

Magic Mirror

Fun.Interactive.Engaging

Aims and Objectives

With Magic Mirror, together we can make the visitors experience at touring experiential activity.

- **Enrich the visitors experience** in a fun and entertaining way
- Capture moments of the visit and **share to social media**
- Let the visitors to further **engage with your brand**



Children plays in front of Magic Mirror

What Magic Mirror can do?

Magic Mirror is highly customizable, with your brand contents to match your brand image or marketing campaigns, to deliver the **retail theatre experience** you wish to achieve.

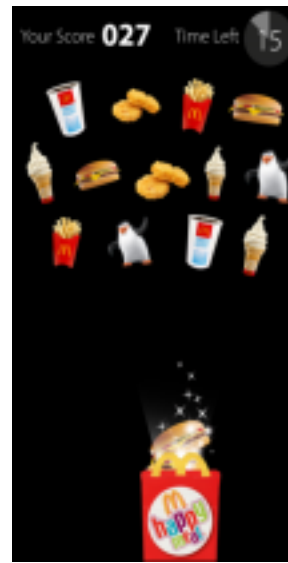
Here are some examples:



Product Genie



Wear and Compare



Interactive Game



Brand Moment



3D Game

A) Product Genie

Studio Quality Photo with Your Brand

- Using a dSLR camera and studio light box to take professional photos
- Photos will be marked with your brand

Intelligently Superimpose Items

- Using image processing technology to detect shoulders, eyes and face of the person, to intelligently superimpose items onto the photos
- User can take photo with your product and create their personalized fashion catalog.

Share to Social Media

- Users will be able to email and share photos to Facebook and Twitter



Superimpose clothes on user's photo

Customizable photo frame

Customizable Logo

Magic Mirror

Some of our customers' photo frames:



Linda Farrow



Muzik



New Look



Centrepoint



Barbie



Hot Wheels



EON Energy



WOW Photo Booth

B) Wear and Compare

Photos Recognition

- 'Remember' photos that you have taken previously based on unique identifier such as name, membership ID, etc.
- Intelligently displays all your photos in tablet for you to select and compare up to 4 outfits in a single view

Studio Quality Photo with Your Brand

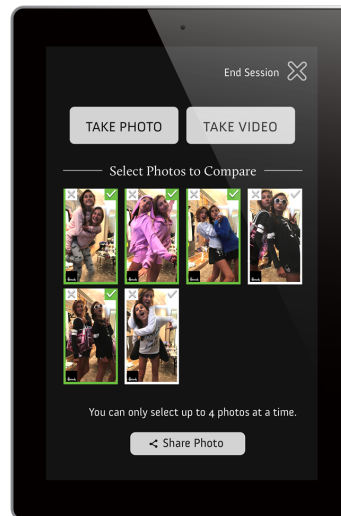
- Using a dSLR camera and studio light box to take professional photo
- Photos will be marked with your brand

Share your Outfits Comparison

- Shoppers can share their outfit comparison photos to social media or email directly from Magic Mirror, getting votes for their perfect looks.

Tablet-operated Application

- Use tablet to start and control the application such as take photo, share photos, etc.



Customizable Logo

c) Interactive Game

Uses Body Gestures to Control

- User's body gestures detected by the built-in Kinect body sensor
- Users move left or right to control and play the game

A Game Featuring your Brand

- User to collect as many items as they drop in 30 seconds

Share User's Winning Moment

- Take photo with the scores and share to social media

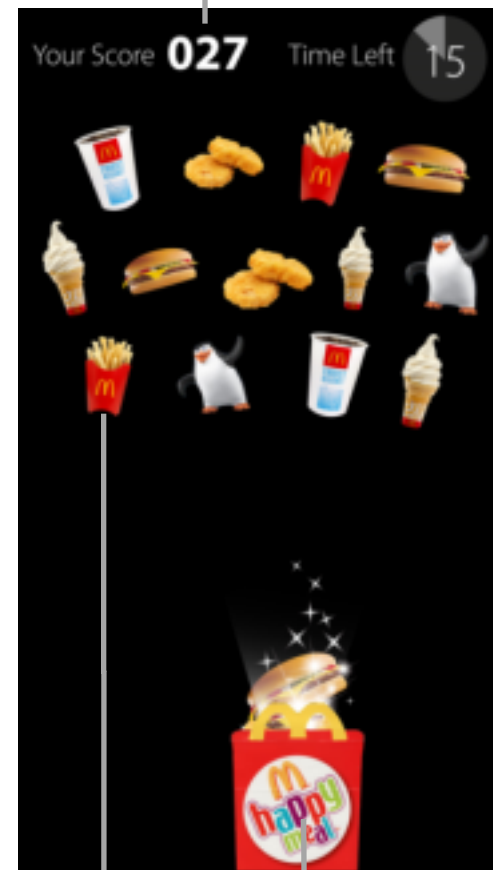
Give Rewards

- Built-in thermal printer can print out vouchers as reward for sharing on social media
- For example, 10% off on selected items from tomorrow until one month after.
- Voucher can be given when users achieved certain scores or on a random basis.



