

INFO PACK

For Magic Mirror™



1.0 Introduction

As an end-to-end solution provider, Magic Mirror is responsible for manufacturing the hardware and providing the customisable software applications to clients. Magic Mirror team have designed a variety of Apps (e.g. Virtual Costumes, Fun Photo Booth, Face Mask etc.) and a control panel which allows you to customize them to suit your business use case.

With a full touchscreen display and 3D Kinect technology, Magic Mirror upgrades existing imagery advertisements into interactive advertisements to match the interactivity of smart phones towards audiences.

2.0 Hardware

2.1 Magic Mirror 24™

Magic Mirror 24™ is an all-in-one solution, packaged with all the required components in a vandal-resistant metal cabinet. It's specially designed for the retail sector and event companies, its easily to be transported, small footprint, and minimal installation depth as well as its various mounting options (wall-mount / single or double version).



**Pictures are for illustration purposes only.*

Ready to Plug-and-Play

Once transported to the site, it's ready to go. Everything is securely screwed within the cabinet. No technical person required onsite.

Multi-touch with NFC scanner

Easy to navigate with touch-sensitive screen.

Safety Glass

Magic Mirror 24™ glass has been processed by controlled chemical treatments to increase its strength, ensuring the additional safety of the mirror.

Powerful Processing Unit

Accelerated system performance for rich responsive multimedia and 3D showcases store merchandises.

2.2 Magic Mirror 55™

Magic Mirror 55™ is inspired by the minimal and sleek design of the iPhone, Magic Mirror™ is designed to better blend into any store or interior decor. Depending on the store interior, it could be a free-standing mirror cabinet supported by a solid metal base plate or to be flush mounted to be part of the store furnishing, making it looks like a normal mirror in the store.



**Pictures are for illustration purposes only.*

Ready to Plug-and-Play

Once transported to the site, it's ready to go. Everything is securely screwed within the cabinet. No technical person required onsite.

RFID Reader

RFID reader can intelligently display the matching product details such as product name, price, stock level, etc. which has been stored in the RFID tags attached to the individual products.

Kinect Body Sensor

Motion sensing device that detects the movement of users. Suitable for interactive experiences such as games or fun costume.

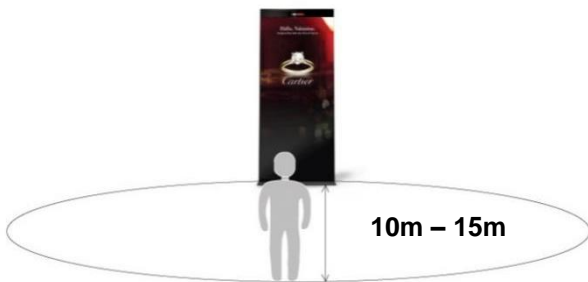

Safety Glass

Magic Mirror 55™ glass has been processed by controlled chemical treatments to increase its strength, ensuring the additional safety of the mirror.

Powerful Processing Unit

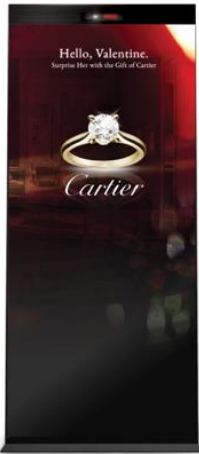
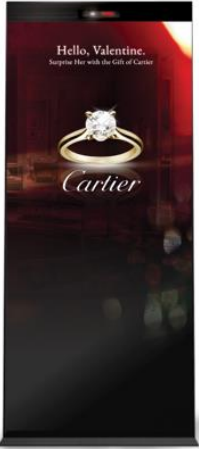


Accelerated system performance for rich responsive multimedia and 3D showcases store merchandises.

Viewing Distance for Magic Mirror 55™


	
Normal Glass (10 metres to 15 metres)	One Way Mirror (1 to 2 metres)

When a light source is shining directly on the One-Way Mirror, the mirror coating will magnify the light which will reduce the visibility of the mirror from a distance. This will significantly reduce the radius of attraction; the visibility users will have on the mirror from a distance.


Magic Mirror 55™ – Normal Glass vs. One Way Mirror

	Weak Light Source	Strong Light Source
Normal Glass	<div><p>Up to 500 LUX is recommended.</p></div>	<div><p>Up to 1000 LUX is recommended.</p></div>
One Way Mirror	<div><p></p></div>	<div><p></p></div>

With the mirrored glass surface, users should take caution to not station the kiosk in a brightly lit area or to shine a spotlight directly at the mirror. As the mirror is designed to be a one-way mirror surface, shining a spotlight on the mirror will magnify the reflection and glare of the mirror.

**One Way Mirror is not suitable for the following industries:**

Rooms with direct sunlight
Shopping mall atrium with strong spotlight
Strong spotlight directed on at the mirror
Spotlight horizontally directed at the mirror

**Note:**

For the comparison between Magic Mirror 24™ and Magi Mirror 55™, [click here](#).

2.3 Installation Types

Magic Mirror will be pre-configured with the required applications and graphical assets before shipping out to customer site. It is designed to plug-and-play to ease the installation process.

2.3.1 Magic Mirror 24™ Installation

Brand	Magic Mirror
Model	Magic Mirror 24™
Dimension	420 x 80 x 710 mm (W x D x H)
Weight	14kg (approx.)

**Note**

Please refer to [Magic Mirror 24™ Datasheet](#) for drawings and operating systems of Magic Mirror.



(A) Wall Mounting

Advantages

- Seamless installation
- No visible cabling at the back
- Ideal for places with limited space

Disadvantages

- Extra installation work and tools
- Requires a flat, sturdy, and concrete wall
- Permanent fixture that is difficult to reposition



(B) Supported by a Stand

Advantages

- Easy installation, plug and play
- Easy relocation
- Easy access to the back door

Disadvantages

- Takes up more space
- Visible cabling at the back of the unit
- Expose to the risk of the unit tipping over

**Note:**

Ensure that there is sufficient space for users to move around the mirror.

2.3.2 Magic Mirror 55™ Installation

Brand	Magic Mirror
Model	Magic Mirror 55™
Dimension	809 x 450 x 1874 mm (W x D x H)
Weight	130kg (approx.)
Active Display Area	684.9 x 1217.6 mm (W x H)



Note

Please refer to [Magic Mirror 55™ Datasheet](#) for drawings and operating systems of Magic Mirror.



(A) Free Standing

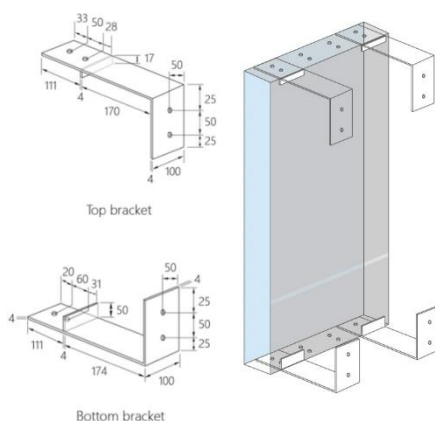
Advantages

- Easy installation, plug and play
- Easy relocation
- Easy access to the back door

Disadvantages

- Takes up more space
- Visible cabling (back of unit)
- Risk of the unit tipping over

A base plate is attached to the mirror and it acts as a support for the signage to stand on its own. Regarding the placement of Magic Mirror, ensure that the back door is accessible when needed.



(B) Wall Mount

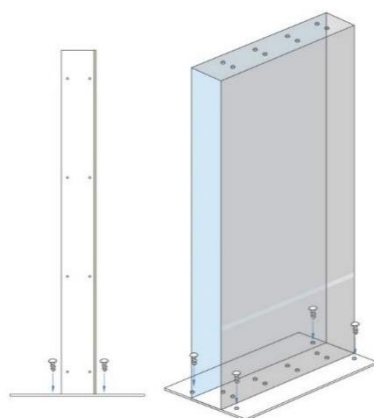
Advantages

- Seamless installation
- No visible cabling in the back of unit
- Ideal for premises with limited space

Disadvantages

- Requires a flat, sturdy, and concrete wall
- Harder access to back door
- Permanent fixture
- Extra installation work

Magic Mirror can be placed against a wall by attaching it with some L-brackets and footers. Once installed, the Magic Mirror is only 12cm thick. The Magic Mirror is to be placed upright standing, and not more than 10cm above ground for optimal user detection. Ensure that the back door is accessible when needed.



(C) Bolt Down

Advantages

- Remove risk of tipping over
- Easy access to the back door

Disadvantages

- Extra installation work
- Requires more spacing
- Visible cabling at the back of the unit
- Relocation leaves holes in the floor

Bolt down is similar to the free-standing installation, with the inclusion of 4 screws to securely fasten the mirror into place, this option is highly popular within shopping malls that wish to secure the mirror in the position as a permanent fixture.



Note:

Please ensure enough space in front of and behind mirror to allow ease of access to back panel.

Installation Comparison Table for Magic Mirror 55™

The table below recommends each different type of installation method for each of the industry Magic Mirror caters to.

	Free Standing	Wall Mount	Bolt Down
Shopping Mall	X	✓	✓
Retail Stores	✓	✓	✓
Fashion Retail Stores	✓	✓	✓
Hotels	X	X	✓
Museum	X	✓	✓
Events	✓	X	X
Customisations	✓	X	X

2.4 White Label Designs

Magic Mirror has a mirror surface with black metal casing (unbranded). You can design any frame or a booth around the mirror to increase the brand image at your event. Do ensure that it does not cover the touch screen display and the Kinect camera sensor.



Samples of branded booth designs

2.5 Optional Add-ons

Magic Mirror comes as a complete solution, and is sold as a basic package. However, it can be complemented with accessories such as a flight case, photo printer and a RFID reader.



Flight Case for Magic Mirror 55™



Photo Printer



RFID Module

(A) Flight Case for Magic Mirror 55™

Magic Mirror comes with an optional accessory - flight case, to ease the transportation of mirror unit across different locations. The tailor-made flight case comes with built-in protective foam, castor wheels with brake, large handle bar and butterfly latch to secure and protect the mirror unit during local/international transportation. It can also be re-used for multiple events and helps to ease the moving of mirror unit from one venue to another. For packaging specifications, kindly refer to Section 6.5.

Dimensions	865 x 686 x 1980 mm (W x D x H)
Weight	30 kg
Material	ABS Black Polymer Plastic
Safety Features	Interior protective foam layer, castor wheels with brake, 4x butterfly latch lock



Notes

How to Transport Magic Mirror using Flight Case - <https://youtu.be/C1zXwt6P-iA>

(B) Photo Printer

For events which require Photo Printing function, we recommend a DNP dye-sub printer. It is cost-effective and can support Photo Printing from Magic Mirror Apps. You can buy it directly from us, or you may also use your own printer as long as it is compatible to Windows platform.

Model	DNP DS-RX1 (Dye Sublimation Printer)
Dimensions	322 x 351 x 281 mm (W x D x H)
Weight	14 kg
Print Size	4R (4.0 x 6.0") or 6R (6.0 x 8.0")
Inclusive Media Kit	1x ribbon and 700 pieces of photo prints

(C) RFID Reader

A built-in RFID antenna allows the mirror to detect specific products that have RFID tags. Once the ID is scanned by RFID antenna, the designated product information, picture / video will display to engage with customer. Product Data and ID can be compiled in an excel sheet, where customers can edit accordingly.

