

Magic Mirror

# USER MANUAL

For Magic Mirror 24™



# Magic Mirror

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# 1.0 Setting Up Magic Mirror

Magic Mirror will be pre-configured with the required apps and graphical assets before shipping out to customer site. It is ready to plug-and-play, so setting up the Magic Mirror is very straightforward and only involve a few steps:

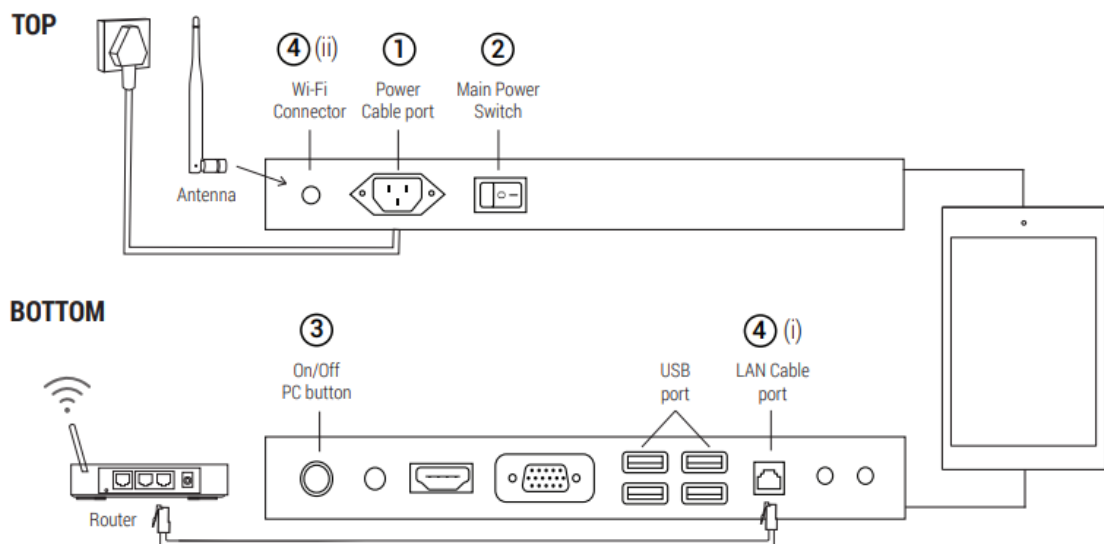
1. Unpack the Magic Mirror
2. Power up and Connect to Internet
3. Run Test App

## 1.1 Unpack the Magic Mirror

Inside the box, you should be able to find 1 unit of Magic Mirror, and an accessory pack. Within the accessories pack, you will find a Power Cable, Mini Wireless Keyboard with Touchpad, and Wi-Fi Antenna.

## 1.2 Set-up Magic Mirror

### Part 1 Power Up and Connect to Internet



#### ① CONNECT TO POWER

Connect the power cable to power socket and make sure it's turned on.

#### ② SWITCH ON MAIN POWER

Ensure it is switched on (I)

I : ON

O : OFF

#### ③ TURN ON PC SWITCH

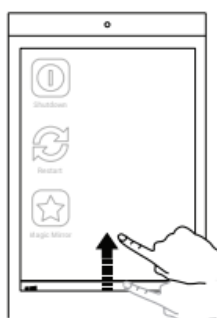
Press the power (green button) briefly to turn on your Magic Mirror.

#### ④ CONNECT TO INTERNET

(i) Screw-in and point Wi-Fi antenna upwards.

(ii) Connect the LAN cable to the router.

## Part 2 Operations



### A. QUICK START TASKBAR

- Slide Upwards to show the taskbar



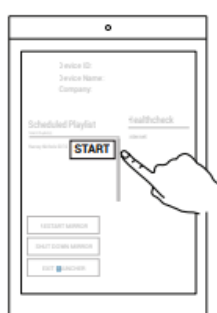
### B. BASIC SETTINGS

- Connect to Wi-Fi
- Adjust Volume



### C. START APP LAUNCHER

- Click on "MagicLauncher" icon to start Magic Mirror OS™ software.



### D. SELECT PLAYLIST

- Select by clicking "Start".
- Assets should start downloading automatically.



