



# Magic Mirror for Health & Beauty Retailers

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# Interactive Digital Signage

Magic Mirror is a sleek and minimalist designed digital signage, packaged with a variety of apps designed to be used for the health and beauty retail environment.

## Featured Apps



Shopping  
Guide



Virtual  
Makeover



Digital  
Signage



CRM

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## Specifications

Dimension (mm)	: 808 (W) X 1873 (H) X 450 (D)
Min. Clear Space Requirements (mm)	: 1408 (W) X 2043 (H) X 1800 (D)
Weight (kg)	: 130 kg (approx.)

# In-Store Advertising

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Promoting the products' of different brands through an interactive digital signage which can do more than displaying advertising ads.

Interactive Shopping Guide

Video or Poster Ads

Viewing Analytics

## BEST SELLERS *in beauty*

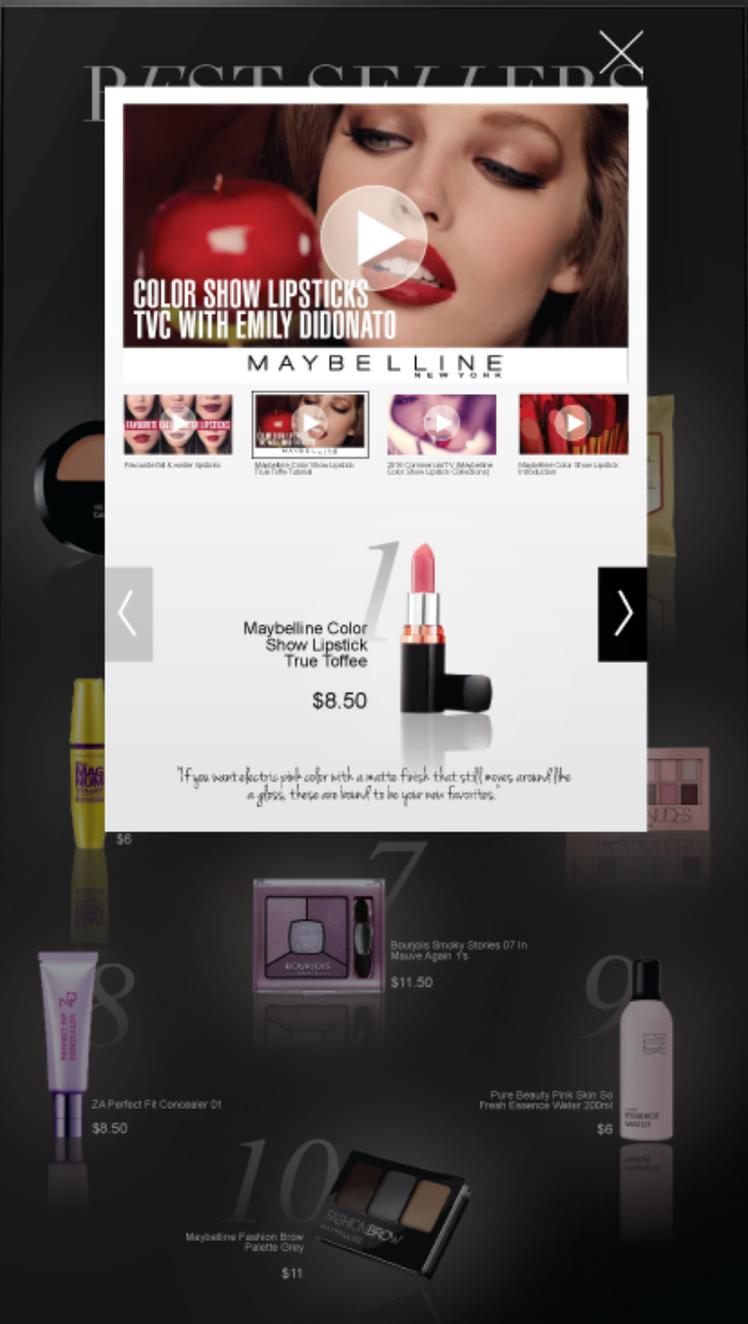


## Interactive Shopping Guide

Using editorial content to recommend products that is different from the normal product listings experience.

## Converting Sales with Guided Selling

With too many choices available in store, shopping for the latest beauty trends can get overwhelming. Magic Mirror is an interactive shopping guide, recommends the must-have or best selling beauty products, assuring shoppers on buying a consumer-proven products to upgrade their daily beauty routine.



# In-Store Advertising

Displaying latest promotion in the form of poster or video display.

## Leasing Out Advertising Space

Earn extra revenue by leasing out the advertising space for your tenants to promote their products with the interactive advertising media – creating an immersive brand experience for the shoppers.

## Interactive Poster or Video Ads

With the touchscreen capacity, Magic Mirror is a digital signage which allows shoppers to choose and view the desired videos to learn more about your tenants' products or promotion.