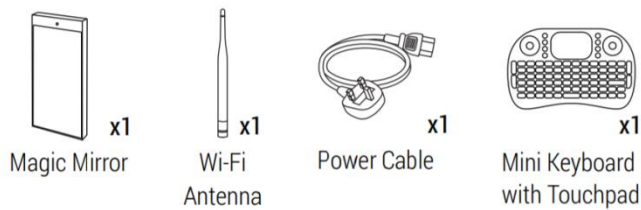
2.6 Operation of Magic Mirror

Magic Mirror will be pre-configured with a set of demo apps and it is ready to plug-and-play when it is delivered on-site. It is designed for indoor settings, if outdoor placement is needed, make sure that it is sheltered from sunlight and rain. As it is a Touch Screen unit, most of the control can be done on the panel itself. Starting Up the unit require minimal technical expertise, as follows:

- i) Pre-installation Checklist
- ii) Power Up and Connect to Internet

2.6.1 Operation for Magic Mirror 24™

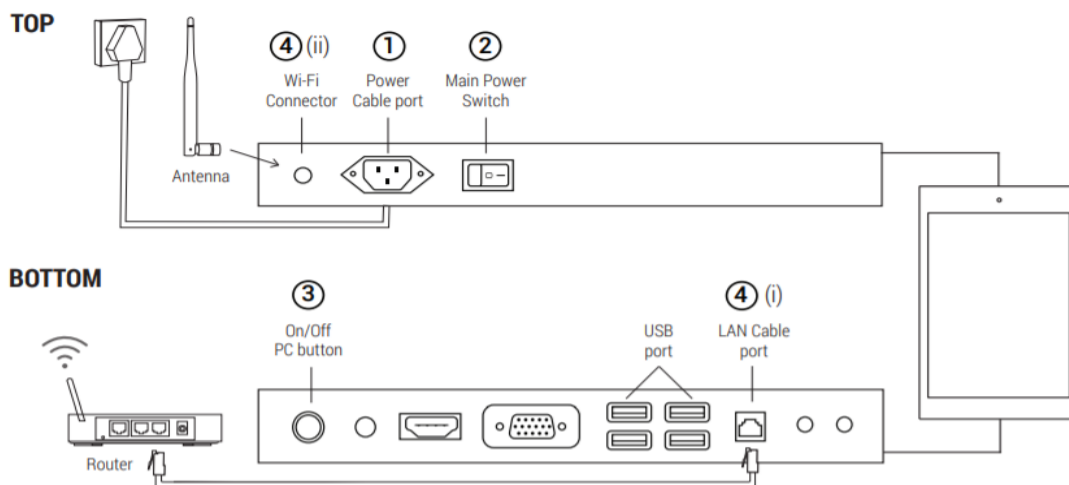
Pre-Installation Checklist



Needs to be Available Onsite

- 1x Power Socket of 100 – 240 V
- 1x Network Point with LAN cable

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.

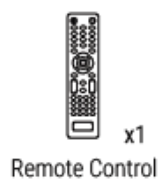


Note

Please refer to [Quick Start Up Guide](#) for step-by-step instructions of getting the Magic Mirror up and running.

2.6.2 Operation for Magic Mirror 55™

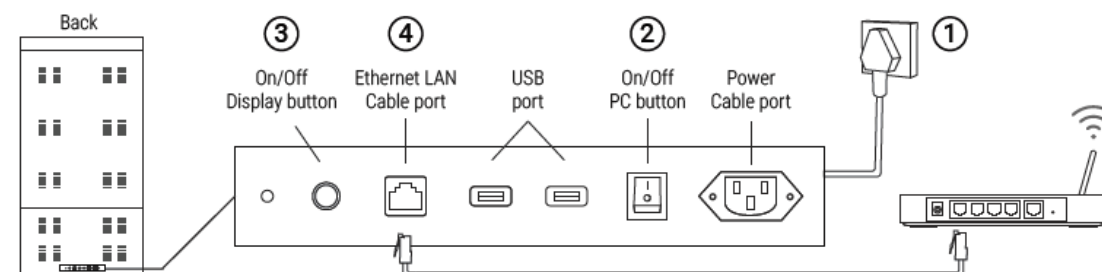
Pre-Installation Checklist



Needs to be Available Onsite

- 1x Power Socket of 100 – 240 V
- 1x Network Point with LAN cable
- 2x AAA battery for Remote Control

Power Up and Connect to Internet



① CONNECT TO POWER

Connect the power cable to respective port

② SWITCH ON PC UNIT

Ensure it is switched on (I)

③ SWITCH ON MONITOR DISPLAY

Click and hold until the screen lights up

④ CONNECT TO INTERNET

Connect the LAN cable to the router. Also compatible with Wi-Fi and mobile broadband



Note

Please refer to [Quick Start Up Guide](#) for step-by-step instructions of getting the Magic Mirror up and running.

3.0 Generic

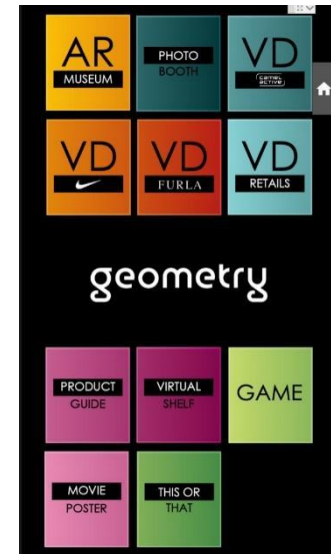
3.1 Availability of demo software platform

Magic Mirror hardware and software comes as a package and cannot be sold separately. Our software modules are designed in-house and developed based on our own hardware platform.

As a package, customers will receive a default set of Apps that comes with the device when it is delivered. This allows customers to have a test on different functions upon receiving the device. Demo Apps runs on a separate playlist from the actual customised and rebranded functions that will be more applicable to specific customers.

Among the demo Apps included are:

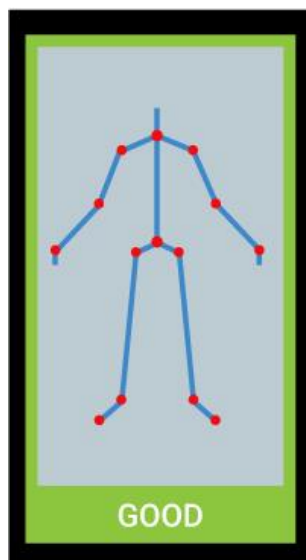
- Product Catalogue,
- Property App,
- Simple Photobooth,
- Virtual Shelf,
- Virtual 360 Tour



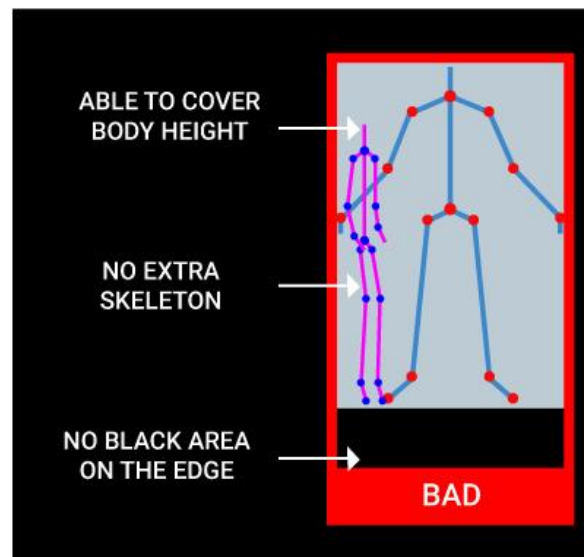
3.2 Kinect Detection Requirement (Magic Mirror 55™)

The Magic Mirror 55™ uses Kinect motion detection to execute most of the applications available. The Magic Mirror will need to have the user's entire body within the frame during the usage of application. Thus, the user will need to ensure that there is a fair amount of unobstructed space between the Magic Mirror 55™ and the user. The Magic Mirror 55™ recommended distance of usage is subjective, as it heavily bases on the size of the user. As long as the entire skeleton of the user is detected on the Magic Mirror 55™, the user will not have to move further back. Subsequently, if a user is larger in size, the user may be required to step further away from the Magic Mirror 55™ to ensure their size is fully captured by the Kinect.

The table below showcases two examples when the Kinect motion sensor detects a person's skeletal structure versus when it cannot detect a person's skeletal structure.



Good Positioning



Bad Positioning

3.3 Use of Internet Connection

With strong network connection (above 20Mbps), the following functions can be conducted:

- First-time download of customised software functions from web server
- Daily health check of device status
- Any involvement in web linkage (e.g. E-commerce, Email sending, Photo download)
- Record of usage analytics and viewing analytics data to web server

Without network connection, the following functions can be conducted:

- Core operations of usual App function
- Data (text, photo, video & etc.) will be stored in device RAM, and only be pushed to web server after it is connected online again

3.4 Custom App Development

Custom Apps consists of functions that are technically feasible but is underdeveloped as it is not align with commercial demands. For such custom Apps that are specially designed for one-time use, cost of development will be passed on to customer.

80-90% of the time, most existing functions are available, free for customers to use and rebrand them which could achieve a similar business goal.



Note

Kindly refer to [Section 4.1](#) to look at the available templates that can also be rebranded.

4.0 Product Types

4.1 Product Templates

Smart Retail Kiosk

User-friendly Interface

Graphical UI designed for digital kiosk usage to ensure easy browsing and searching on catalog.

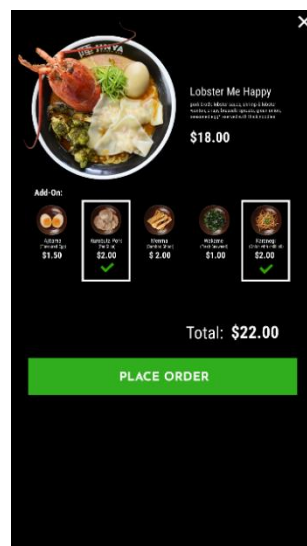
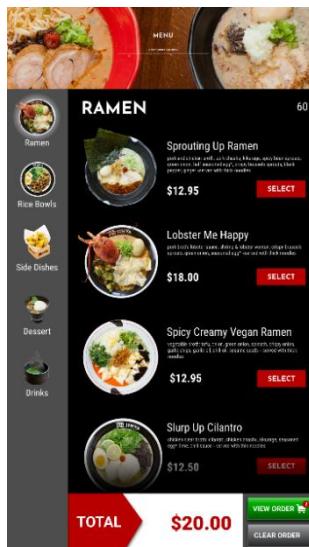
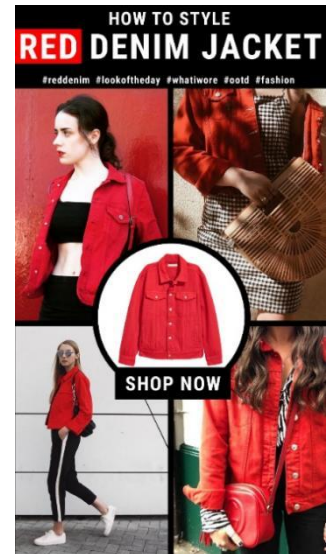
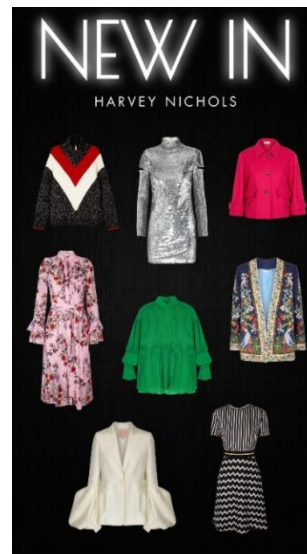
Experiential in Store Shopping

Integrate multiple applications to connect the online and offline shopping experience.

Future Proof

Support for advanced multimedia technology, virtual tour and AR experiences.