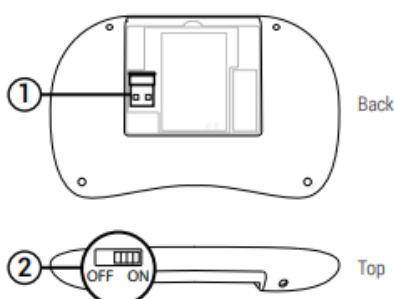
### E. EXIT PLAYLIST

- Slide downwards to Exit.
- Enter Alt-F4 on keyboard to Exit App.



### F. RETURN TO DESKTOP SCREEN

- Click "Exit Launcher".
- Default password is "mm".



### G. CONNECT KEYBOARD

- Plug the USB dongle from keyboard to Magic Mirror USB port
- Turn on the Keyboard slider

FOR MORE INFORMATION, PLEASE REFER TO:

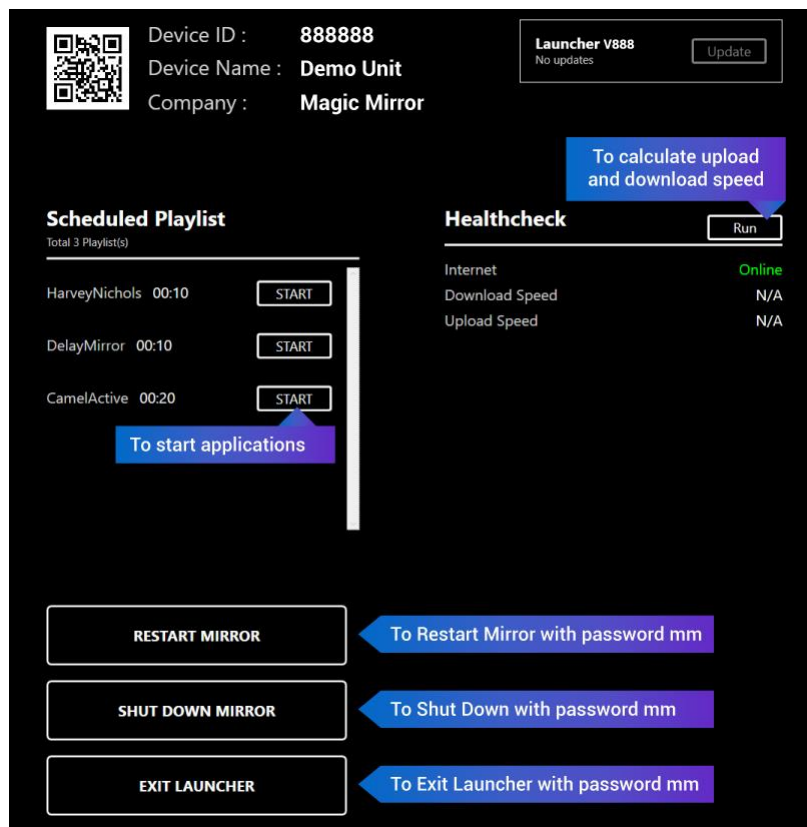


Magic Mirror 24™  
Datasheet



Support Videos Playlist  
Email : support@magicmirror.me  
Tel : +44 (0)1344 988 687

## 2.0 Getting Started



Once the unit is powered up, the automated standard flow would be:

- 1) Start launcher page
- 2) Perform updates for the launcher
- 3) Download any assets required for the playlist currently in schedule
- 4) Start running the app with the current playlist

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### Run Scheduled Playlist

Playlists that are currently in schedule (time and date matches) are labelled (current) with a green font and is placed at the top of the list. Click "Start" to run playlist

Other playlists that appear below the current playlist (if there is one) are either previously scheduled or is scheduled for in the future.

How to switch playlist <https://youtu.be/NTW7XFblZ0g>

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### How to Exit Launcher

Below is a video demonstrating how to exit the application once its running, how to start different playlists from launcher, and how to exit launcher and back to the desktop

[https://drive.google.com/open?id=1BzLGZvifKRzqIU\\_-Zi\\_24oOnVwAIXb](https://drive.google.com/open?id=1BzLGZvifKRzqIU_-Zi_24oOnVwAIXb)

i) Click "Exit Launcher"

ii) Default password is "mm", without the double quotes, make sure that it is all small cased.

