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
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.
**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.

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**Changeable game rules**

**Customizable game objects**
- For example, giraffe's head to collect the dropping couch grass

**Sample Voucher**
c) **Interactive Game**

Some of our customers’ games:

- Galeries Lafayette
- Centrepoint 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
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

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[Video](http://youtu.be/oobGW7uCmGQ?list=UUYDOhNWq8sLDmu2S5CE22CQ)
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.

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=PzUMTqc4qY0&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=r6mPvhu4HQ&list=UUYDOhNWq8sLDMu2S5CE22CQ

World Duty Free at UK Gatwick Airport
http://www.youtube.com/watch?v=UvOMG-XyiQ&feature=youtu.be

Magic Mirror Around the World
http://www.youtube.com/watch?v=ib2c0U4AUIM&list=UUYDOhNWq8sLDMu2S5CE22CQ

Retail week conference 2012
http://www.youtube.com/watch?v=eEyqtdcxs&list=UUYDOhNWq8sLDMu2S5CE22CQ

Kellogg’s interactive avatar control
http://www.youtube.com/watch?v=ooBW7uCmGQ&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/