[Fashion Product Catalog Video](#)



Self-service Kiosk

Order & Booking

Self-checkout via card payment. Visitors can select product items and checkout directly on the digital kiosk.

Virtual Concierge

Showcase upcoming or on-going event and provide general information to assists guests.

Information Updates

Easily update information for future events / product items through an online-portal.

[Order & Booking Kiosk Video](#)

Digital Signage

Intuitive One Touch Interface

Walking pass the mirror will trigger another interactive feature such as photobooth.

Easy to Update

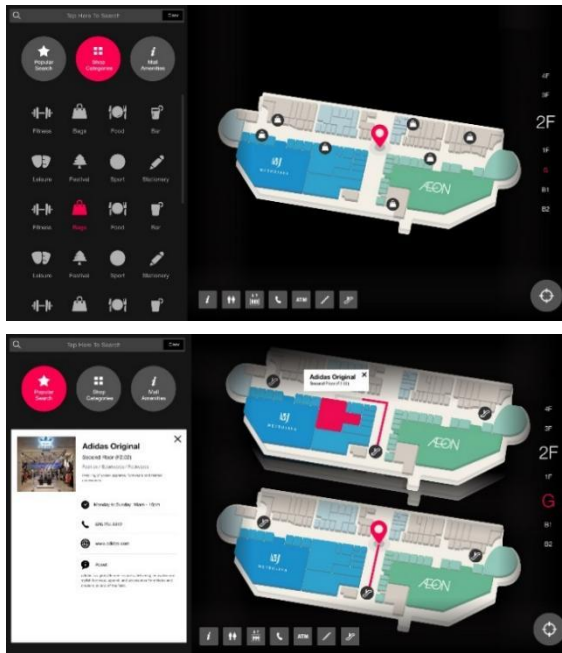
An online portal will be provided to change the graphics assets and advertisement poster/video.

Viewing Analytics

Analyse customer behaviour to determine which content yields the most optimal result.

[Digital Signage Video](#)





Wayfinding Kiosk

TOP 10 Most Popular Search

Collect visitor's searches and provide relevant store recommendations.

Link to E-commerce Site

Help tenants to build brand awareness and engage consumers with retail brands' products.

Update Tenant's Information

Update store directories through an online portal and gather usage analytics.

[Wayfinding Digital Kiosk Video](#)

Interactive Wall

Colour Me

Visitors can colour on the picture and scan it into the Magic Mirror™ to see it come alive.

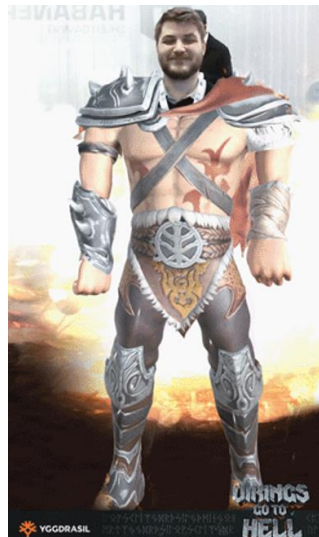
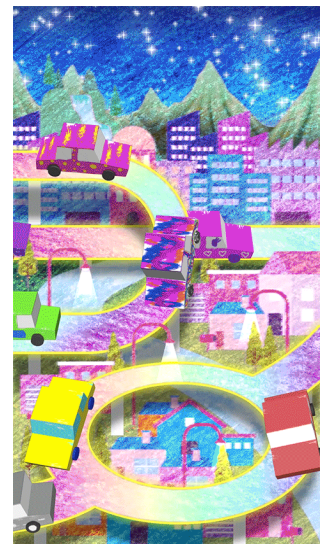
Retention Rate

Increase visitors' interaction time at the booth and overall engagement rate.

Story Animation

Helps to create a multimedia experience through music, audio and visual output.

[Interactive Wall Video](#)



Augmented Reality

Bring Exhibition to Live

Allows visitors to fully immerse into the exhibition through customised experience.

Social Media Sharing

Visitors can interact with the customised experience, take a picture, and share to social media platform.

Design + Customisation

Chance to express creativity and create a unique profile for museum.

[The Emoji Movie AR Video](#)

Interactive Games Kiosk

Live Advertisement

Live advertisement that involves shoppers to interact with the game and increase brand visibility.

Games + Photobooth

Shoppers can take picture with the branding of retailers and share it on social media platform.

User Data Harvesting

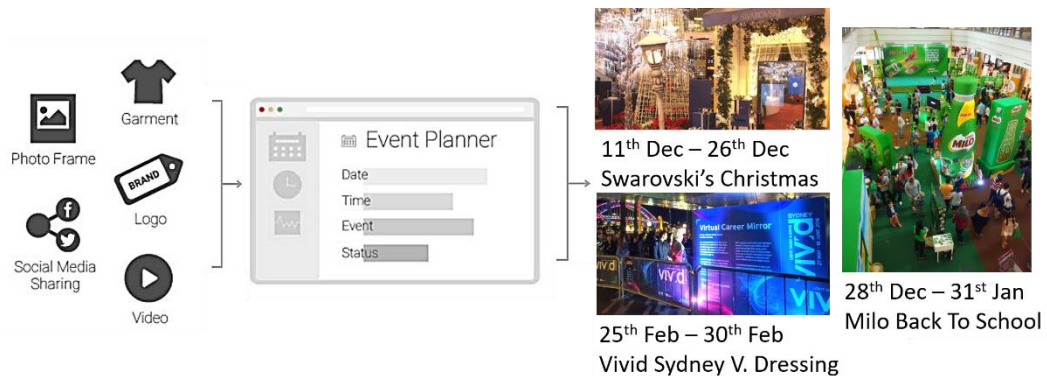
Gather email addresses of shoppers and keep them engaged with future marketing campaign.

[Interactive Games Video](#)



4.2 Design and Graphics Customisations

Unity 3D is used as the main software interface, this ensures a flexible core structure for our customers to customise software modules as their own with minimal effort. Due to its flexible core structure, customers can mix and match multiple App modules within a single playlist to be played during a pre-defined time.

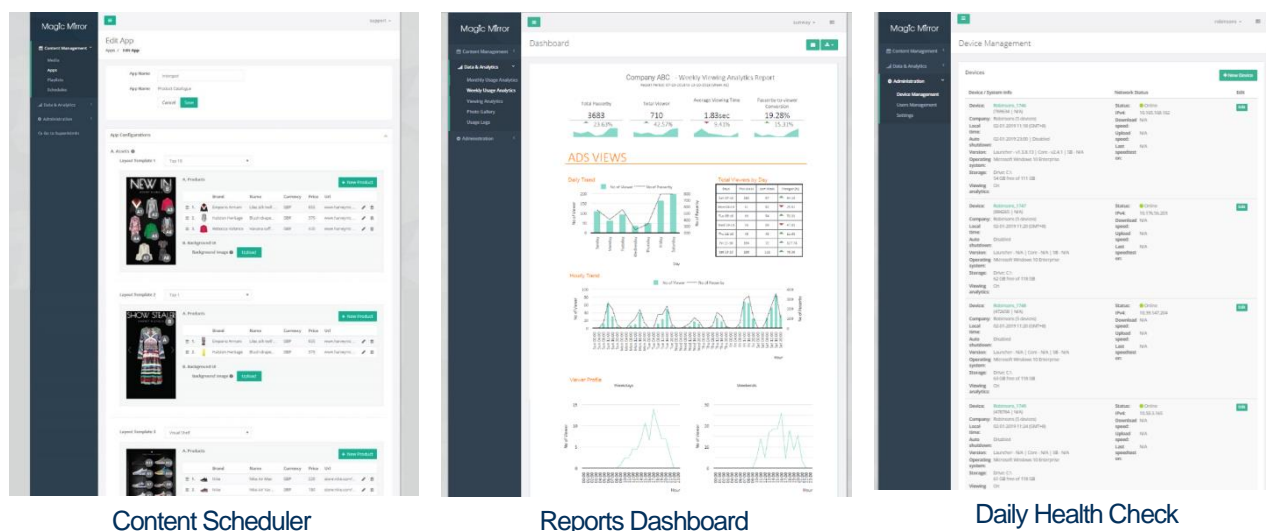


Within our standard package, we provide standard customisation services. This helps to customise the software interface so that it is more suitable for client's use case. The services included are as follow:

- Software design and development
- Rebranding of existing apps with customer's assets
- Localised language translation of Apps
- Email and social media configuration
- App testing and implementation

4.3 Magic Mirror Manager™

Using the web-based control panel, it allows you to update digital content and schedule apps remotely from any networked location. It is designed to be user friendly so that people with no technical expertise can manage it as well.



After login to your personal account, the Control panel allows you to perform the following actions:

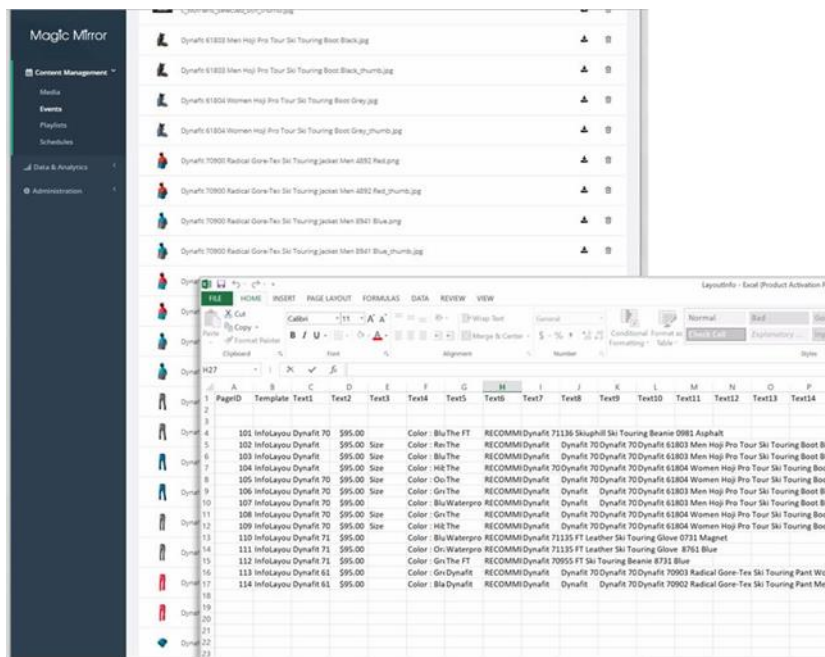
- Daily health check on device status
- Manage contents and events
- Apps usage logs & photo gallery
- Email and social media configuration
- Auto-generate Usage Analytics report
- Auto-generate Viewing Analytics report

Software Specifications

Interface	Http; Https
Web Address	portal.magicmirror.me
Compatible Browser	IE7 or Later Mozilla Firefox or Later Chrome Version 4.0 or Later Safari
Ethernet	10/100 Mb Ethernet
Time	NTP, Adjustable time zone, automatic day light saving adjustments
Data Delivery	TCP/IP
Database Type	SQLite
Report format	csv, .xml,
Data Storage	10 Years storage with auto sync
Network Port	Port 80, Port 443
Data Backup	Yes
Backup Frequency	Daily Full Backup for Data and Configuration File Weekly Backup to Sub Server for Contingency Purpose
Software Version Upgrade	Auto Upgrade

4.4 Advanced Customisation

Level of Customisation: Media Assets



Bulk import product info and media assets through a basic Excel (.CSV) file update. Columns include Template, Text, Variance, Media and Links.

For any modifications, one can just use the following steps to manage your content page.

