Magic Mirror for Retail Stores

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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 retail store environment.

Key Hardware Features

- ✓ Flush mount or standalone unit
- ✓ 55" full touch screen capacity
- ✓ Kinect body sensor
- ✓ Powerful processing units with dedicated graphics card
- ✓ 3mm tempered glass
- ✓ Optional full one way mirror

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.)

Brand Management

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

Interactive Shopping Guide

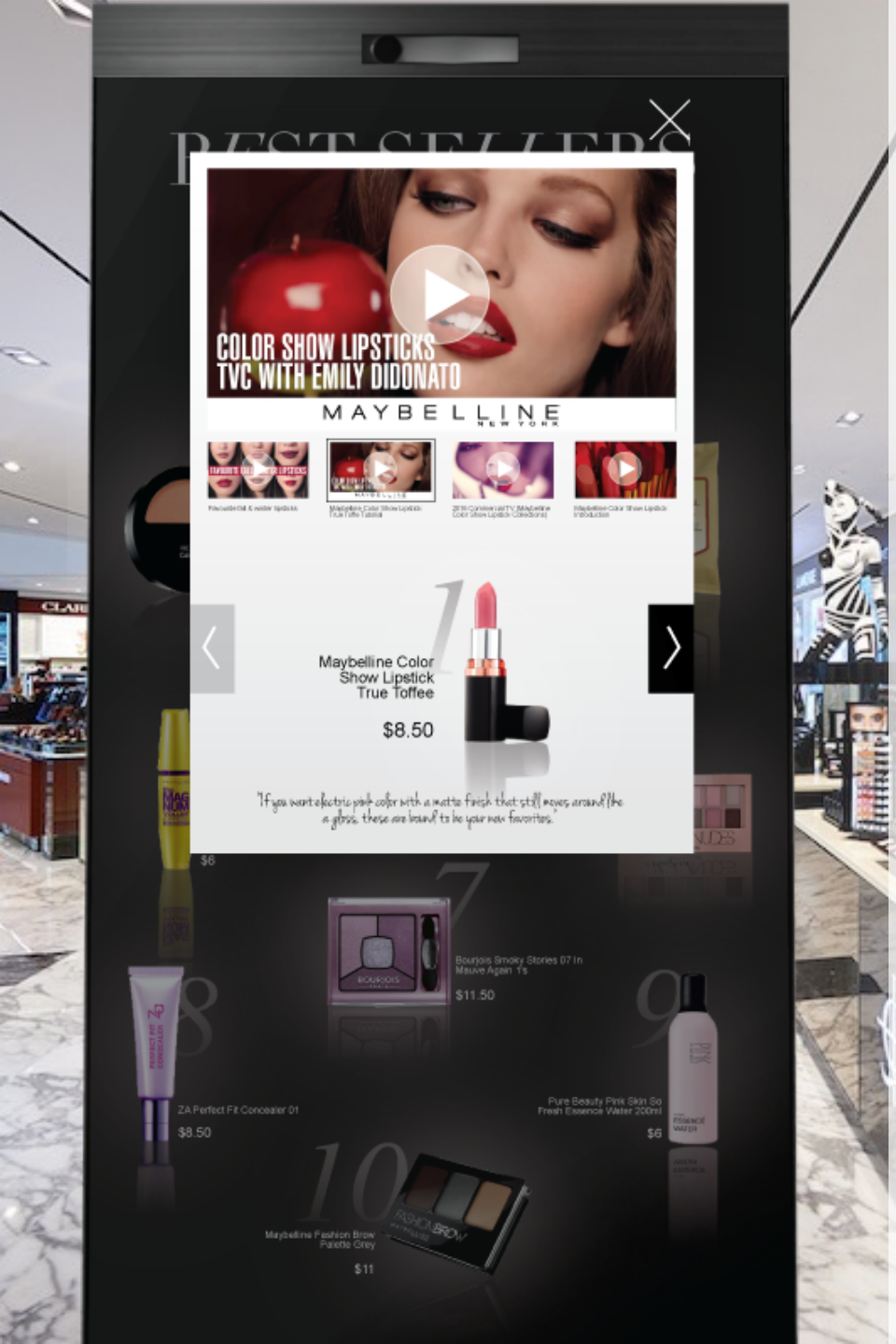
Video or Poster Ads

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.

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.

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.

Store of the Future

Changing the future of how shoppers shop with a true-to-life makeover and virtual try-on experience.

