



# Magic Mirror For Retail Stores

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Magic Mirror

# Specifically Designed for Retailers

It's designed specifically for retail chains, it caters for retailers who is looking to bring the experience of shoppers to the next level and provide a tool to bridge the interaction between staff and shopper.

## Interactive Digital Signage

### Magic Mirror™

- 55" LED **4k display** monitor
- **Touch screen**
- **Kinect body sensor**
- Quad core CPU + Graphics card
- Magic Mirror OS
- Optional one-way mirror
- **20++ templates** with **Unity3D multimedia experience**

## Analytics

### Magic Mirror Manager™

- Ads Scheduler and Distribution
- **Usage Analytics**
- **Viewing Analytics**

## New Retail Functions

- Product Catalogues
- Product Page
- Virtual Try-on
- This or That
- Lift & Learn

## Services

### Support and Maintenance

- SLA on system uptime
- Onsite support and maintenance

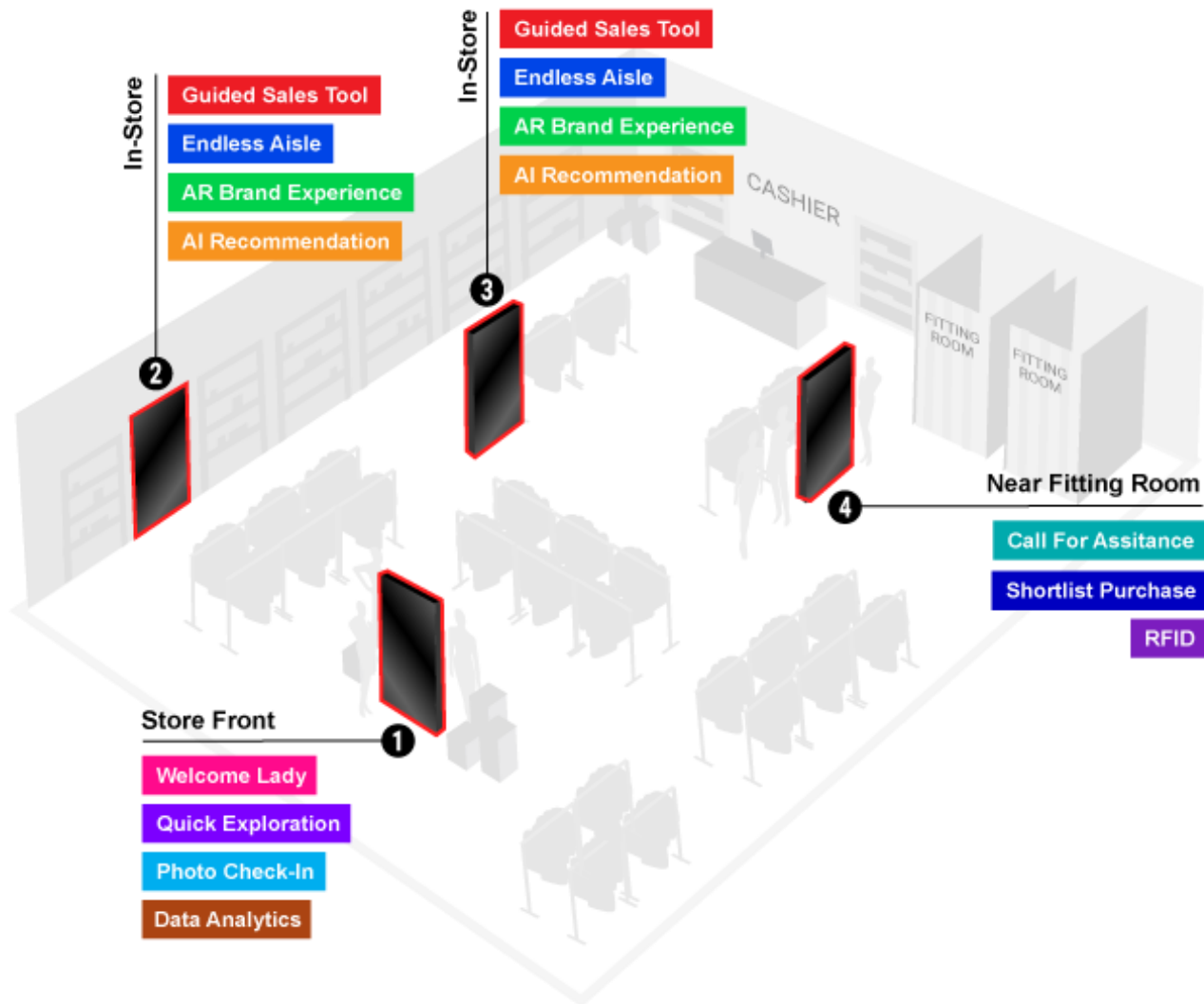
### Multimedia Design Service

- Graphics design
- 3D model rendering (3x units)
- Advertising consultancy



Complete System Price: from **USD \$5,100**

# Magic Mirror Integrated Solution™



Welcome Lady™  
Guided Sales Tool™  