Step 1: Download existing content from Magic Mirror Manager™ to your local folder

Step 2: Add / Edit product info on Excel file, into respective layout layers

Step 3: Upload newly updated .CSV file version along with additional media assets to Magic Mirror Manager™

Step 4: Save changes

Step 5: Run a test session on your Magic Mirror device by restarting scheduled playlist.

Level of Customisation: Custom Mod.

For experiences that utilise Unity 3D feature such as Augmented Reality, Virtual Try-on experiences and integration systems (POS, inventory, seat booking etc.), please contact Magic Mirror team for parameter configuration and media updates.

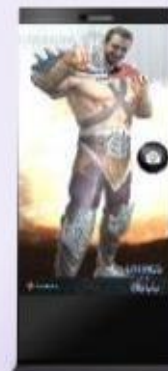
We have a team of friendly multimedia designers to help you in rendering 3D multimedia assets to meet your end customer's event requirements.



3D Multimedia Asset Rendering
by Magic Mirror Team

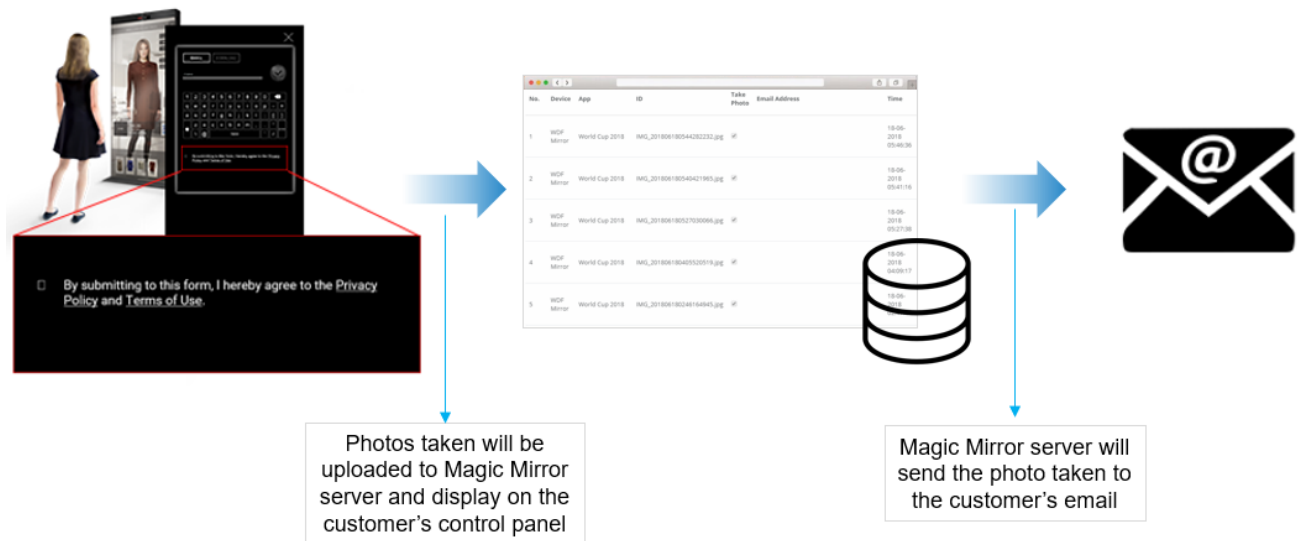
Launching of
Viking Game

@ICE Exhibition



4.5 Data Collection

Data captured by Magic Mirror mainly consists of consumer details, taken and shared photos, usage history, and the email addresses of the users. All the data will be uploaded to the central server of Magic Mirror in real time. The transmission of the data from the internal network of the user to the central server of Magic Mirror will be thoroughly encrypted to prevent interruption of transfer, or usage of information. The flow of the collection of data will be diagrammed as follows:



Data collection for the magic Mirror will be done in the following steps:

1. When the user first takes a photo from the Magic Mirror, the Magic Mirror will not save the photo. It is only if the user decides to send the photo to their own email address then the Magic Mirror will save the photo.
2. The photo will then be distributed to two repositories, the first being the Magic Mirror central cloud server, and the second is the own user's email account.
3. The photo stored in the Magic Mirror central cloud server will then be push to the Magic Mirror control panel of the customers.



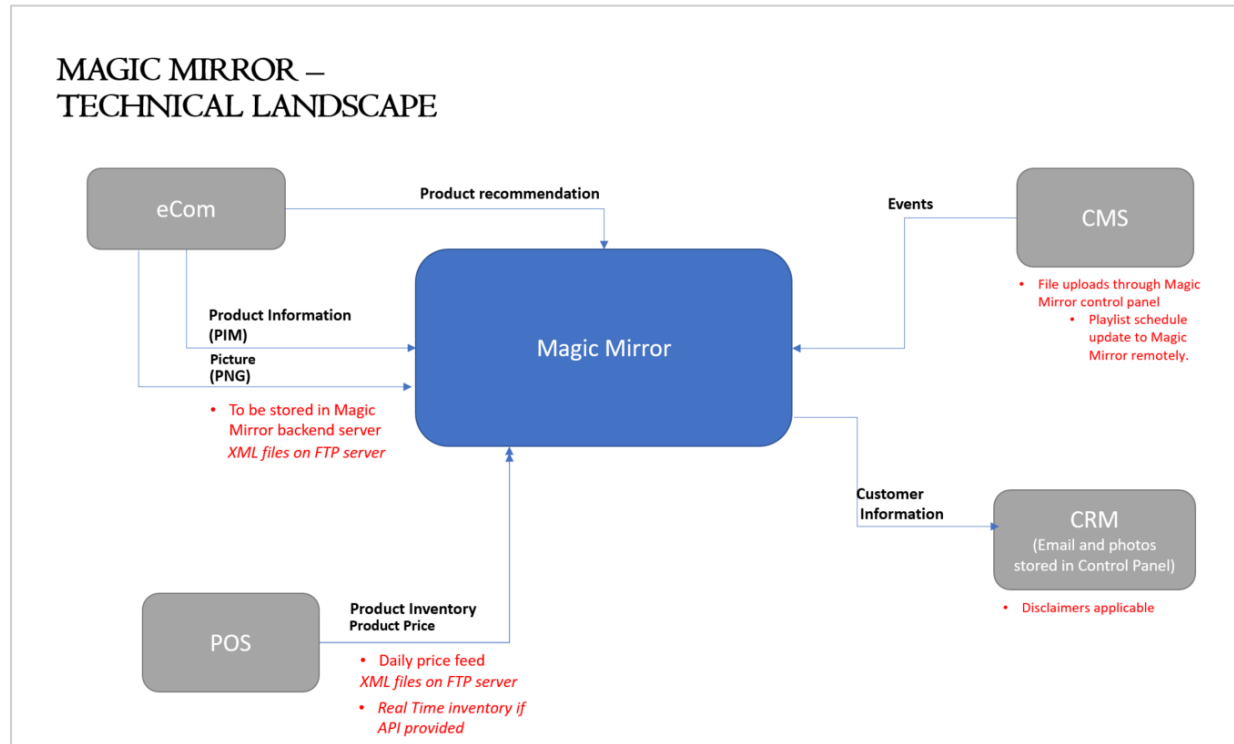
Notes

A disclaimer message will pop up prior to the email input to allow the user to not share their photos with Magic Mirror or the customer of Magic Mirror.

All medias and data from the users must be pushed to the central server of Magic Mirror before it will be disseminated to the customer's control panel. The customer may select for all data to be deleted on the Magic Mirror cloud server within 30 days after data has been transferred to the customer's control panel. For more information regarding the privacy policy and collection of data from Magic Mirror, please refer to the [Magic Mirror Privacy Statement](#)

4.6 Integrate to Existing Systems

As most clients already run existing systems for POS, inventory stock management, CRM system & etc., Magic Mirror perform integrations to reduce works needed in maintaining the updates across various platforms.



Sample technical landscape of retail store

We will require clients or their vendor to provide **integration API** for us to get direct access to the respective system. Only then, we can push or pull data to the systems accordingly.

The following are some examples of automation once integration is done:

- E-commerce: If the store has e-commerce site, we could automate the Magic Mirror catalogue content updates via website API.
- CRM data: We could integrate the photos, email address, products viewed or other data input by user to add to your CRM database. Data can also be exported to an XML file separately.
- Order & Booking: Easily export the POS transaction data into your own business intelligence system from our control panel through our built-in integration modules.

System integration is a one-off project and may incur extra charges. It can run automatically unless a new system is used. Once clients provide us with the API access, it may take 1-2 months for integration to be completed. We would recommend this to be done on the **second phase** software implementation. That way, you could reduce project turnaround time, and evaluate integration based on user journey and feedback after first phase.

5.0 Order and Lead Time

Our standard Magic Mirror package comes with both hardware and software, as a complete system. All our software modules are designed and developed based on our own hardware platform so it may not be suitable for other hardware platform. Thus, we do not sell hardware and software separately.

The standard lead time of Magic Mirror is about 2-3 weeks. Upon order confirmation, we will start organising for both hardware and software commissioning in parallel. Once the mirror unit is fully configured, the mirror unit will be dispatch from our warehouse. The breakdown of lead time as seen below:

5.1 Project Timeline (standard baseline)



5.2 Order Confirmation

Once you intend to go ahead with the order, please request for a quote, and you can first provide us with a written confirmation for our team to start allocating resources for the project.

Standard payment terms: PIA – 100% payment in advance

The scope of deliverables will be finalised between salesperson and customer, along with review timelines for the project. Once the scope of deliverables is finalised, our multimedia team will provide guidelines to customer in design and graphics customisation.

5.3 Delivery Timeframe

Units are usually dispatched within 3-5 days upon full payment received. For larger orders (e.g 50, 100, 150 units), it may take up to 3 weeks or based on project timeline.

Country	Dispatch From	Delivery Type	Delivery Lead Time (after dispatch)
UK	UK warehouse	Door-to-Door delivery (DDP)	3-5 days by Air / Land
Europe	UK warehouse	Carriage and Insurance Paid To (DAP)	6-8 days by Air / Land
USA	Asia warehouse	Carriage and Insurance Paid To (CIP)	6-8 days by Air
			25-30 days by Sea
Other Countries	Asia warehouse	Carriage and Insurance Paid To (CIP)	6-8 days by Air
			25-30 days by Sea



Notes



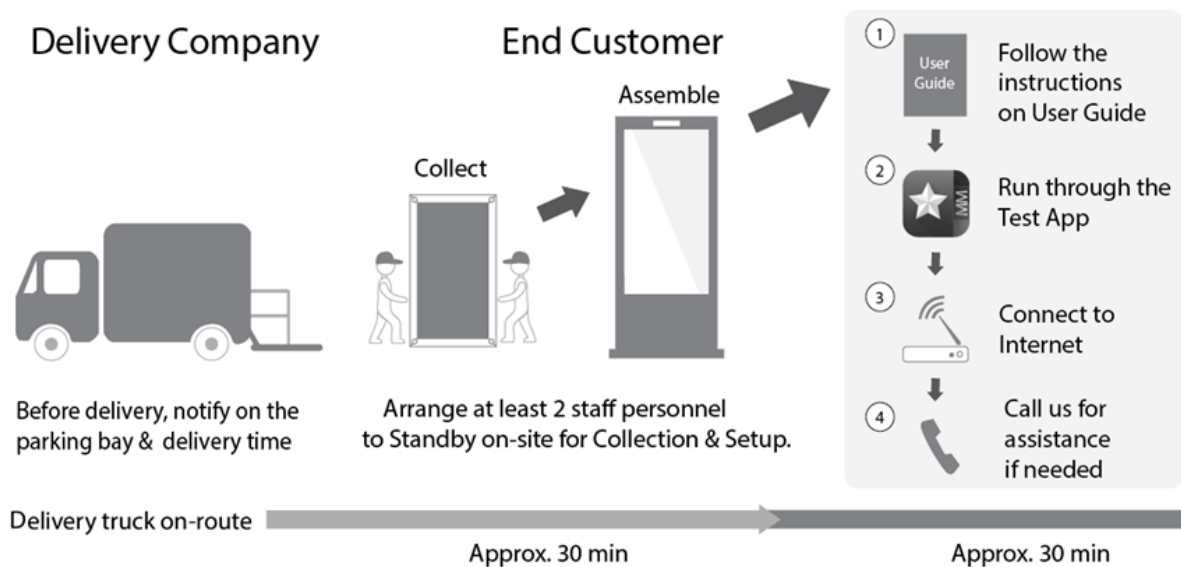
- Kindly refer to [Section 6.0](#) to understand further on the incoterms DDP and CIP.
- For urgent orders, please inform our team in advance to make special arrangements. Our team will try their best to meet the timeline, but it still depends on the courier service availability and customs clearance. Please note that extra charge may incur.