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### How to Start Launcher Manually

Video: <https://drive.google.com/open?id=12DRWbzpdGunvK58Xyyn5VBf3k4fo65KI>

The icon may not always be the same, but the name will always be Magic Launcher, just tap on it

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### For New Updates

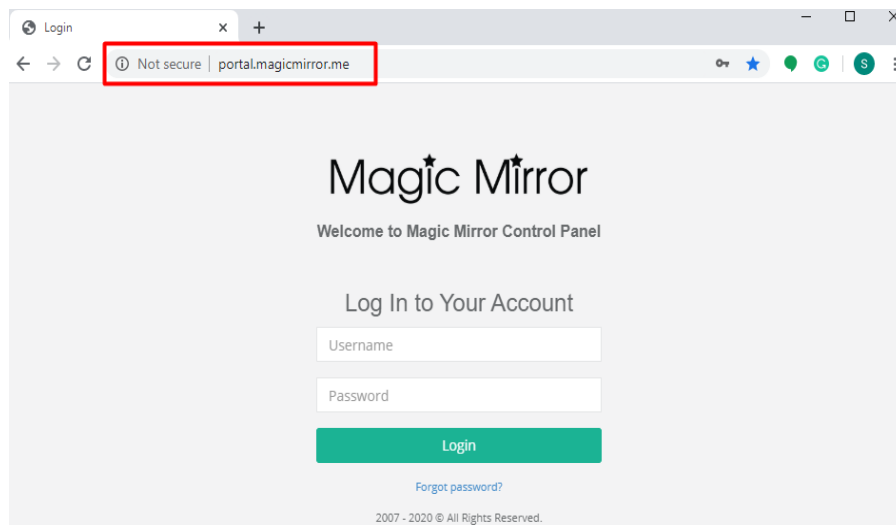
Video: <https://drive.google.com/open?id=1uXFPwQPOAbGwtuuxPzuXlisQ67uWiwE4>

It is possible to skip the updates and directly start the application, but this will result in skipping the asset validation and downloads part which may cause the application to malfunction.

## 3.0 Apps

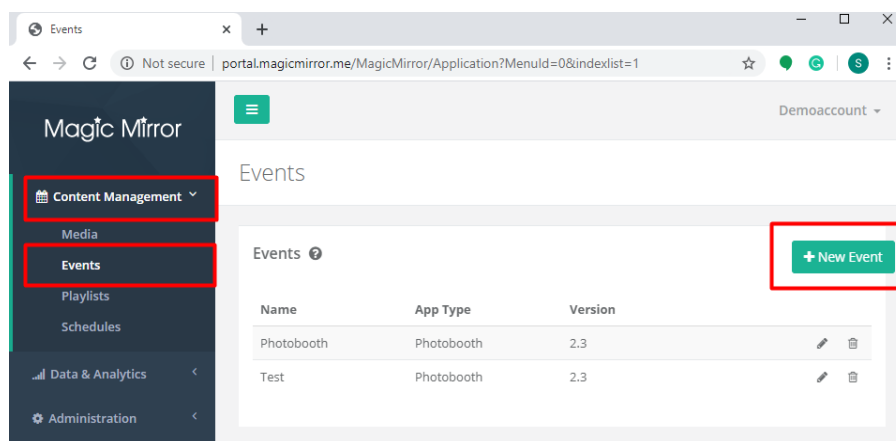
Types	Apps	Description	Comment
In-Store Kiosk	Product Catalogue	Users can browse through products by rotating 360 degrees view. These could be list of new arrivals or promotional items, where users have a realistic view of it, read through relevant details, and can be directed to e-commerce site via QR code scanning.	-
	Connecting to E-Commerce Site	Users can connect the Product Catalogue to the retailers' website. This helps to enhance and connect the offline and online shopping experience.	Pair with Product Catalogue
Wayfinding Kiosk	Wayfinding	To aid shoppers in finding directions in a shopping mall, or museum.	Shop names and details can be edited.
Photo Booth Kiosk	Fun Props	Virtual props such as speech bubbles, hat, glasses, etc. will appear in camera live view where users can 'interact' with the props and take photo. These virtual props will then be superimposed onto the photo taken for users to print out or share to social media.	-
	Photo Filters	Choose from a wide range of readily available photo filters - B&W, Lomo, Vintage, Warhol, Cubism, etc. - and apply to the photo taken to fit into different themes of the event.	-
	Zoom and Tracking Function	Apply a Virtual Face Mask on the user's face.	-
	Animated GIF	4 different snapshots will be taken continuously to generate an animated GIF which can then be shared to social media.	Animated GIF taken can be printed in a 4R sized photo (a photo with up to 4x photo placeholders).
	Signing on Photo	After a photo is taken, users can write on any part of the card on the touch screen mirror, then share or print.	-