Virtual Makeover

3D Virtual Dressing

Virtual Makeover

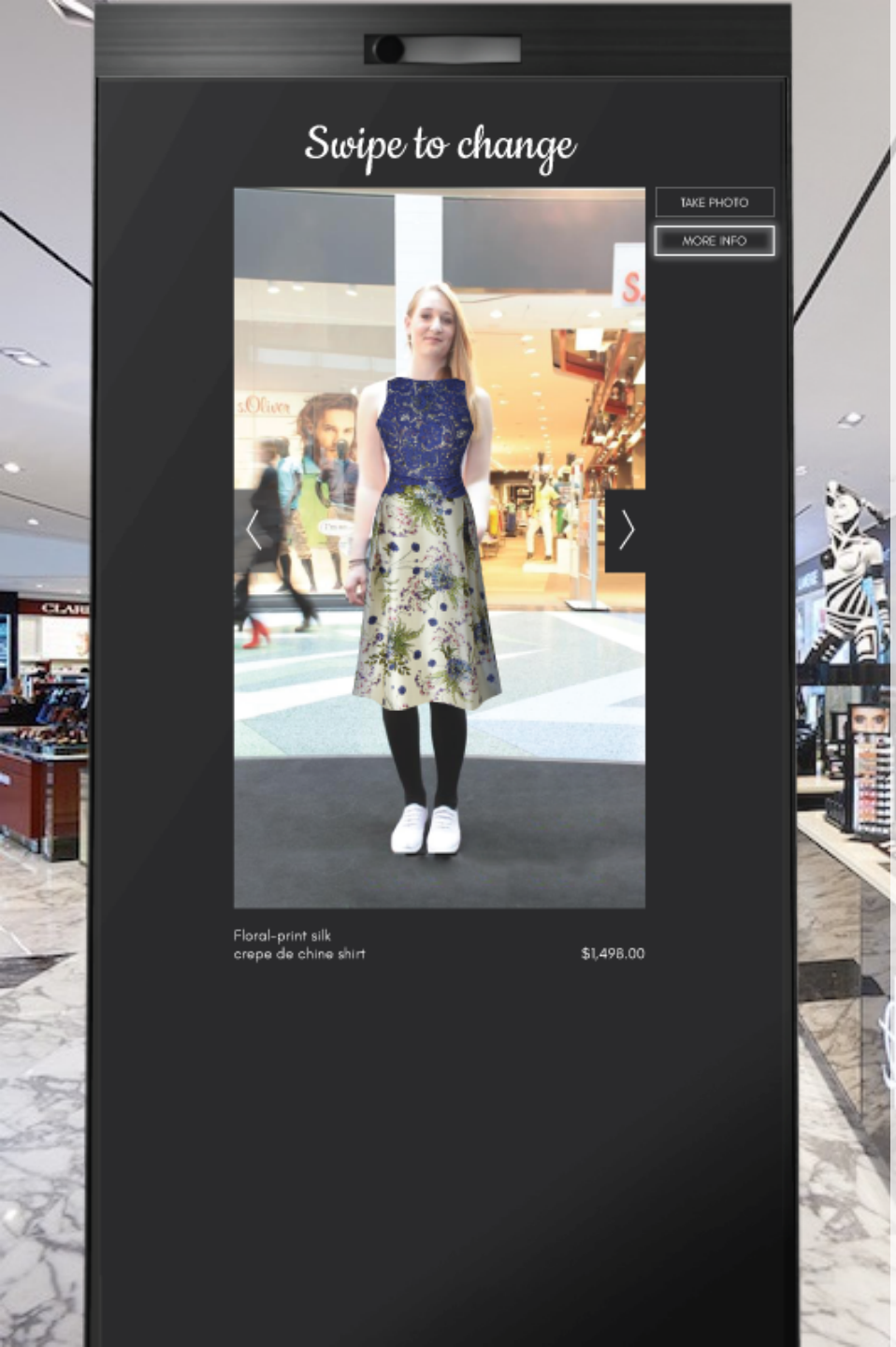
Changing the future of how shoppers shop for make up with a true-to-life makeover experience.

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.



3D Virtual Dressing

Simulating the real-life shopping experience with real 3D virtual dressing.

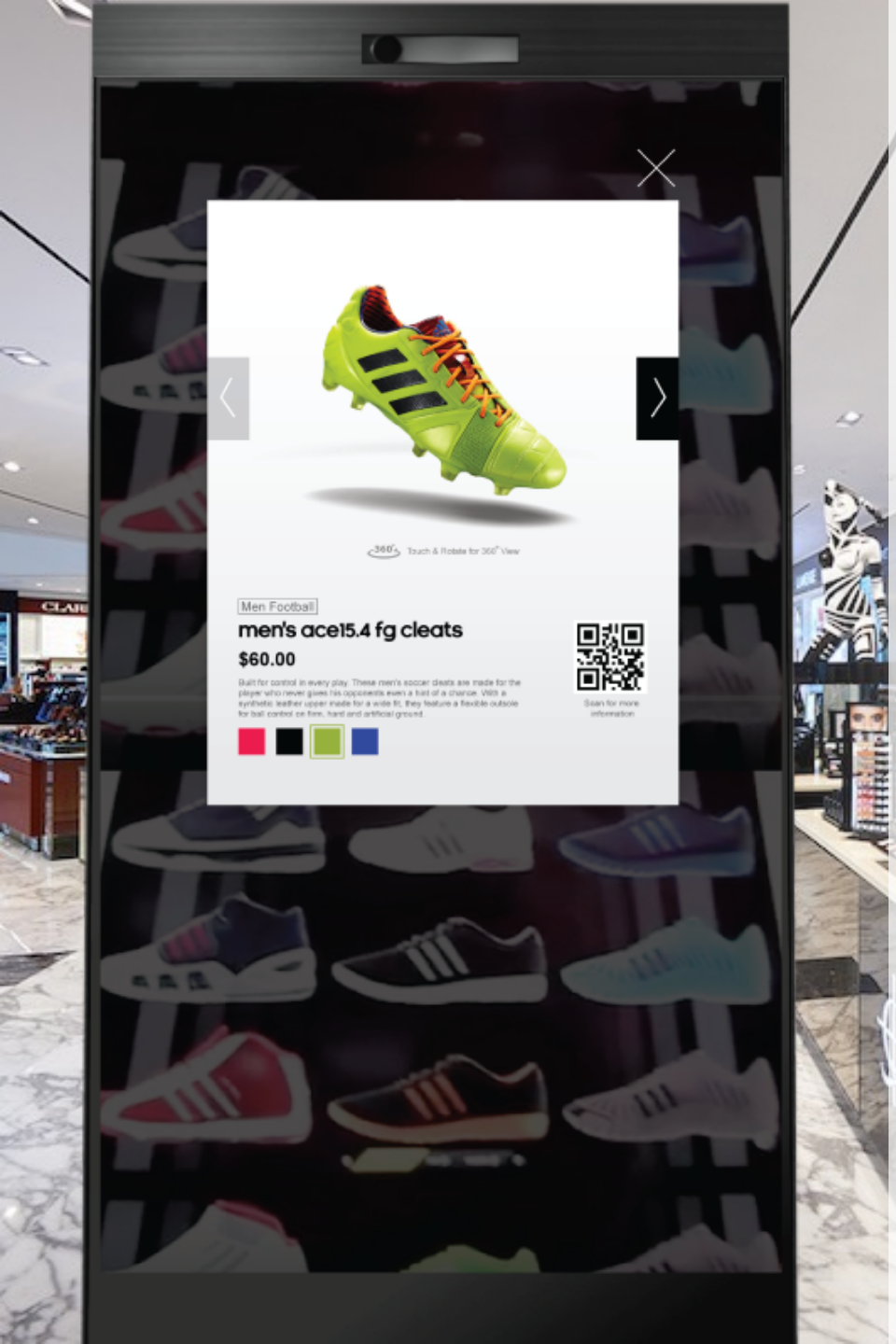
Virtually Try-On in 360° View

Combining with 3D body scanning technology, 3D product models are scaled to virtually fit onto shoppers' body within the live video feed. This allows shoppers to see the virtual fitting in 360° view, even the folds of the fabrics as they twist and turn.