Sample Voucher

Changeable game rules



Customizable game objects

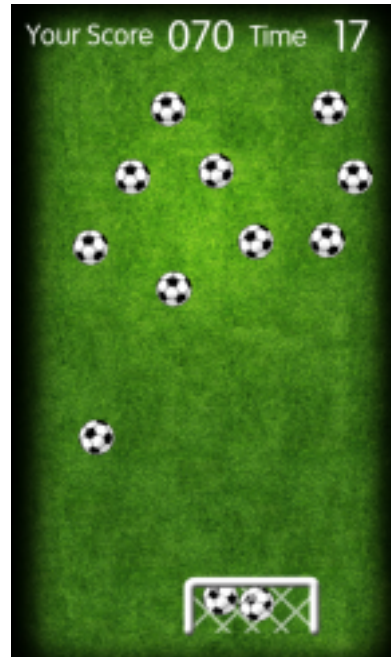
For example, giraffe's head to collect the dropping couch grass

c) Interactive Game

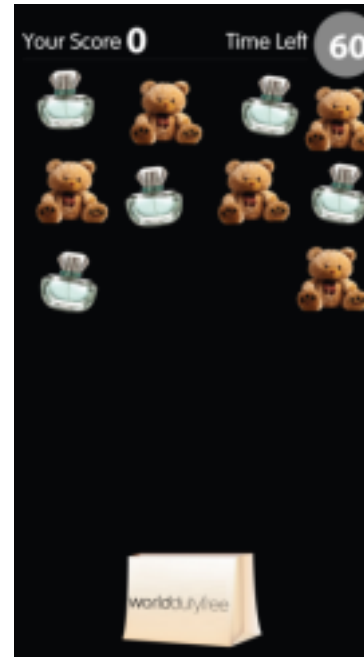
Some of our customers' games:



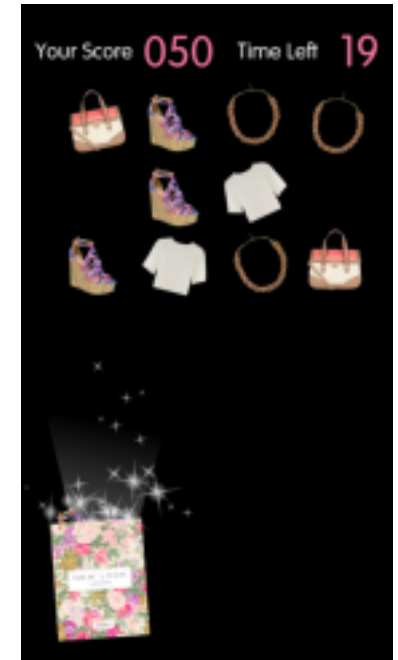
Galleries Lafayette



Centrepont
Shopping Centre



World Duty Free



New Look

D) Brand Moment

Studio Quality Photography

- Capture the **'I Was Here'** moment with families and friends to show that they've been to the attractions

Highly Customizable Photo Frames

- To align with your brand and marketing campaign

Promote Your Marketing Campaign

- Direct traffic to your website, with a URL link in the email and Facebook newsfeed texts

Print Voucher

- Include the URL link to your website in the voucher printed for the customers to bring home



Customizable
photo frame

Customizable logo

Magic Mirror

Some of our customers' photo frames:



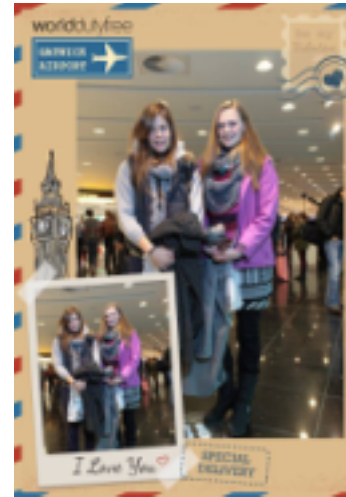
Superdry



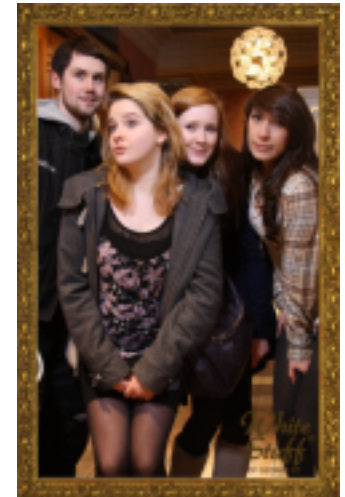
Galeries Lafayette



Harrods



World Duty Free



White Stuff



Chanel



Pyramid Shopping Centre



Adidas



The Fashion Gallery

Magic Mirror

E) 3D Game

Create Personalized Avatar

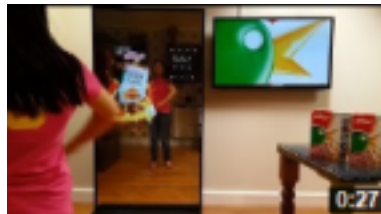
- Intelligently crop user's face and integrate it into the avatar
- Customizable avatar, e.g. Emmet for Legoland