Making informed decision based on valid data

# Gauge Advertising Effectiveness



## Viewing Analytics

A powerful analytics which allows mall management to quickly identify the real problems and come out with actionable plan to improve the advertising effectiveness. All interactions are measured and reported in real-time, including

- o No. of views per ads
- o No. of views per video
- o Average engaged time
- o No. of walk-by
- o Etc.

# Virtual Makeup Tester

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Changing the future of how shoppers shop for make up with a true-to-life makeover experience.

# Virtual Makeover

Changing the future of how shoppers shop for make up with a true-to-life makeover experience.

## Virtual Makeup Tester

Quickly try-on various colors and textures of makeup such as lipstick, eye makeup, blush and more without erasing the makeup the shopper already has on, ensuring shopper is completely satisfied before purchasing it.

## Seeing Your Real-Time Makeover from All Angles

See your instant makeover in just one tap. Magic Mirror tracks shoppers' facial features and apply makeup on their faces in camera live view, allowing them to see their makeup looks in real time.



# CRM Kiosk

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A great addition to the store for enhancing customer loyalty and clienteling.

Membership Sign Up

Points Balance Checking

Personalized Shopping

# CRM Kiosk

A great addition to the store for enhancing customer loyalty and clienteling.

## Membership Sign Up

A self-service kiosk for shoppers to sign up for membership, eliminating the need of dedicated resource in assisting shoppers in member registration.

The image shows a digital kiosk interface for signing up for a Watsons membership. The background features promotional banners for 'Early Bird Special' and 'Shop at any of our 40 stores'. The sign-up form is titled 'Sign up for Watsons Membership' and is divided into 'Personal Details' and 'Contact Preferences' sections. The 'Personal Details' section includes fields for First Name (Sarah), Last Name, HKID Number, Passport Number, Email, Confirm Email, and Mobile. A QWERTY keyboard is visible below the form. The 'Contact Preferences' section includes a 'Sign Up' button. The background also displays a list of 40 Watsons stores across various regions.

**Sign up for Watsons Membership**

Personal Details | Contact Preferences | Done

First Name: Sarah | Last Name: | HKID Number: | Passport Number: | Email: | Confirm Email: | Mobile: |

Q W E R T Y U I O P  
A S **D** F G H J K L .  
⬆ @ Z X C V B N M ⬅  
7123 - .com space hotmail.com gmail.com

Back Proceed

Check Points | Sign Up | Location | Info

**Early Bird Special**  
Free Early Bird Mystery Gift with a **minimum spend of \$30 nett** in a single receipt.  
Limited to the first 100 Watsons Card Members per store per receipt.  
Free gift is available on a first-come-first-served basis and limited to 1 unit per member.  
Gift differs from store to store. While stocks last.

**Shop at any of our 40 stores**

**Central**

- Amara 100AM\*
- Bugis Junction
- Chevron House\*
- Chinatown Point\*
- Great World City
- Hong Leong Building\*
- International Plaza\*
- ION Orchard
- Marina Bay Financial Centre\*
- Marina Square
- Plaza Singapura
- (New Extension, Level 4)
- Raffles City
- Suntec City Mall
- Takashimaya Shopping Centre
- Tiong Bahru Plaza

**North**

- Ang Mo Kio Hub
- Causeway Point
- Compass Point

**East**

- Northpoint
- Novena Square
- Sun Plaza

**West**

- Bedok Central Bk 211
- Changi City Point\*
- Parkway Parade
- Bukit Panjang Plaza
- Clementi Mall
- IMM
- The Star Vista
- West Mall
- Yew Tee Point

# CRM Kiosk

A great addition to the store for enhancing customer loyalty and clienteling.

## Points Balance Checking

Allows shoppers to look up their own loyalty information, membership points, gift redemptions, etc. by swiping membership card at the dock or key in their membership ID.

The screenshot displays the Watsons CRM Kiosk interface. At the top, the Watsons logo is visible. The main content area features a white pop-up window with a decorative border of colorful floral patterns. Inside this window, it says "Welcome Sarah," followed by "Your current balance (as of date 18 Jun 2016)" and a large "870 points" display. Below this, it notes "(300 of 870 points expired on 26 May 2017)". A yellow "Account Summary" box contains the following information: "Member Name : Sarah Gadon", "Member Card No : 12345678901", and "Member Card Type : Primary". At the bottom of the pop-up are two buttons: a yellow "Back" button and a teal "Point Redemption" button. To the right of the pop-up, a vertical sidebar contains icons for "Check Points", "Sign Up", "Location", and "Info". Below the pop-up, there is a promotional banner for "Early Bird Special" with a gift icon, stating: "Free Early Bird Mystery Gift with a minimum spend of \$30 nett in a single receipt. Limited to the first 100 Watsons Card Members per store per receipt. Free gift is available on a first-come-first-served basis and limited to 1 unit per member. Gift differs from store to store. While stocks last." Below this, a section titled "Shop at any of our 40 stores" lists various store locations under three categories: Central, North, East, and West.

watsons

MEMBERS!