Call For Assistance™  
Endless Aisle™  
Magic Mirror Manager™

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# Welcome Lady™

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Welcome Visitors

Selfies & Games

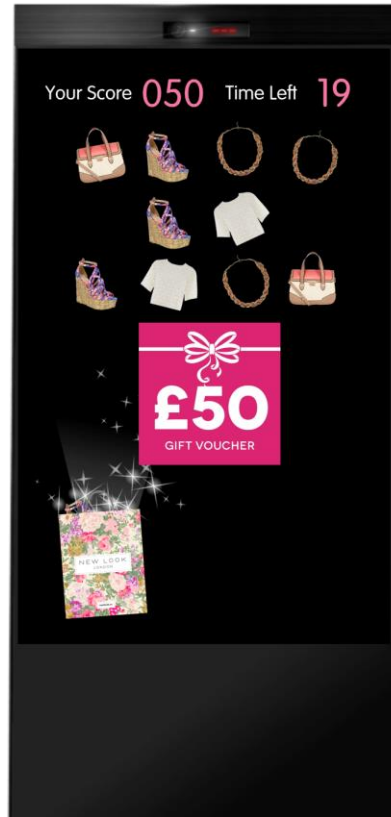
Key Connector To  
All Services

# Selfies & Games



## Photo Check-in

Take a fun picture and share it on social media – Providing a fun space for shoppers to explore.



## Play & Win \$20 Voucher

Variations of mini game to entertain users of all ages.

## Wow & Memorable

Magic Mirror multimedia apps are highly customizable, creating a branding experience by combining user experience with brand together, making your store campaign a memorable one with lasting memories and a brand that you will never forget.

## Boost Sales with Promotional Vouchers

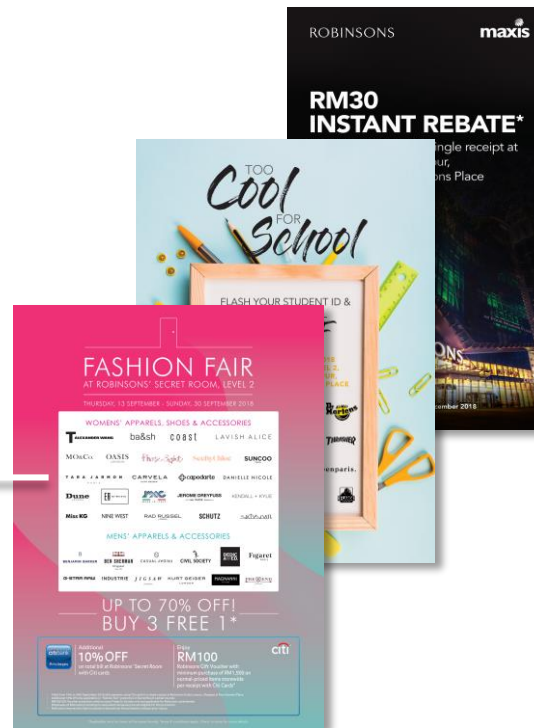
Boost visitor's tendency to shop with voucher integration into photos / games. This is likely to increase usage of Photobooth unit, as well as sales volume.



# Key Connector To All Services



Magic Mirror connects all services and products in one place, allowing visitors to have a quick exploration on what's the best deals available or what's happening in store.