Omni-Channel

A connected retail experience which brings the convenience and speed of the online shopping experience into the store.

Virtual Shelf



Virtual Shelf

An interactive app which allows shoppers to browse and explore a product in 360° view.

Product Visualization in Multi-Dimensional View

Magic Mirror is a virtual shelf, allowing shoppers to touch and rotate the product to any direction to see all its details from all angles. This 3D view gives better clarity and clear visualization on the product, bringing the design and specification to the next level of understanding.

Loyalty Program

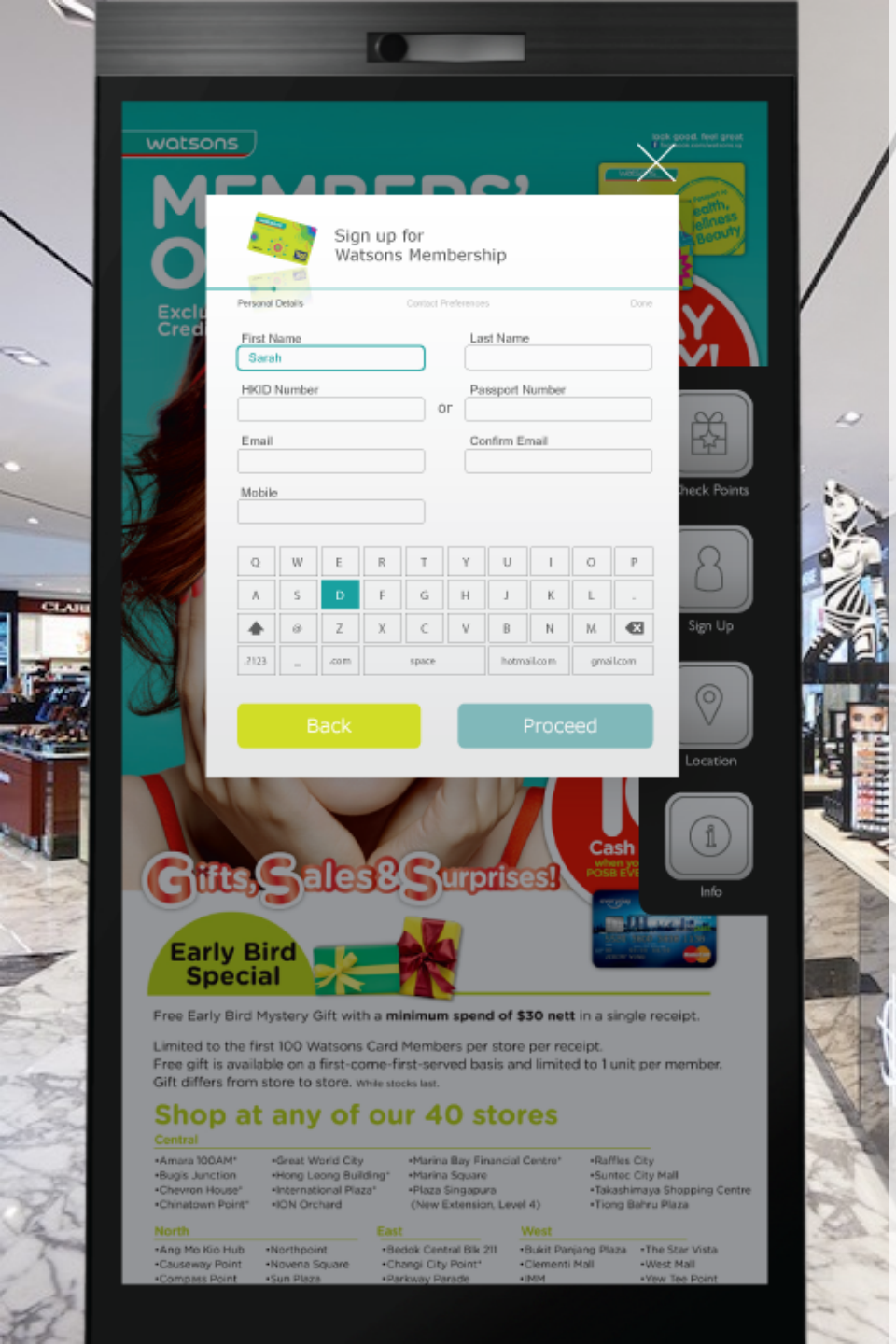
A great addition to the store for enhancing customer loyalty and clienteling.