5.4 Software Lead Time

Software customisation is an ongoing process, our team will usually set a cut-off point of 2-3 weeks to deliver the first

Type of customisation	Sample	Lead time
Design and Graphics Customisation Update existing template with customer's creative graphical assets Upon order confirmation, our multimedia team will provide guidelines to customer on the images needed for design and graphics customisation.		12 - 15 days
Advance Services Custom App Integration service Custom functions Any change of layout or screenflow that is different from the standard template For example: - Different position of buttons - Different sequence of screenflow - System integration		25 - 30 days depending on customisation difficulty

5.5 Upon Arrival



5.6 Onsite Delivery Checklist

1. The vehicle used to carry the Magic Mirror should have [tail lift](#) to ease loading and unloading
2. Point of contact on delivery site needs to be communicated to driver containing the following information:
 - Contact Person Name:
 - Contact Number:
 - Preferred Delivery Date (if any):
 - Confirmation of delivery address:
 - Any special instruction/direction/landmark to address:
3. Receiver needs to arrange at [minimum 2x manpower](#) to receive, unpack and move the mirror from loading bay to the site
4. Receiver needs to communicate to driver if there are any loading/unloading **requirements**, special instruments that needs to be taken note of (eg, specification on the parking location of the delivery vehicle, permit to enter loading bay, parking time restriction, only back-entrance usable, etc)
5. Take note of the **pathway** from loading bay to store;
6. If there are stairs on its way to the site, ensure more manpower is arranged to carry and lift up the mirror unit
7. If it needs to use elevators, ensure the elevator has minimum clearance height of 2m
8. [On-site power, network and space requirement](#)
 - 1x Power Socket of 100-240V
 - 1x Network Point with LAN Cable/stable Wi-Fi Connection.
9. There should be at least a minimum clearance space of 1408 x 2043 x 2600mm (W x H x D) for the placement of the mirror

6.0 Delivery Terms

6.1 Door to Door Delivery (DDP)

i. Incoterm: DDP – Delivered Duty Paid

Door to door delivery from our warehouse to your preferred destination via land or air transit, shipments are insured up to named destination, inclusive of all import duties and sales taxes on the arrival of the shipments

Customer shall bear any extra costs incurred (for e.g.: storage fee) in case of failing to receive the shipments within the required time frame

ii. Delivery timescale:

Estimated dispatch date: 3 weeks after order confirmation with full payment in advanced.

Delivery lead time: 6 - 8 working days (via air transit)

Time taken for custom clearance is subject to the rules and regulation of the destination country, invoiced amount cannot be reduced due to any custom clearance issue during the transit.

6.2 Carriage and Insurance Paid To (CIP)

i. Incoterm: CIP - Carriage and Insurance Paid To

Delivery from our warehouse to your preferred terminal of destination via land or air transit, shipments are insured up to terminal of destination

Customer to be responsible of custom clearance process, local delivery in destination country and all the import duties and sales tax involved on arrival of the shipments.

ii. Delivery timescale:

Estimated dispatch date: 1-2 weeks after order confirmation with full payment in advanced

Delivery lead time: 6 - 8 days (via air transit)

Time taken for custom clearance is subject to the rules and regulation of the destination country, invoiced amount cannot be reduced due to any custom clearance issue during the transit

6.3 Self-Pickup Option

i. Incoterm: EXW - Ex Works

ii. Self-pickup option is only available for orders of at least 2 units

iii. Shipments will be ready for pickup from our warehouse at the pre-booked date and time, 1-week early notification in writing is required

iv. A set of sample shipping document (including Commercial Invoice, Packing List and HS code) will be provided as reference

v. Customers to be responsible of organising the shipments with their own preferred shipping company from the pickup point to the destination address, including the preparation of import and export documents

vi. The responsibility of the shipment is transferred to the customer upon the pickup point

Note

- Types of transport vehicle required: Tail-lift truck/van with at least 2m height door clearance for loading and unloading
- Drivers are required to bring along their own transport blanket and straps to secure mirror unit against the floor/wall of the vehicle

6.4 Delivery Cost and Responsibilities

Delivery	Door-to-Door	Door-to-Door	Self-Pickup
Incoterm	DDP - Delivered Duty Paid	DAP - Delivered at Place	EXW - Ex Works
Pickup Fee	MM	MM	CNEE
Origin Local Charges	MM	MM	CNEE
Export Custom Clearance	MM	MM	CNEE
Freight	MM	MM	CNEE
Insurance	MM	MM	CNEE
Destination Local Charges	MM	MM	CNEE
Delivery Fee	MM	MM	CNEE
Import Custom Clearance	MM	CNEE	CNEE
Import Duty/ Tax/ VAT	MM	CNEE	CNEE
Storage/ Unloading	MM	CNEE	CNEE

Notes

- CNEE: Consignee's Cost and Responsibilities
- MM: Magic Mirror's Cost and Responsibilities

6.5 Packaging Details

Transport Case	Dimension L x W x H (cm)	Weight (kg) approx.	Volume (CBM)
Wooden Crate	204 x 25 x 104	152	0.53
Flight Case	198 x 86.5 x 69	155	1.17
Mirror Without Case	81 x 45 x 187	110	0.68

Notes

Magic Mirror needs to be transported in a protective case for international shipment.

7.0 Warranty and Support

7.1 Manufacturer Warranty

All internal equipment within Magic Mirror comes with 1-year manufacturer warranty, since we're using top branded equipment such as Canon, Dell & etc, the typical lifespan of the equipment is expected to last for more than 7 years. If an internal component was diagnosed to be faulty, a replacement will be arranged immediately and sent by standard delivery terms.

More details: [Magic Mirror Terms & Conditions](#)

7.2 Service Level Agreement

With support contract,

- System updates to new modules
 - o Fix bugs
 - o To improve system performance
- Use of control panel
 - o Daily health check on device status
 - o Manage contents and events
 - o Apps usage logs & photo gallery
- Customer service
 - o Support Emails / Call
 - o Engineer call-out

Without support contract,

- Use of control panel
 - o Daily health check on device status
 - o Manage contents and events
 - o Apps usage logs & photo gallery

More details: [Magic Mirror Support Contract](#)

7.3 Onsite Event Support

An on-site support personnel can be arranged for first time event activations. However, most of our customers do not need our support personnel to be on site for the installation because it is designed to plug-and-play. If there is any assistance required, we are happy to provide support via phone to guide through the installation process.

8.0 Software Modules Portfolio

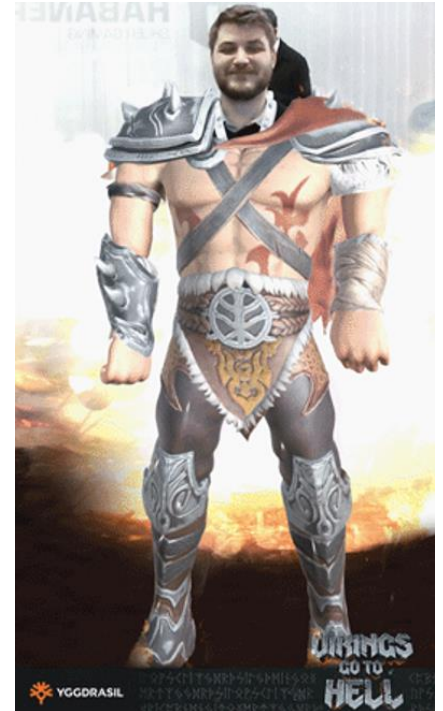
8.1 Augmented Reality



Sony Pictures: The Emoji
Movie Campaign –
Facial Recognition App



Madame Tussauds: Lady
Gaga Virtual Costume –
Fun Costume Try On



ICE London Gaming
Exhibition: Vikings Theme –
Fun Costume Try On



Ray Ban: Interactive Ads –
Virtual Sunglasses Try On



Barbie: Virtual Dressing –
Fun Costume Try On



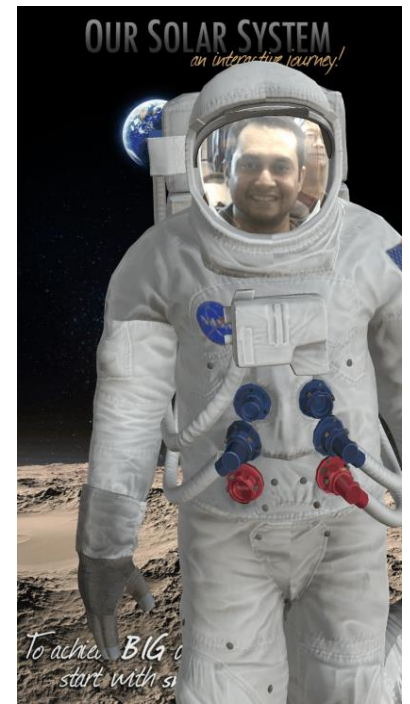
CATS Broadway Show –
Photo Booth + Face Filter



TLC: Say Yes to the Dress –
Virtual Wedding Dress



Questacon: National Science
and Technology Centre –
Facial Recognition App



KidZania Museum: Astronaut
Try On –
Fun Costume Try On



World Duty Free: Halloween
Event –
Fun Costume Try On



Museum: Taking pictures with
the Champions –
Photo Booth Feature



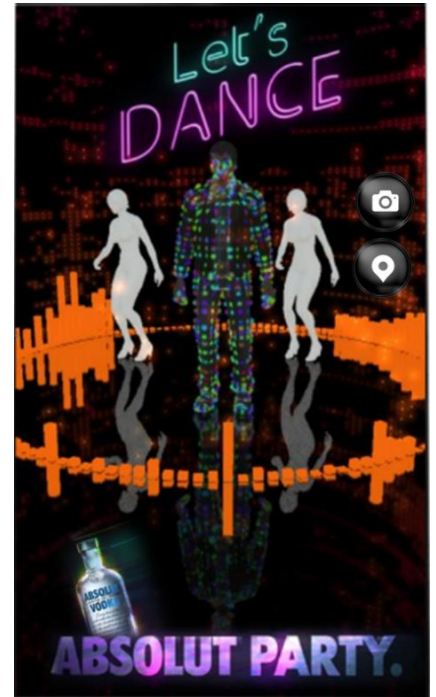
World Duty Free: Compare
Multiple Sunglasses at Once –
Virtual Sunglasses Try On