## 4.0 Control Panel







The screenshot shows the login page of the Magic Mirror Control Panel. The browser address bar shows the URL [portal.magicmirror.me](http://portal.magicmirror.me). The page has a light gray background with the "Magic Mirror" logo at the top. Below the logo, it says "Welcome to Magic Mirror Control Panel". The main heading is "Log In to Your Account". There are two input fields: "Username" and "Password". Below these is a green "Login" button. A link for "Forgot password?" is located below the "Login" button. At the bottom, it says "2007 - 2020 © All Rights Reserved."

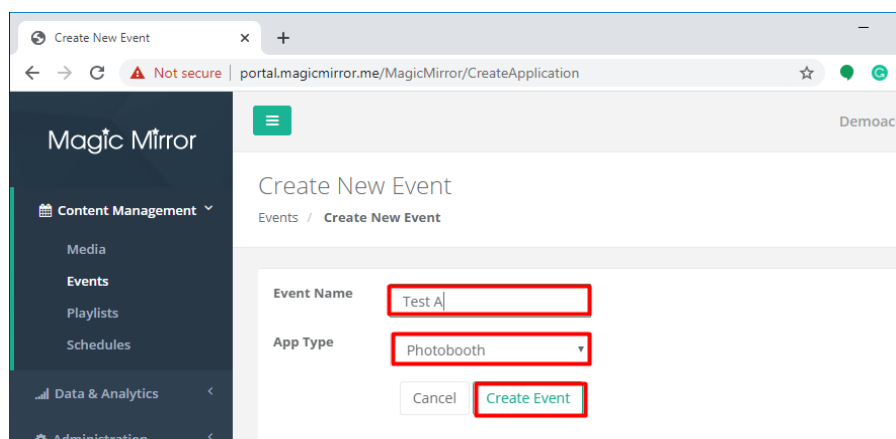
1. Login to Magic Mirror Control Panel via <http://portal.magicmirror.me/>



The screenshot shows the "Events" page of the Magic Mirror Control Panel. The left sidebar contains a menu with "Content Management" (highlighted with a red box), "Media", "Events" (highlighted with a red box), "Playlists", "Schedules", "Data & Analytics", and "Administration". The main content area is titled "Events" and features a "+ New Event" button (highlighted with a red box). Below this is a table with the following data:

Name	App Type	Version	
Photobooth	Photobooth	2.3	 
Test	Photobooth	2.3	 

2. Go to "Content Management", click on "Events", click on "+ New Event"



The screenshot shows the "Create New Event" page of the Magic Mirror Control Panel. The left sidebar is the same as in the previous screenshot. The main content area is titled "Create New Event" and has a breadcrumb "Events / Create New Event". There are two input fields: "Event Name" (containing "Test A") and "App Type" (a dropdown menu with "Photobooth" selected). Below these are two buttons: "Cancel" and "Create Event" (highlighted with a red box).

3. Type in your new event name, select the app type, and click on "Create Event"

**Magic Mirror**

**Content Management**

- Media
- Events**
- Playlists
- Schedules

**Edit Event**

Events / **Edit Event**

**Event Name**

**Flip App Duration**

**App Type** Photobooth (v2.3)

**Event Configurations**

**A. Basic Settings**

**Photo Taking Option** ☒ Take Photo

**B. Assets**

4. You'll be led to this page where you can change the photo frame, and other graphic assets.

**Magic Mirror**

**Content Management**

- Media
- Events
- Playlists**
- Schedules

**Playlists**

Name	Duration		
Photobooth	Duration: 02:00	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
Test	Duration: 02:00	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>

5. After changing the relevant graphic assets, click on "Playlists" under the Content Management and click on "+ New Playlist".