Excl Cred

With good, feel great

Health, Fitness, Beauty

Welcome Sarah,  
Your current balance  
(as of date 18 Jun 2016)

**870** points  
(300 of 870 points expired on 26 May 2017)

**Account Summary**

Member Name : Sarah Gadon  
Member Card No : 12345678901  
Member Card Type : Primary

Back Point Redemption

Check Points

Sign Up

Location

Info

Gifts, Sales & Surprises!

Cash when you POSSE EVER

Early Bird Special

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- Raffles City
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- Compass Point

**East**

- Northpoint
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- Sun Plaza

**West**

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- Changi City Point\*
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- Clementi Mall
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- The Star Vista
- West Mall
- Yew Tee Point

watsons

pick good, feel great

# MEMBERS' ONLY SALE

Exclusively for Watsons & DBS/POSB Credit/Debit Cardmembers

1 DAY ONLY!  
12 JUNE  
12noon - 12noon  
@ 40% OFF

Up to 50% OFF

10% Cashback

Gifts, Sales & Surprises!

Early Bird Special

Free Early Bird Mystery Gift with a **minimum spend of \$30 nett** in a single receipt. Limited to the first 100 Watsons Card Members per store per receipt. Free gift is available on a first-come-first-served basis and limited to 1 unit per member. Gift differs from store to store, while stocks last.

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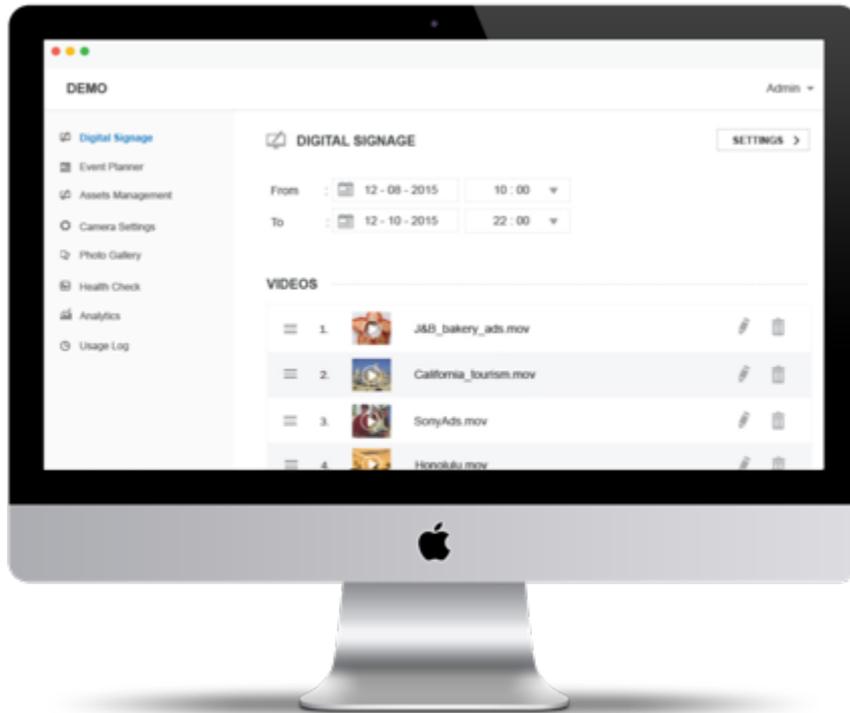
A great addition to the store for enhancing customer loyalty and clienteling.

## Personalized Shopping Experience

Magic Mirror adds a layer of personal touch to the shopping experience by analyzing shoppers' previous purchase records such as frequency of purchase, purchase value, etc. and creating highly targeted product recommendation offers to increase sales.

Managing multiple units from a central location

# Manage Through A Simple Control Panel



## Digital Content Management

Magic Mirror comes with an enterprise class digital signage system to manage the digital content of different units from a central location.

**Upload** digital content (e.g. videos, photos, photo frames, logo, etc. via a web-based control panel.

**Schedule** digital content to be played on the pre-defined time.

**Distribute** digital content remotely to all units with a touch of button.

Find out more on our packages

# Health & Beauty Retailer's Package

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## Hardware

- Kinect Body Sensor
- Studio Flash
- Response Visual Unit
- Full HD Display
- Touchscreen
- Mirror Cabinet

## Notable Features

- Kinect body tracking
- Social media, email and QR code sharing
- Digital signage player
- Gesture control
- Branding and graphics customization capability
- Data input via touchscreen
- Online photo gallery
- User data harvesting
- Mirror usage tracker

## Featured Apps



Shopping Guide



Virtual Makeover



Digital Signage



CRM

## Contact Us

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