KidZania Museum: Dinosaur World –
Photo Booth Feature



Jurassic Park: Immersive Dinosaur Experience –
Immersive Photo Booth



Absolut Vodka: Make Your Avatar Dance –
Interactive Game Kiosk



Museum: Ancient Greek Olympians –
Immersive Experience + Photo Booth



Roman Knight: Make Your Avatar Move –
Interactive Avatar



Welcome to Your Blood Cell: Interactive Learning –
Learning Kiosk + Photo Booth

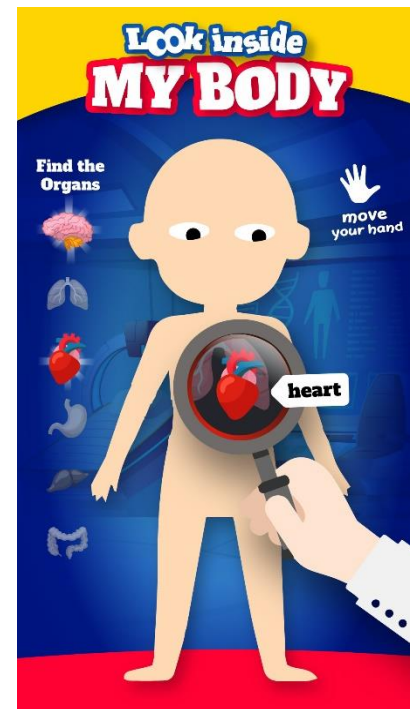
8.2 Interactive Games Kiosk



Kiehl's: Catch and Win–
Interactive Game Kiosk



Questacon: National Science
and Technology Centre –
Facial Recognition App



KidZania Museum: Learn
About Human Anatomy –
Interactive Learning Kiosk



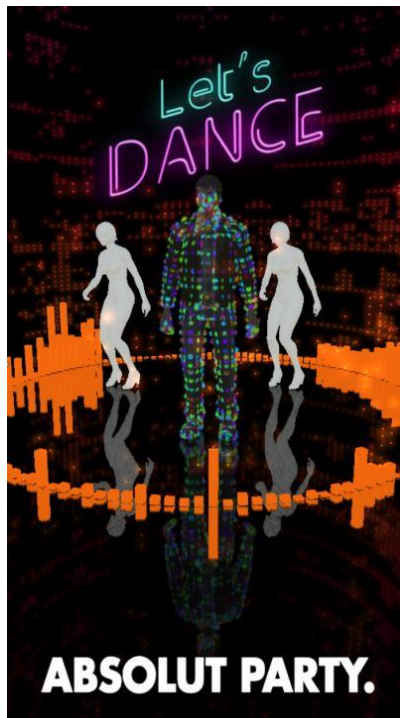
World Duty Free: Halloween
Event –
Fun Costume Try On



Camel Active Lucky Box:
Win Vouchers –
Interactive Game Kiosk



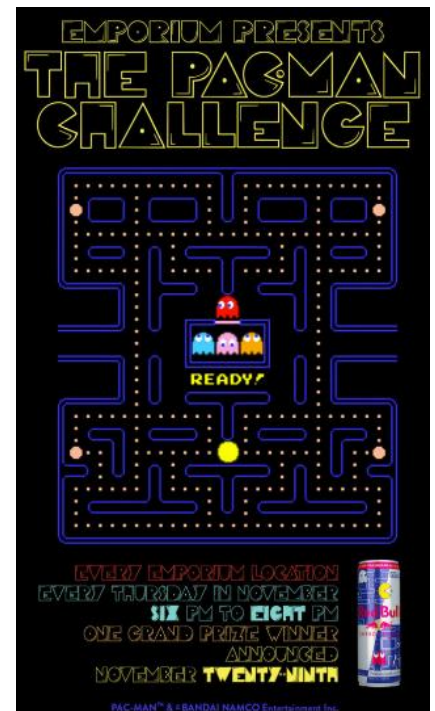
Pringles Jib Jab: Be a Part of
Advertisement –
Interactive Advertisement



Aboslut Vodka: Make Your Avatar Dance –
Interactive Game Kiosk



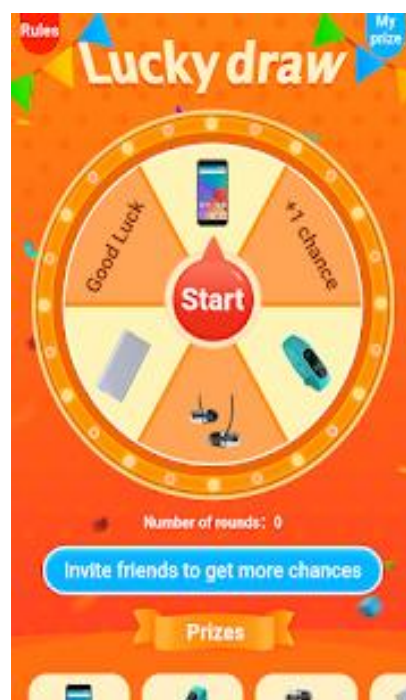
UEFA Euro Football Game –
Interactive Game Kiosk



Red Bull Pac Man –
Interactive Game Kiosk



Hot Wheels: Car Racing Game –
Interactive Game Kiosk

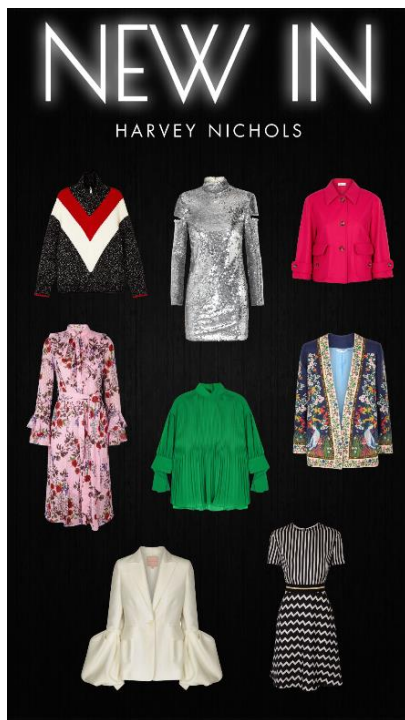


Lucky Draw: Win Vouchers & Discounts –
Interactive Game Kiosk



Welcome to Your Blood Cell:
Interactive Learning –
Learning Kiosk + Photo Booth

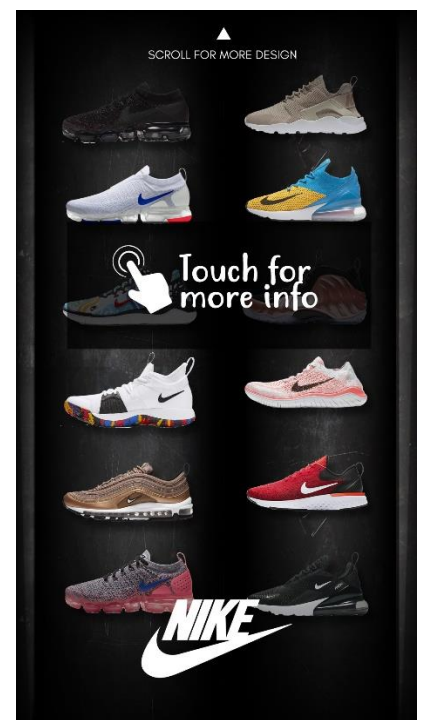
8.3 In-Store Catalogue



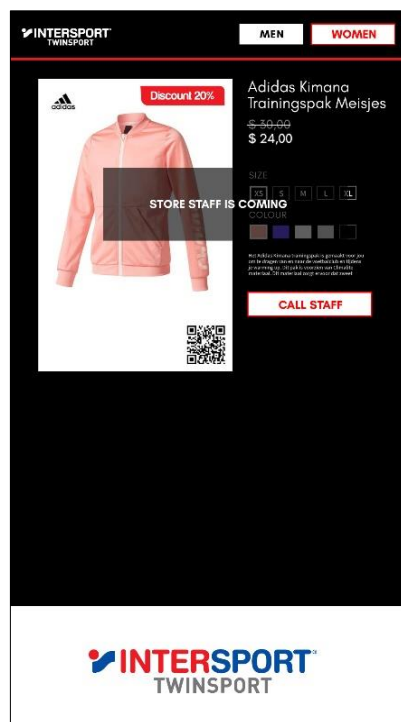
Harvey Nichols: TOP 8 Product Items –
Smart Retail Solution



Tissot: Product Features + Product Details –
Smart Retail Solution



Nike: Endless Aisle –
Virtual Shelf +
Connect to E-Commerce Site



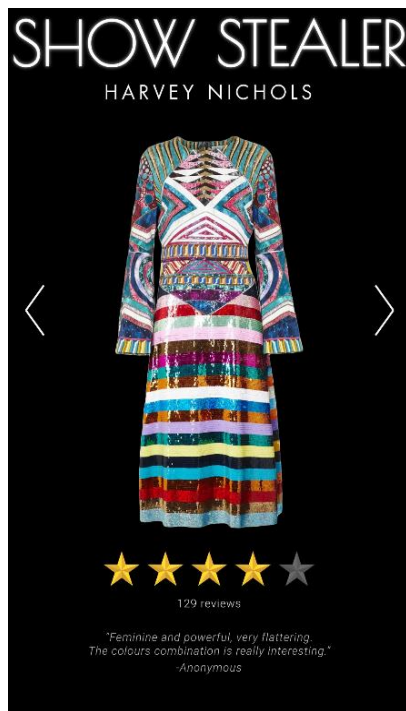
Intersport: Product Catalog with Product Details –
Smart Product Catalog



Furla: Virtual Bag Try On –
Feature New Products



Clarins: Lift and Learn –
Showcase Featured Products



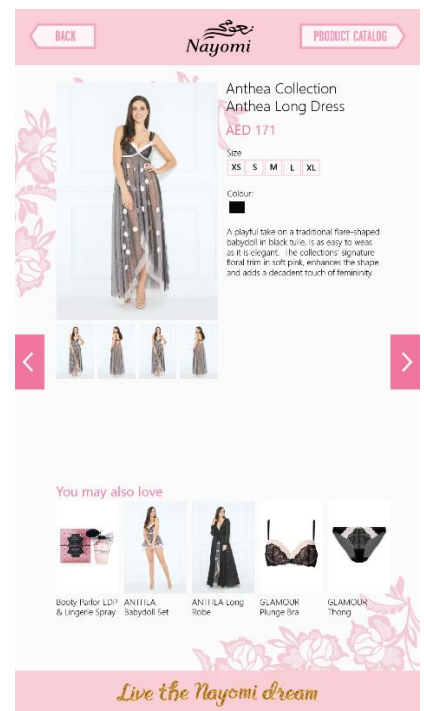
Harvey Nichols: Seasonal Items –

Seasonal Product Catalog +
Connect to E-Commerce Site



SPANX: Find Your Ideal Shapewear –

Product Catalog



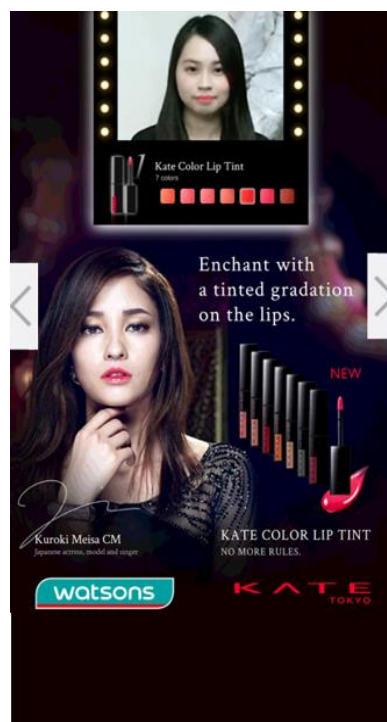
Nayomi: Featuring New Products –

In Store Product Catalog



World Duty Free: Compare Multiple Sunglasses at Once –

Virtual Sunglasses Try On



Watsons: Virtual Make Up for Lipsticks –

Virtual Make Up



Harvey Nichols: Everything Under £50 –

Promotional Product Items



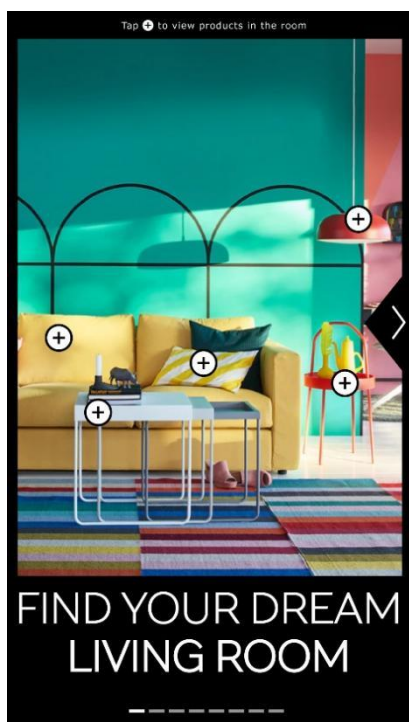
Watsons: Find Your Products
in Store –
Product Finder