**Magic Mirror**

**Content Management**

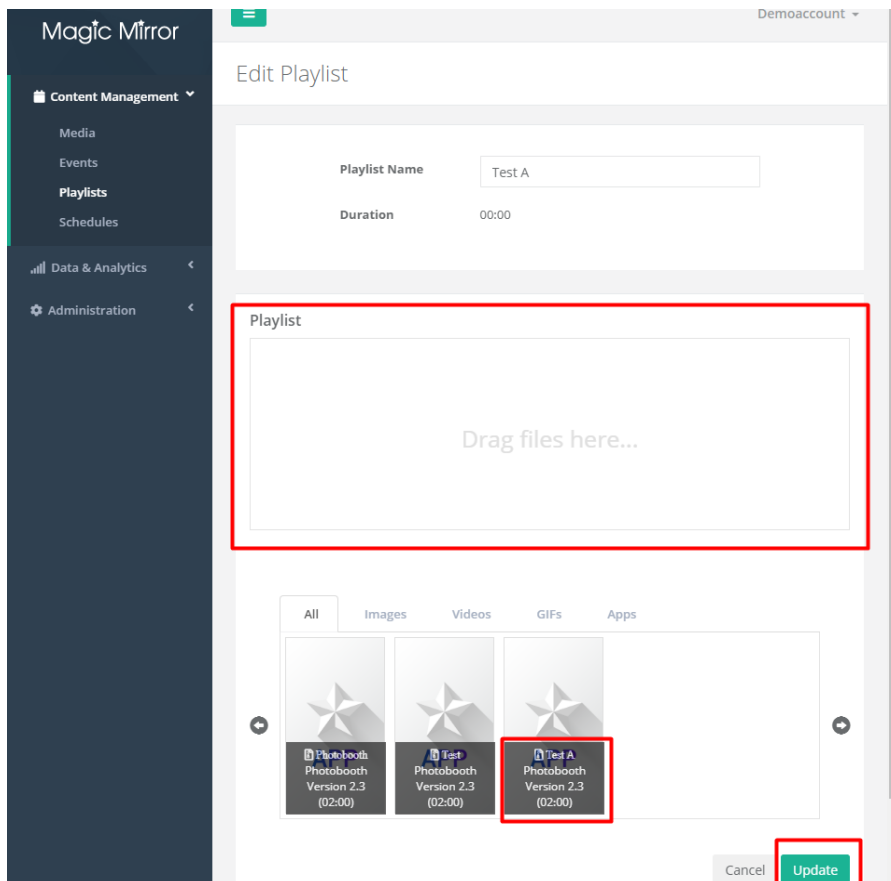
- Media
- Events
- Playlists**
- Schedules

**Create New Playlist**

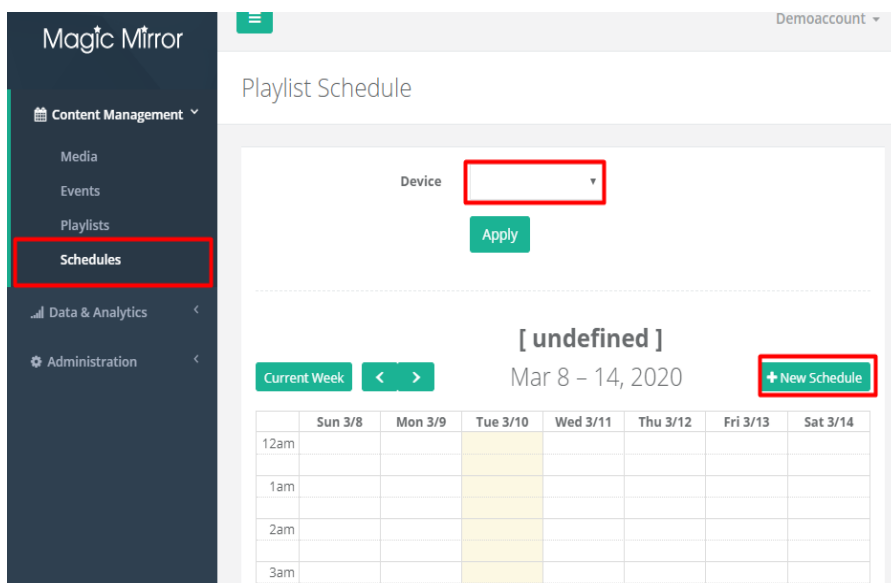
**Playlist Name**

6. Name your playlist and click on "Create"





7. Drag and drop the new event – Test A, that you’ve created into “[Playlist](#)” and click on “[Update](#)”.



8. Click on “[Schedules](#)” under the Content Management, choose your respective mirror device, and click on “[+ New Schedule](#)”.

