

# *Magic Mirror*

Interactive Mirror for Supermarket

---

# *Interactive Mirror for Supermarket*

## *Interactive Digital Signage*

- Engage customers with your brand and merchandise
- Increase brand awareness and sales conversion

## *In-Store Voucher Vending Kiosk*

- Reward shoppers with discount vouchers

## *Share from In-Store to Social Networks*

- Sharing via email, Facebook, Twitter, etc.

## *Collect Customer Data*

- Email address, name, photo, contact number, etc.



# Interactive Mirror

Multiple activities can be included in the mirror for shoppers to choose.

- By swiping their hands, shoppers can choose to look at different modules
- Shoppers can raise their hands to start the module



# Activity Module 1: 3D Interactive Game

A fun and exciting game to engage shoppers with your brand and products

## *Exercise with Kellogg's*

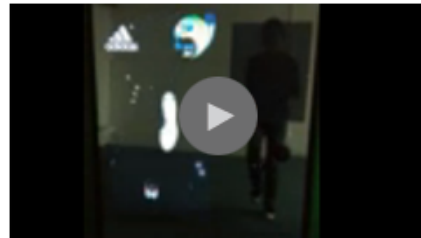
Burn 50 calories to get 50% off discount voucher

## *Adidas Running Game*

Keep running and get 10% off at selected range of Adidas shoes when you reach the goal



Exercise with Kellogg's  
<http://www.magicmirror.me/kelloggs.htm>

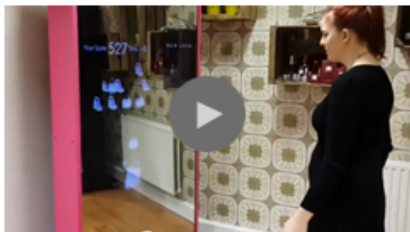


Adidas Running Game  
<http://www.magicmirror.me/shoeDemo.htm>

# Activity Module 2: Play & Win

Grab as much items as you can and stand a chance to win a shopping spree/discount voucher.

- A game featuring your brand with customizable game objects and game rules



Play & Win

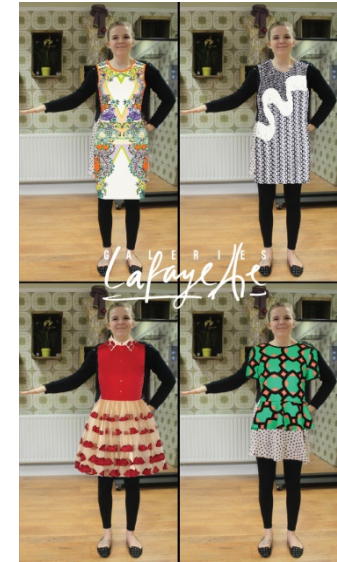
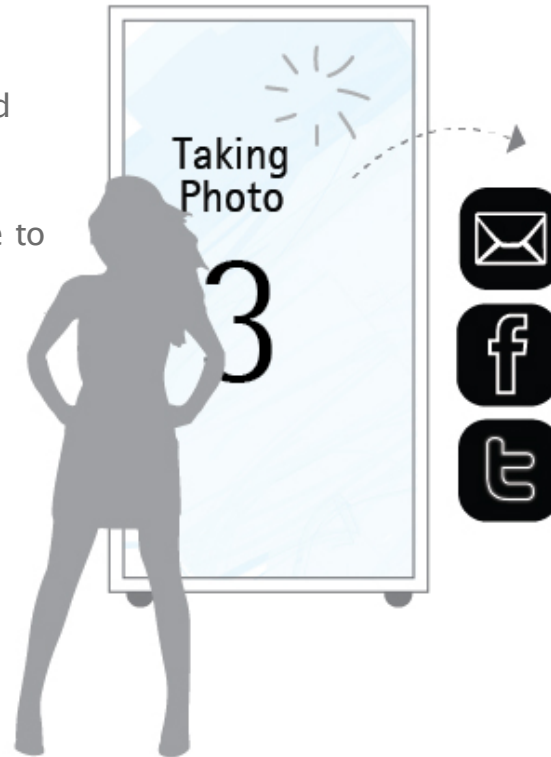
<http://www.youtube.com/watch?v=r6mplvhu4HQ>