Virtual Dressing: Feature
Seasonal Products –
Virtual Dressing



Adidas: New Featured
Products –
Seasonal Product Catalog



IKEA: Virtual Tour 360 –
Virtual Tour for Furnitures



Sunway Pyramid Shopping
Mall: Virtual Shelf –
Virtual Vending Machine

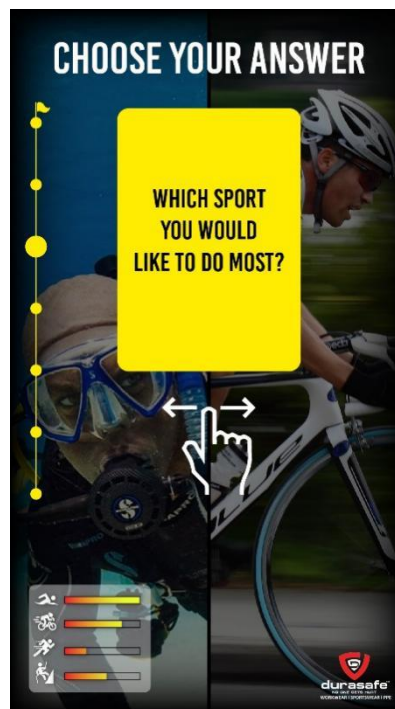


Harvey Nichols: Featuring
Seasonal Products –
See Now Buy Now

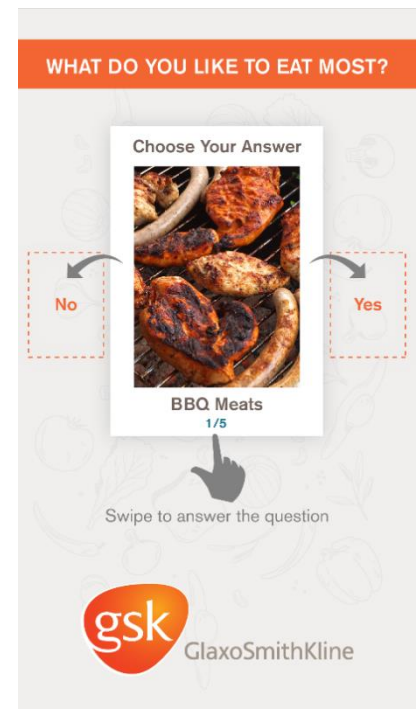
8.4 Questionnaire Kiosk



HSBC Propaganda
Questionnaire –
Interactive Questionnaire

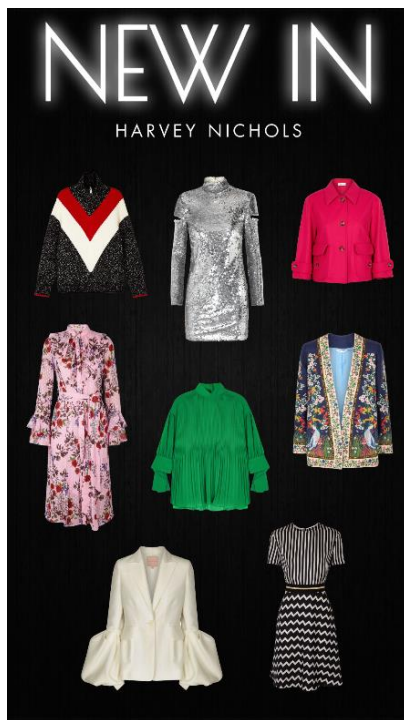


Durasafe: Customer
Preference –
Questionnaire + Customer
Preferences



GSK: Product
Recommendation –
Questionnaire + Product
Recommendation

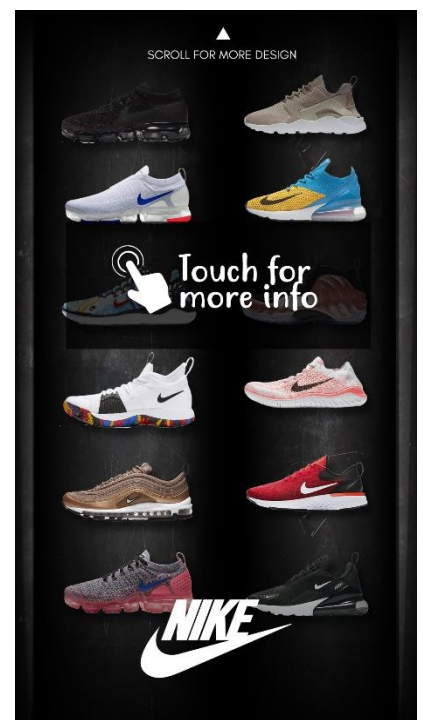
8.5 Connect to E-Commerce



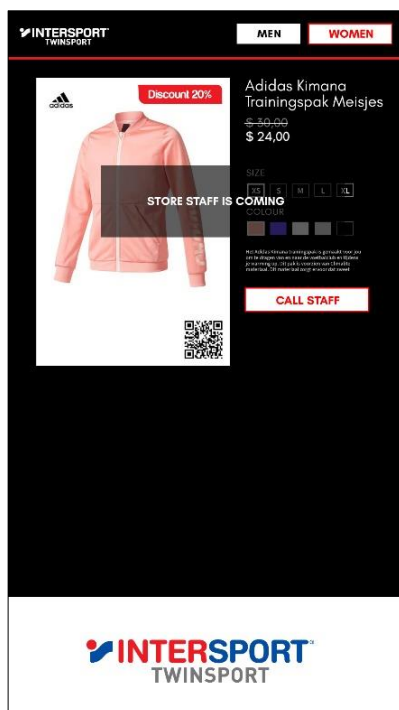
Harvey Nichols: TOP 8
Product Items –
Smart Retail Solution



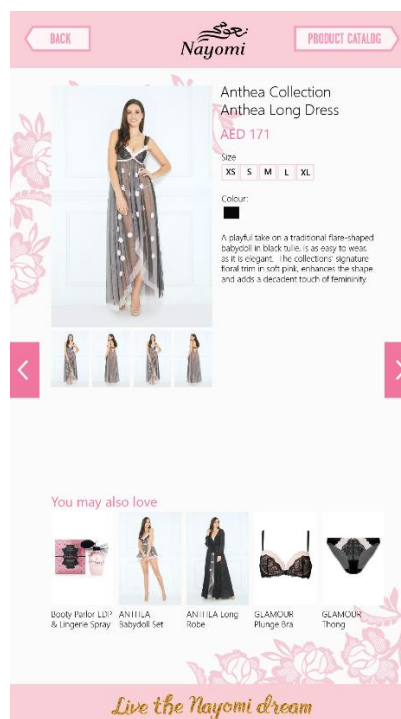
Tissot: Product Features +
Product Details –
Smart Retail Solution



Nike: Endless Aisle –
Virtual Shelf +
Connect to E-Commerce Site



Intersport: Product Catalog
with Product Details –
Smart Product Catalog



Nayomi: Featuring New
Products –
In Store Product Catalog



Adidas: New Featured
Products –
Seasonal Product Catalog



Harvey Nichols: Seasonal Items –

Seasonal Product Catalog + Connect to E-Commerce Site



Sunway Pyramid Shopping Mall: Virtual Shelf –

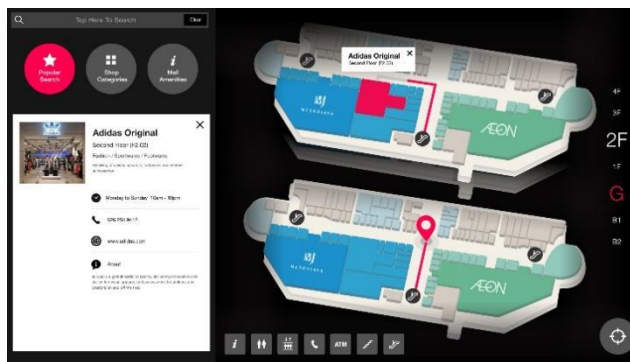
Virtual Vending Machine



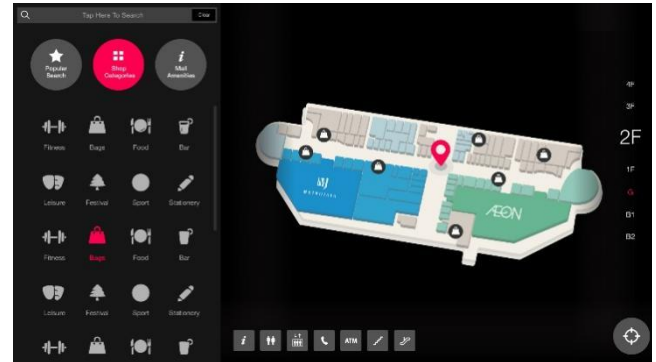
Harvey Nichols: Everything Under £50 –

Promotional Product Items

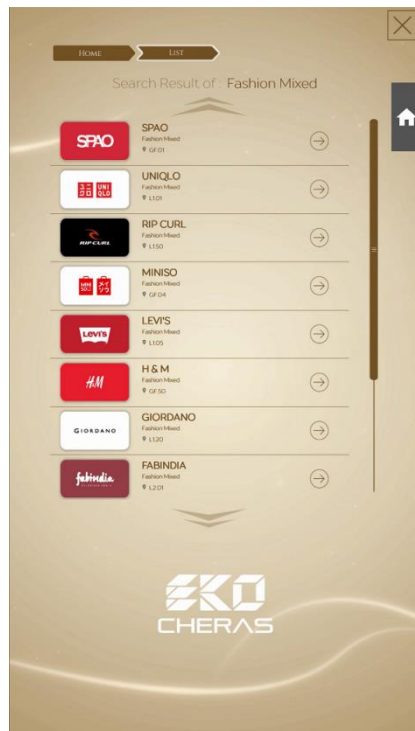
8.6 Wayfinding Kiosk



Sunway Pyramid Shopping Mall –
Wayfinding Kiosk (Landscape)



Sunway Pyramid Shopping Mall –
Wayfinding Kiosk (Landscape)