**Schedule Properties**

**Playlist** Test

**Reccurence** Once Weekly

**Date** 19-12-2019

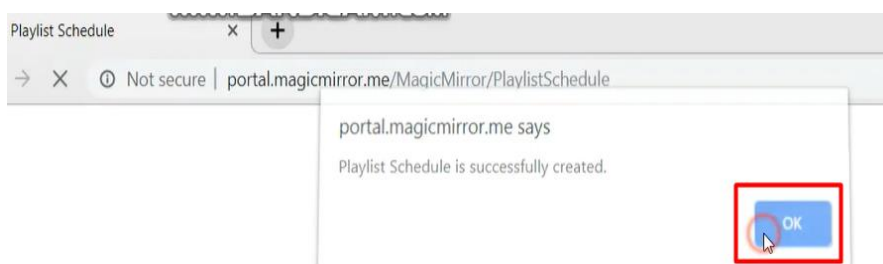
**Time** ☒ Entire Day

**Device**

Available Devices		Selected Devices
Filter		Filter
MMDS_1762	➡	
	⬅	
	⏮	

Close Save

9. Under “**Playlist**”, choose the playlist that you have just created – Test A. Choose the Date and Time that you want your new playlist to be live. Click on the mirror that you’re planning to used it for “MMDS\_XXXX”, click on “>”, and click on “**Save**”.



10. Click on “**OK**”

### Scheduled Playlist

Total 2 Playlist(s)

Test	START
Photobooth	START

### Healthcheck

Run

Mirror Internet Status	Online
Server Status	Online
Download Speed	N/A
Upload Speed	N/A

**Internet** Scan

LAN: Connected | WiFi: Disconnected

RESTART MIRROR

SHUT DOWN MIRROR

EXIT LAUNCHER

11. Refer to the Magic Mirror and it should be on the “**Scheduled Playlist**”.

## 5.0 Usage Analytics

1. Go to Drive C:\MagicMirror\db\magicmirror.db
2. You may export it into CSV file to perform analysis.

Data Metrics	Sample	Definition
Total Capture(s) Taken	221	Total pictures taken through the mirror.
Total Sharing(s)	163	Total pictures shared to social media platforms.
Total Email(s) Sent	113	Total pictures that are being sent through email sharing.
Total Download(s)	50	Total pictures downloaded to user's phone by scanning the generated QR Code.
Highest Usage Day	Saturday (38 Photos Taken)	Records of which day in the week has the highest usage of Magic Mirror.
Highest Usage Hour	08:00PM – 09:00PM (46 Photos Taken)	Records of which period of time has the highest usage of Magic Mirror.
Capture-to-Share Conversion	73.76%	Total pictures that are being captured and shared to emails and social media platforms.
Total Capture(s) by Action	51% (113): Shared – Email Sent 26% (58): No Shared 17% (37): Shared – Phone Download 6% (13): Shared – Social Media	Total of different types of actions carried out by users after they have taken their pictures.
Usage Analytics	a) Capture Taken vs Capture Shared b) Weekdays Capture Taken vs Weekends Capture Taken	A comparison graph between pictures taken and shared. A comparison graph between pictures taken in the weekdays vs weekends.

## 6.0 Assets Specifications

### 6.1 Idle Mode

Name	File Name	Dimension	Format	Comments
Idle Image	Idle.png	1080(W) x 1920(H)	PNG, JPEG	Portrait orientation
Idle Video	Idle.mp4	1080(W) x 1920(H)	MP4	Portrait orientation, file size not more than 100MB

### 6.2 Sharing Email Layout

Name	Sample
Sender Name	Magic Mirror <sales@magicmirror.me>
Email Subject	Hello from Magic Mirror
Email Text	Just had my photo taken by the Magic Mirror, what do you think?