# Activity Module 3: Personalized Fashion Catalogue / Virtual Dressing

- Take a photo and virtually 'try-on' 50 pieces of your latest fashion collection in less than a minute.
- Now the shoppers have their own personalized fashion catalogue
- Share to Facebook or Twitter to cross promote to their friends too



LINDA FARROW GALLERY  
MUST HAVE SUNGLASSES



Retail Week Conference  
<http://www.magicmirror.me/mmv7.htm>

# Email and Share

Not only will shopper keep her own photos, she is likely to share to her Facebook or Twitter too.

- Your brand to her photo newsfeed.
- Keep your brand in her inbox.

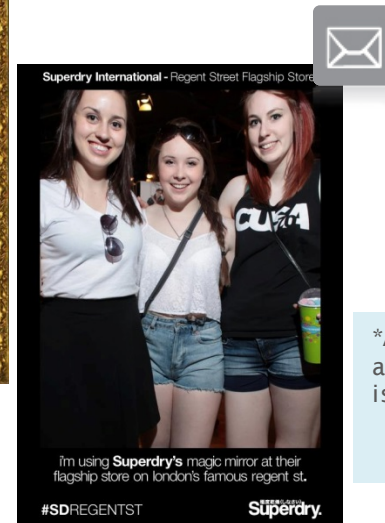
**Jane Smith**  
about a minute ago via Magic Mirror.  
Just had MY PHOTOS taken by the Magic Mirror at Superdry. What do you think?



**Jane Smith @jane1002** · May 15  
Hello from New Look! [twitpic.com/d7t223g](http://twitpic.com/d7t223g)



	9	(Shares / day)
x	338	(Average number of friends / users) *
x	365	(Number of days / year)
	<b>1,110,330</b>	<b>Facebook newsfeed / year</b>



\*Average number of friends among adult Facebook users is 338

- The Guardian, Feb 2014

# Print Vouchers

Reward shoppers with a voucher after the activity

- Discount coupons
- QR code, barcode, URL link to online E-commerce site
- Promotional voucher

Please  
Take  
Your  
Voucher



NEW LOOK  
LONDON



Closet Gooseberry Belted  
Sleeveless Skater Dress  
**£50.00**

[http://www.newlook.com/shop/womens/dresses/closet-gooseberry-belted-sleeveless-skater-dress\\_295072335](http://www.newlook.com/shop/womens/dresses/closet-gooseberry-belted-sleeveless-skater-dress_295072335)



*Barbie.*



**10%  
off**

Valid from 28.02.14 to 31.03.14



T&C: Clarify this voucher using appearance



*Marisota*  
designed with shape in mind

**20%  
off**

*plus Free Delivery*

Valid Date: 13th Mar - 6th Apr 2014

Promotional code:  
**JQUU3**



T&C: Clarify this voucher using appearance



# Collect Customer Data

Harvest and store customer details such as photos, emails, name, contact number, etc.



Name	Email	Marketing Opt In
Eric	tollgatecolchester@gmail.com	Yes
Becky	becky_chisnall@hotmail.co.uk	Yes
Julia	richmond_julia@hotmail.com	No
Mulveej	mulveej@colchsfc.ac.uk	No
Georgia	georgia.cannell@yahoo.com	No
Paul	paulstevenson12@gmail.com	Yes
Giff	giffyoung@yahoo.co.uk	No
Alice	alice_warner@hotmail.co.uk	Yes
Coco	coco_custard@hotmail.com	Yes
Amanda	ilovejames226@hotmail.com	Yes
Miller	11millerjohn@colchsfc.ac.uk	No
Jill	jill@jryderservices.co.uk	Yes

# Our Customers



Installed in

UK, Germany, Denmark, Ireland, China, Indonesia, Singapore, Bahrain