Membership Sign Up

Points Balance Checking

Personalized Shopping

Comment Box

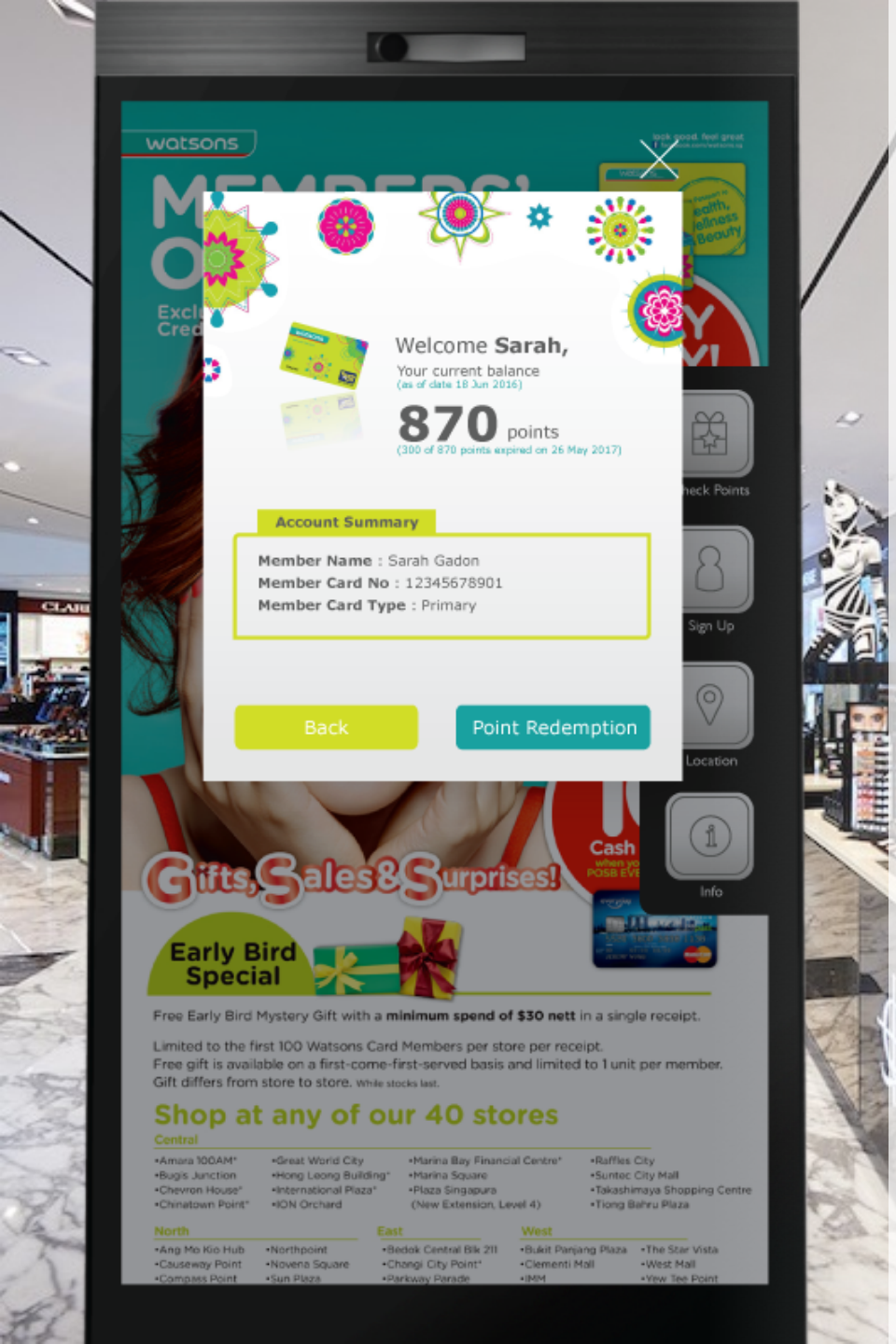


CRM Kiosk

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.



CRM Kiosk

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

Points Balance Checking

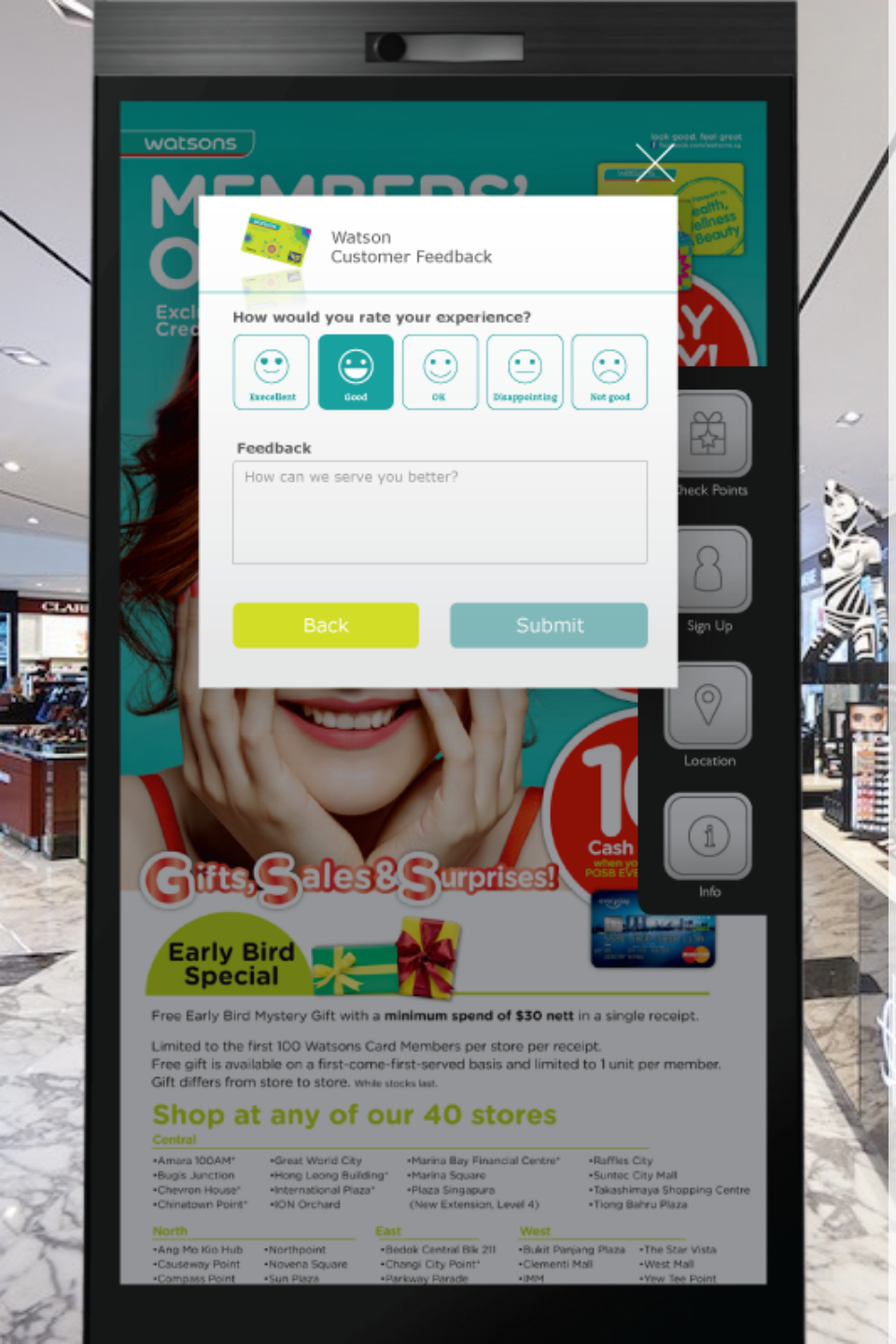
Allows shoppers to look up their own loyalty information, membership points, gift redemptions, etc. by swiping membership card at the dock or key in their membership ID.