### 6.3 Photo booth Kiosk

Name	Dimension	Format	Comments
Photo Frame	1400(W) x 2100(H)	PNG	Transparent background
Animated Photo Frame	2700(W) x 2100 (H)	MP4	-
Face Mask	1400(W) x 2100 (H)	MP4	Transparent background. Face masks can be adjusted based on head mannequin.
Fun prop	1400(W) x 2100 (H)	PNG /MP4	Transparent background.
Any full screen assets	1080(W) x 1920(H)	PNG	Portrait orientation

## 7.0 Troubleshooting

Component	Problem	Possible Causes	Solution
PC	PC is not working after the main power is switched on	The power cable was not plugged in properly	Ensure the power cable is plugged into the power socket securely. Unplug and replug the cable if necessary.
		Power supply of PC is not functioning well	Ensure the power supply is sufficient for our mirror. The required power voltage is 100 - 240V.
Touch Screen & Display	No display on main screen	The power cable was not plugged in properly	Ensure the power cable is plugged into the power socket securely. Unplug and replug the cable if necessary.
		The main switch of display is not turned on	Ensure the power button is switched on. Click again if necessary.
	Display not bright enough	Brightness is not adjusted based on environment setting	Adjust the brightness of the display using remote control until optimal.
Audio	Sound is too loud or soft		On the desktop home screen, click on audio icon at the bottom panel.
Application	System Crashed or Not Responding		Press Alt + F4 on Keyboard to Force Quit Magic Mirror Applications Relaunch Magic Mirror by referring to section 2.1 for shut down, and 1.2 for start-up. Power off the display and main switch Wait for 5-10mins Turn on main power, start PC and launch Magic Mirror * Note down if there is any error message

### Note

If you have tried on the above troubleshooting steps and the problem remain unsolved, please contact us at +44 (0) 1344 988687 or drop us an email at support@magicmirror.me.

## 8.0 Appendix

### List of References:

- 1) How to connect to Wi-Fi [https://youtu.be/9pRW\\_50SckU](https://youtu.be/9pRW_50SckU)
- 2) Control Panel Basics <https://youtu.be/564FbJRdb24>
- 3) Launcher - How to switch playlist <https://youtu.be/NTW7XFblZ0g>
- 4) Magic Mirror Datasheet  
<https://www.magicmirror.me/Content/data/documents/Download-Page/Spec-Sheet/Magic-Mirror-24-Datasheet.pdf>
- 5) Photobooth Customisation Specs  
<http://www.magicmirror.me/Content/data/documents/Download%20Page/Guide/Photo%20Booth%20Customisation%20Document.pdf>
- 6) Sharing Disclaimer sample  
[https://www.magicmirror.me/Content/data/documents/Download%20Page/Guide/Sharing%20Disclaimer%20Text%20\(Sample\).pdf](https://www.magicmirror.me/Content/data/documents/Download%20Page/Guide/Sharing%20Disclaimer%20Text%20(Sample).pdf)
- 7) Magic Mirror Support Contract  
<https://www.magicmirror.me/Content/data/documents/Download%20Page/Policy/Magic%20Mirror%20Support%20Contract.pdf>
- 8) Magic Mirror Privacy Statement  
<https://www.magicmirror.me/Content/data/documents/Download%20Page/Policy/Magic%20Mirror%20Privacy%20Statement.pdf>
- 9) Magic Mirror Terms & Conditions  
<https://www.magicmirror.me/Content/data/documents/Download-Page/Policy/Magic-Mirror-Terms-and-Conditions-V1.5.pdf>
- 10) All documents <http://www.magicmirror.me/Resources/Downloads>
- 11) All marketing videos <https://www.youtube.com/channel/UCYDOhNWq8sLDmu2S5CE22CQ>
- 12) All support related videos [https://www.youtube.com/playlist?list=PLm31GSdE84Pv5NBjXaNVq70zKD\\_MrhkIO](https://www.youtube.com/playlist?list=PLm31GSdE84Pv5NBjXaNVq70zKD_MrhkIO)

SCAN HERE



[www.magicmirror.me/resources/support](http://www.magicmirror.me/resources/support)

Email: [support@magicmirror.me](mailto:support@magicmirror.me)

Tel +44(0)1344 988687

SCAN HERE



Support Video Playlist:

[https://www.youtube.com/playlist?list=PLm31GSdE84Pv5NBjXaNVq70zKD\\_MrhkIO](https://www.youtube.com/playlist?list=PLm31GSdE84Pv5NBjXaNVq70zKD_MrhkIO)