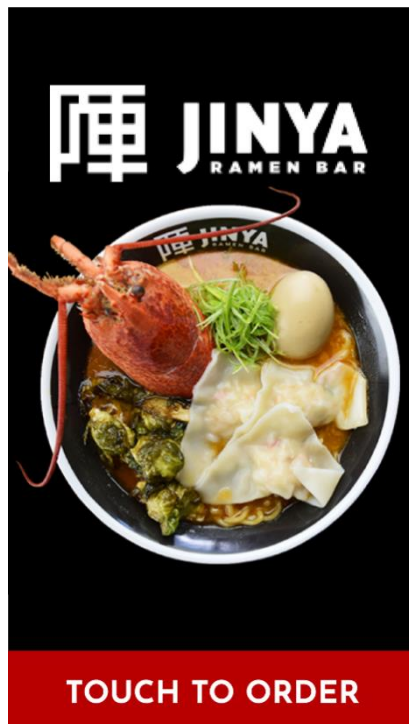


EKO Cheras Shopping Mall –
Wayfinding Kiosk (Portrait)

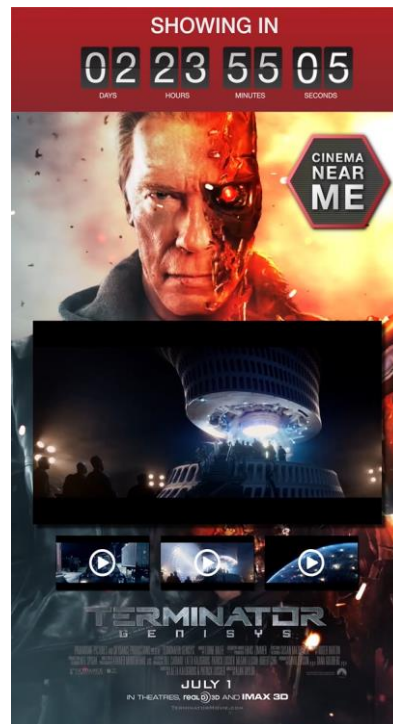


EKO Cheras Shopping Mall –
Wayfinding Kiosk (Portrait)

8.7 Self Service Kiosk



Jinya Ramen Bar –
Self Order and Booking



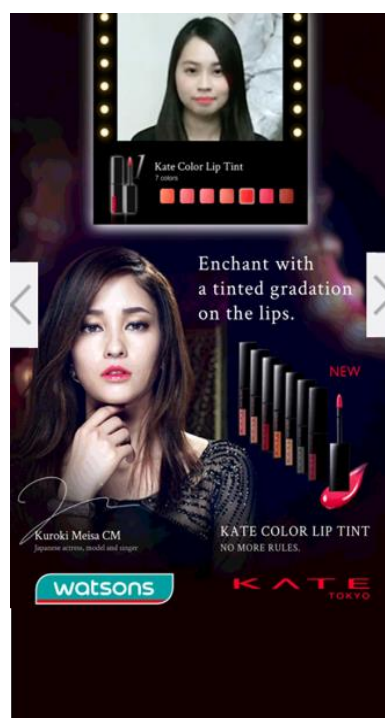
Terminator Movie Campaign –
Self Order and Booking



Clarins: Lift and Learn –
Showcase Featured Products



EKO Cheras Shopping Mall –
Wayfinding Kiosk (Portrait)



Watsons: Virtual Make Up for
Lipsticks –
Virtual Make Up



Adidas: New Featured
Products –
Seasonal Product Catalog

8.8 Digital Signage



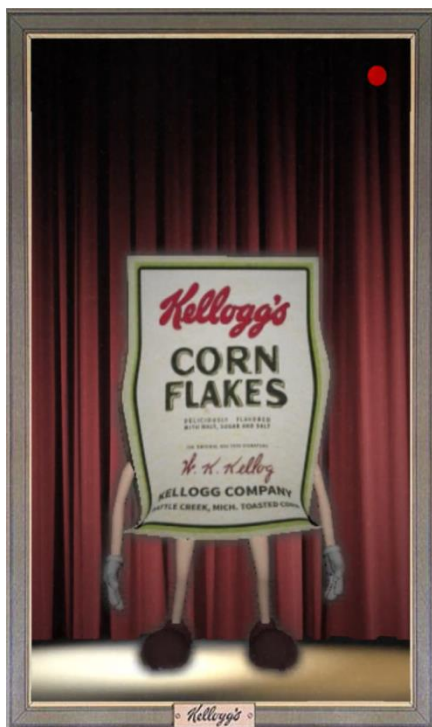
Jurassic Park: Immersive Dinosaur Experience –
Interactive Movie Campaign



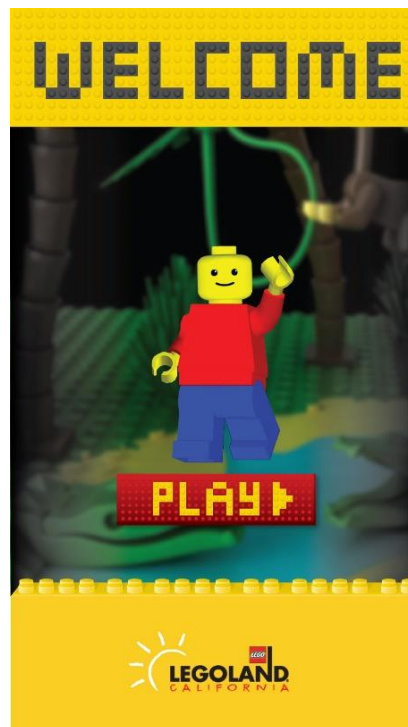
Levi's Promotional Offers –
Digital Signage



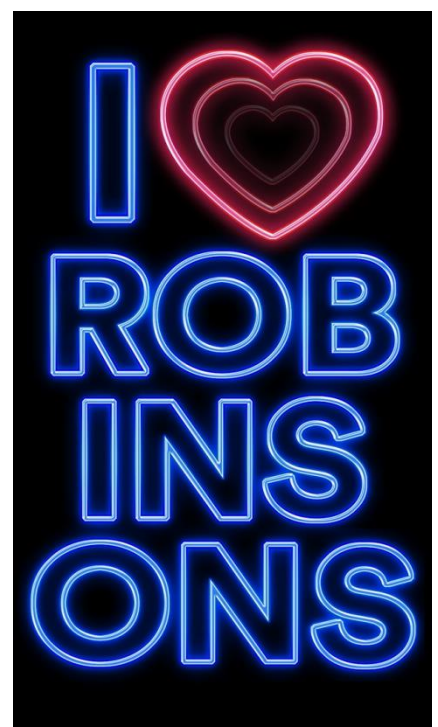
Four Seasons Hotel: Welcome Message –
Interactive Welcome Signage



Kellogg's Cereal: Move with Your Avatar –
Interactive Advertisement



Legoland California –
Interactive Advertisement



Robinsons Shopping Mall –
Interactive Advertisement



Adidas: New Featured
Products –
Seasonal Product Catalog



EKO Cheras Mall –
Interactive Welcome Signage

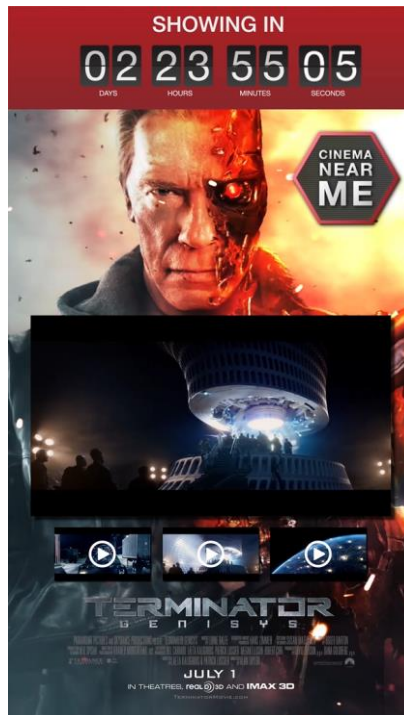


Sasa Make Up Product
Catalogue –
Seasonal Product Items

8.9 Interactive Wall



Edgerton Explorit Center:
Make Your Drawings Come
Alive –
Interactive Wall



Terminator Movie Campaign –
Self Order and Booking



Madame Tussauds: Lady
Gaga Virtual Costume –
Fun Costume Try On



Barbie: Virtual Dressing –
Fun Costume Try On



Questacon: National Science
and Technology Centre –
Facial Recognition App



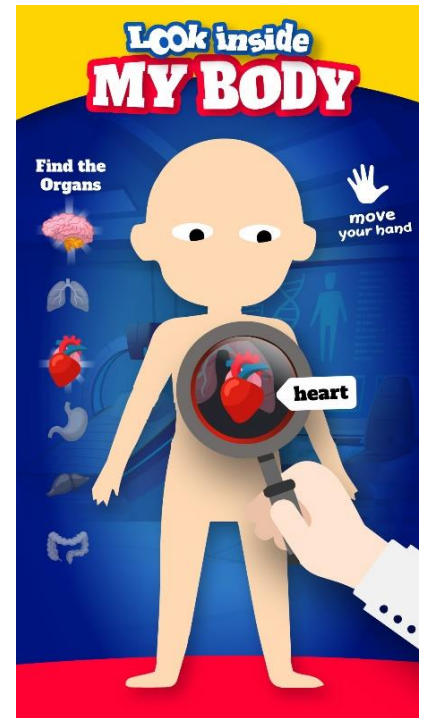
CATS Broadway Show –
Photo Booth + Face Filter



Jurassic Park: Immersive
Dinosaur Experience –
Immersive Photo Booth



World Duty Free: Halloween
Event –
Fun Costume Try On



KidZania Museum: Learn
About Human Anatomy –
Interactive Learning Kiosk

8.10 Virtual Dressing



Barbie: Virtual Dressing –
Fun Costume Try On



TLC: Say Yes to the Dress –
Virtual Wedding Dress



Virtual Dressing: Feature
Seasonal Products –
Virtual Dressing



Ray Ban: Interactive Ads –
Virtual Sunglasses Try On



Furla: Virtual Bag Try On –
Feature New Products



World Duty Free: Compare
Multiple Sunglasses at Once –
Virtual Sunglasses Try On

8.11 Interactive Learning Kiosk



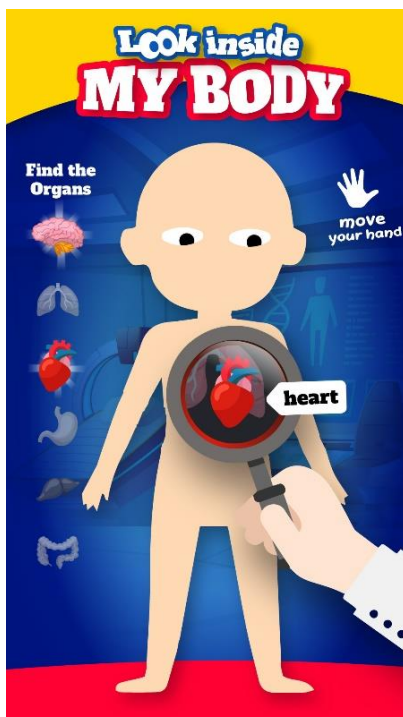
Questacon: National Science and Technology Centre –
Facial Recognition App



Welcome to Your Blood Cell:
Interactive Learning –
Learning Kiosk + Photo Booth



KidZania Museum: Astronaut
Try On –
Fun Costume Try On



KidZania Museum: Learn About Human Anatomy–
Interactive Learning Kiosk



Edgerton Explorit Center:
Make Your Drawings Come
Alive –
Interactive Wall



Roman Knight: Make Your
Avatar Move –
Interactive Avatar