CRM Kiosk

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.



Comment Box

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

Record Voice Messages or Filling Up Feedback Form

Listen to your shoppers with an in-store CRM kiosk where shoppers have the options to leave their feedback verbally or in the format of texts.

Analytics and User Data Collection

A web-based analytics tool for retail management to gauge advertising and apps effectiveness, and also collecting user data for market intelligence, expanding or retaining the customer base.

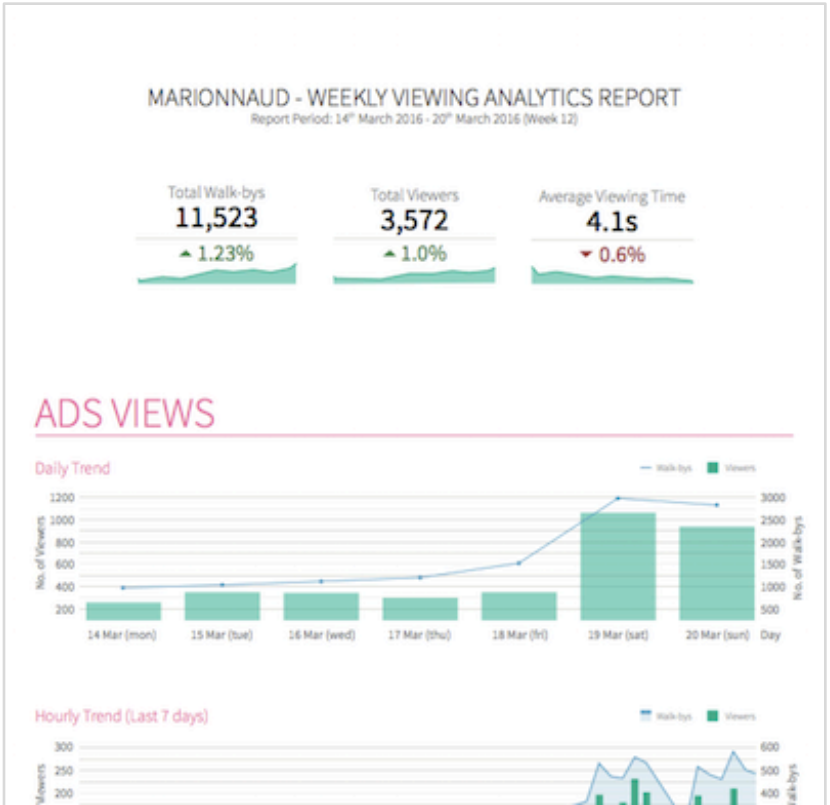
Viewing Analytics	Usage Analytics	User Data Harvesting

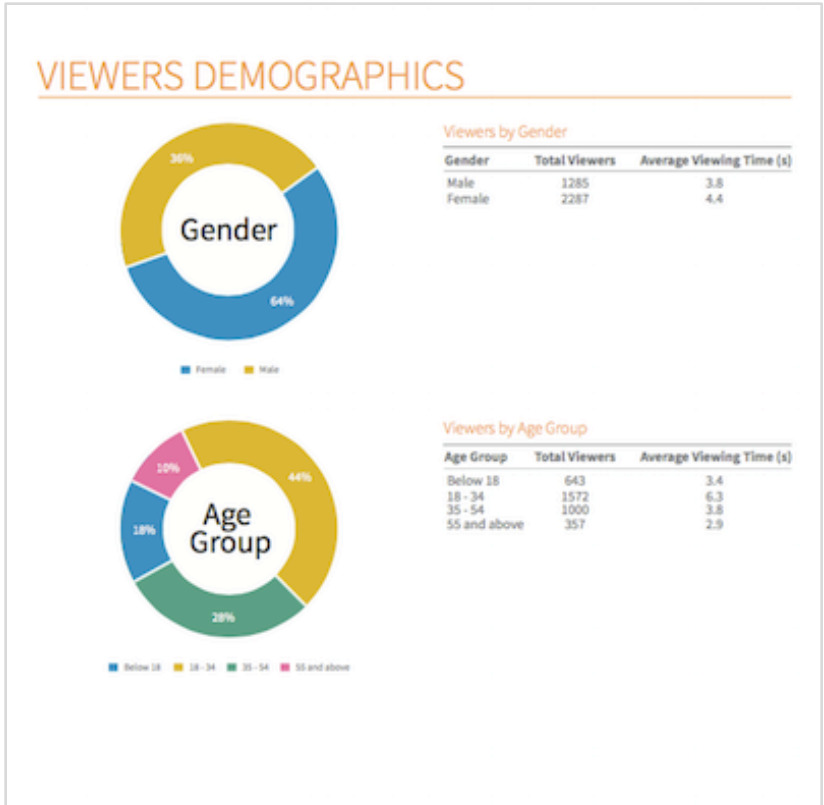
Gauge advertising effectiveness

Viewing Analytics

A powerful analytics which allows store 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

- No. of walk-by
- No. of viewer
- Average viewing time
- Viewers by age group
- Viewers by gender
- Etc.