Uses Body Gestures to Control

- Detects users' movement with the built-in Kinect
- As soon as someone walks pass, the avatar moves as the user moves

Share to Social Media

- Take photo with the character and share via email and social media
- Or record 10 seconds video and share to social media in compatible video file size



Kellogg's interactive avatar control

<http://youtu.be/oobGW7uCmGQ?list=UUYDOhNWq8sLDmu2S5CE22CQ>



Re-skin to your character



Magic Mirror

E) 3D Game

Some of our customers' photos:



Be the Santa yourself and record the video as an animated E-card



Take photo with your chosen Little Picca's characters

Benefits

Retail Theatre Experience

- Provide fun entertainment to enrich customer experience

Higher Engagement with Your Brand

- Allows your customers to interact with your brand, share their experiences and be rewarded

Cross Promotion

- Direct customers to your other marketing campaigns via a link to your website



Benefits

Harvest Customer Data

- Collect customer data, such as email address, to re-engage them with your newsletters or other marketing campaigns



Users input data via the touchscreen

Control Panel

MAGIC MIRROR

- Customization
 - Social Media
 - Upload Manager
- Settings
 - Camera Settings
- Photo Curation
 - Gallery
- Health Check
 - Report
- Usage Log
 - Usage**

ADMINISTRATION

USAGE

Date	Time	Module	Share to			Marketing Opt. In
			Email	Facebook	Twitter	
01/11/2014	09:15am	Fun Selfie	ericam1@gmail.com	--	--	Yes
01/11/2014	10:35am	Fun Selfie	--	lovelybecky@hotmail.co.uk	--	Yes
01/11/2014	11:04pm	3D Game	--	--	jane_jula@hotmail.com	No
01/11/2014	16:13pm	Brand Moment	--	mal.veij.ac.uk	--	No
02/11/2014	09:41am	Interactive Game	--	gocostar@yahoo.com	--	No
02/11/2014	10:17am	Fun Selfie	peulna00@gmail.com	--	--	Yes
02/11/2014	11:22am	Brand Moment	gff1001@yahoo.uk	--	--	No
03/11/2014	11:00am	Brand Moment	--	--	alicemadsen@hotmail.uk	Yes
03/11/2014	13:20pm	Interactive Game	--	coocjane02@hotmail.com	--	Yes
03/11/2014	14:13pm	Fun Selfie	--	--	amanda_ave@hotmail.com	Yes
03/11/2014	18:20pm	Interactive Game	--	amber@cokechef.ac.uk	--	No
03/11/2014	20:39pm	3D Game	jillaw@hotmail.co.uk	--	--	Yes

Log in to control panel to view the usage statistics together with the customer data

Video Blogs

The following links are video blogs of Magic Mirror. Hopefully this would give you a brief idea of how it works:



Barbie Interactive Virtual Dressing

<http://www.youtube.com/watch?v=PzUmTqc4gY0&feature=youtu.be>



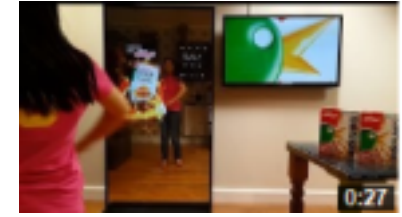
Photo Booth in Chanel VIP Event

<http://www.youtube.com/watch?v=hb-mUuVBGzg&list=UUyDOhNWq8sLDmu2S5CE22CQ>



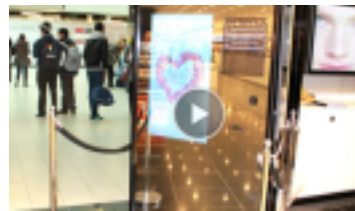
Play & Win

<http://www.youtube.com/watch?v=r6mplvhu4HQ&list=UUyDOhNWq8sLDmu2S5CE22CQ>



Kellogg's interactive avatar control

<http://www.youtube.com/watch?v=obGW7uCmGQ&list=UUyDOhNWq8sLDmu2S5CE22CQ>



World Duty Free at UK Gatwick Airport

<http://www.youtube.com/watch?v=UvOMG-XyiqO&feature=youtu.be>



Magic Mirror Around the World

<http://www.youtube.com/watch?v=ib2c0U4AlIM&list=UUyDOhNWq8sLDmu2S5CE22CQ>



Retail week conference 2012

<http://www.youtube.com/watch?v=eEwfygtcxS&list=UUyDOhNWq8sLDmu2S5CE22CQ>



SMC Style Competition

<https://www.youtube.com/watch?v=9CV73juO9Bg&list=UUyDOhNWq8sLDmu2S5CE22CQ>

More videos available in <http://www.youtube.com/user/MirrorMagicMe/videos>

Thank You

Installed at:



Contact Us

Tel: +44 - (0)1344 989 804

Email: sales@magicmirror.me

Website: <http://www.magicmirror.me/>

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