magic Mirror

Product slip would be printed if users tap on "Print" button for the selected product.

Notes	
Logo	Logo : * Logo should be in **PNG format** with **invisible background**
Product Info	Product name, price and product URL will be retrieved from the product info sheet. QR code image – will be generated based on the product URL Please fill in the attached Product Info.csv with details