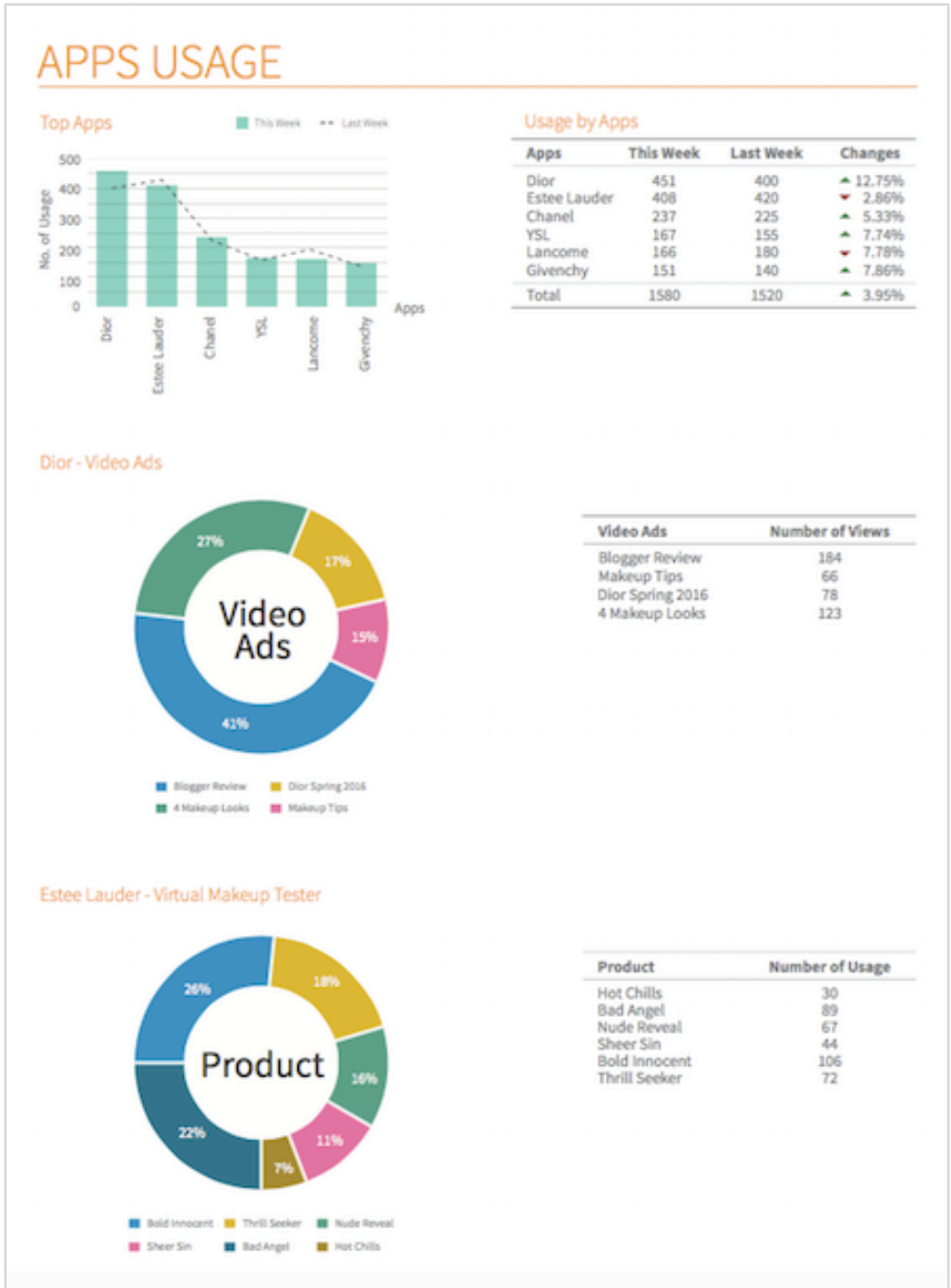
Maximize apps usage for better user engagement

Usage Analytics

Quantifying the advertising opportunities based on the app usage patterns at different times of days and also identifying the tops apps with highest usage to engage shoppers better with the interactive digital signage in store.

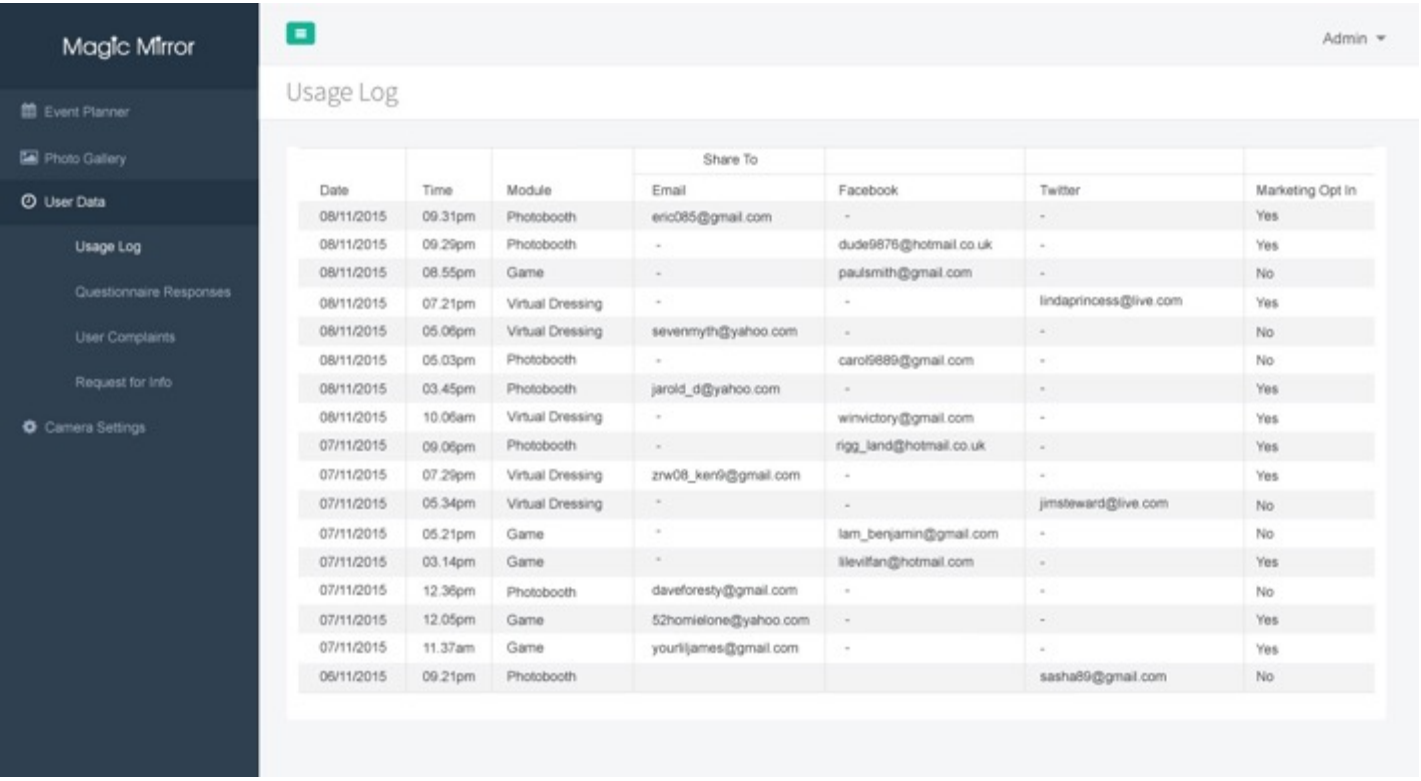
Metrics:

- Daily and hourly app usages
- Ads-to-apps conversion
- Highest usage hour
- App usages compared with previous week
- Etc.



Build a lasting relationship with your shoppers

User Data Harvesting



The everyday mirror usage together with the user data are stored in a downloadable spreadsheet which retailer can use to keep them engaged with their future marketing campaigns. Depending on the apps installed, Magic Mirror could also gather the following user data such as

- Questionnaire responses
- User complaints
- Request for info
- User feedback
- Etc.

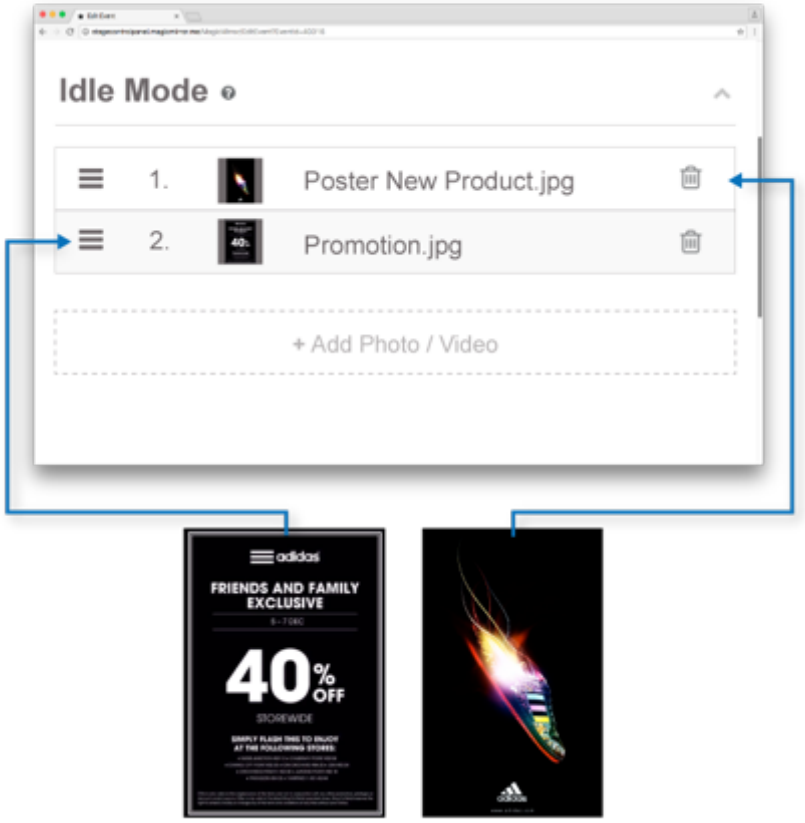
Magic Mirror System Overview

Highlighting the key features of Magic Mirror software and hard platform which makes it a highly customizable kiosk or digital signage system to fit into different use cases.

Content Management	Apps Model	HTML Based Architecture
Unified Hardware Platform	Unified Software Platform	

Managing multiple units from a central location

Manage Through A Simple Control Panel



Your in-house marketers could continuously refresh the marketing contents by themselves without having to go through the technical person.

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.

Managing multiple units from a central location

100+ Available Apps – Highly Customizable

App Store Model

Magic Mirror is built on a common platform which holds many apps. Each app is highly customizable with the branded assets to create the personalized branding experience.

Categories:

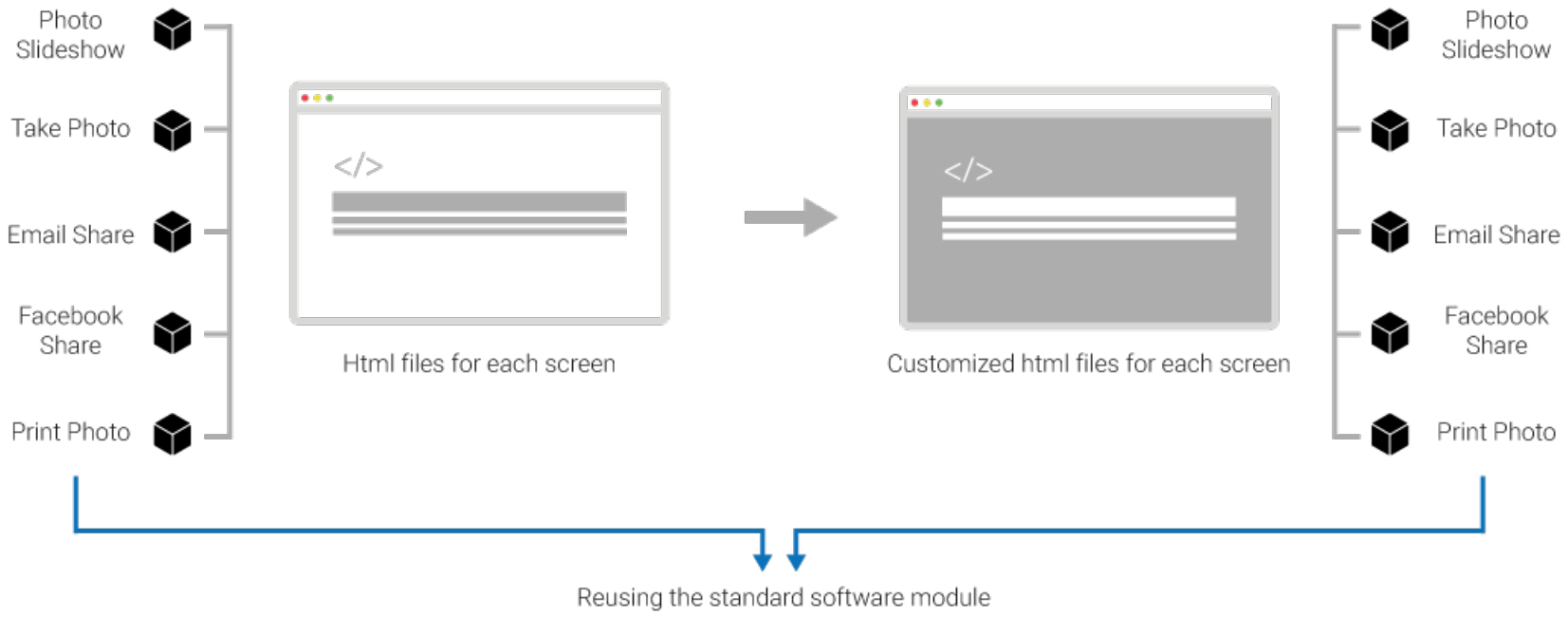
Photo Booth	CRM
Virtual Try-On	Way Finder
Games	Unity 3D
Digital Signage	Movie

Managing multiple units from a central location

Reusable Software Modules – HTML Based

Highly Customizable HTML Based Architecture

Magic Mirror apps are built on HTML platform with a lot of reusable software modules so your in-house web developers will have the complete control over the apps customization to tailor the experience for your businesses.



Supporting all apps with a single hardware platform

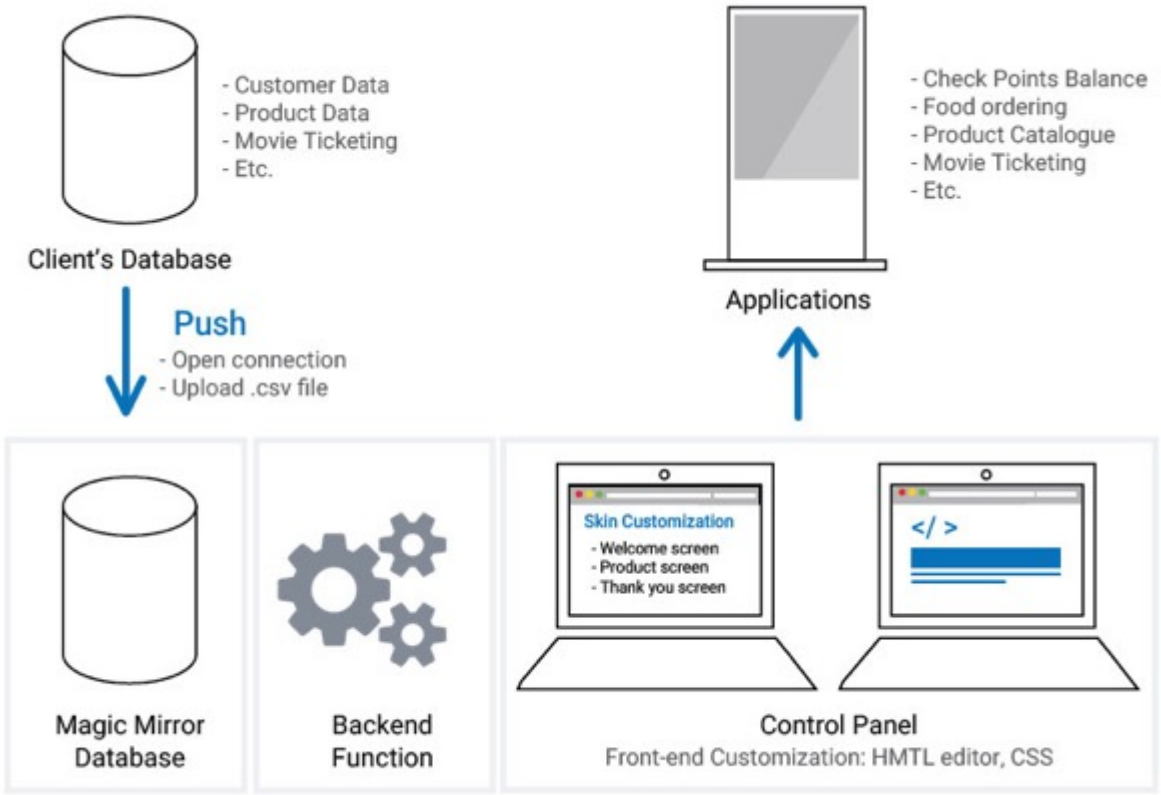
Unified Hardware Platform

All-In-One Digital Signage, Kiosk or Web Browser

Equipped with full touchscreen capacity, Kinect body sensor and powerful processing unit, Magic Mirror is an all-in-one hardware platform which can support the high variety of apps for different industries and installation set up.

An open platform architecture that allows flexibility

Unified Software Platform



Scalable Agile Architecture

Magic Mirror is built on a scalable architecture which your in-house web developers and business experts can easily customize or expand the app functions, applying the custom-made or modified apps in a way that suits the business purposes.

Find out more on our packages

Retail Store's Package

Hardware

- Flush mount or standalone unit
- 55" full touch screen capacity
- Kinect body sensor
- Powerful processing units with dedicated graphics card
- 3mm tempered glass
- Optional full one way mirror

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

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