## General Info / Concierge

- ✓ What's happening
- ✓ Featured content
- ✓ Promotes store info, services, loyalty card, etc

## Functional Search

- ✓ Allows users to drill down to browse the topic of interest

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# Guided Sales Tool

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Optimise sales staff's selling techniques with the help of AR, AI recommendation, big data with the aim to deliver a superior shopping experience for shoppers.

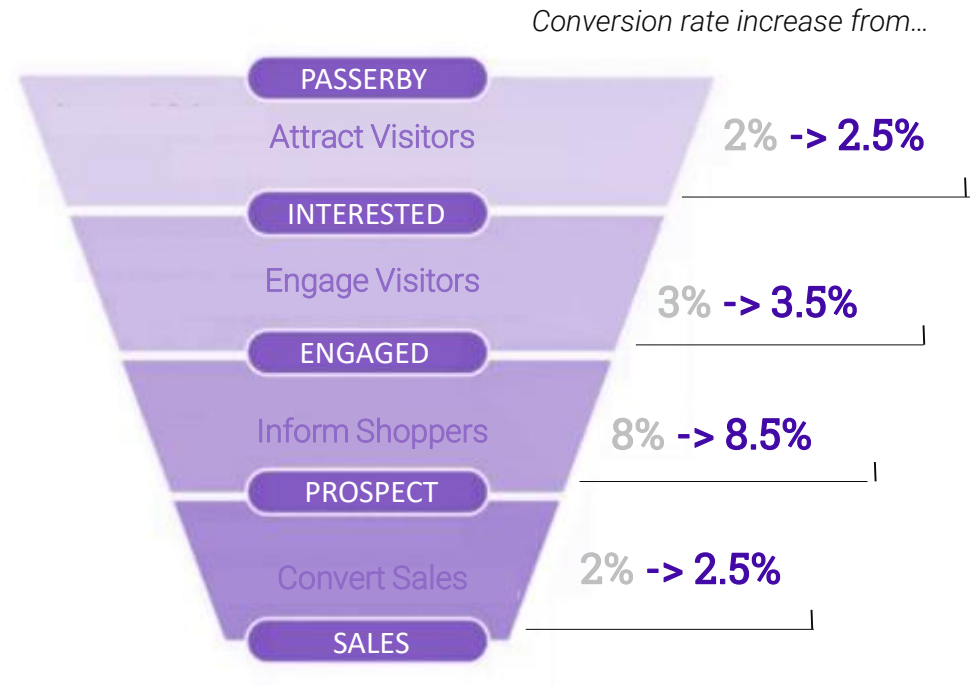
Can Magic Mirror guide sales staffs to deliver a superior shopping experience?

# Goal: Improve Your Sales Funnel

With the help of AR, AI recommendation and big data, sales staffs can use them as basis to spark shopper's interest and get them to feel engaged and immersed within your brand experience.

Immerse shoppers and guide them to the brand experiences that is needed.

## Projected Sales Revenue





Optimise sales staff's selling techniques

# Shop The Look

Passerby

Interested

Engaged

Prospect

Sales



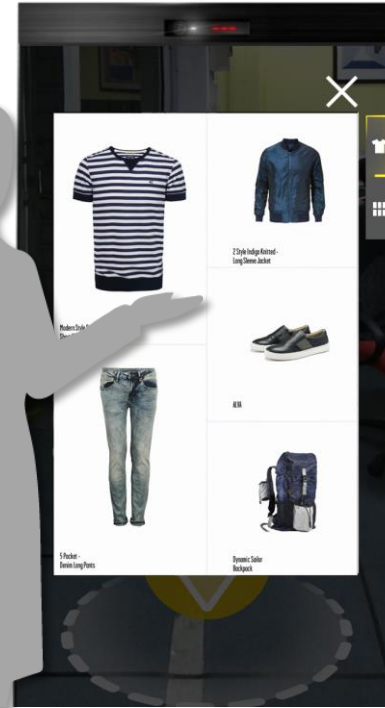
Catwalk Video

*"Hello, would you like to see the hottest items last week?"*



AR Experiences

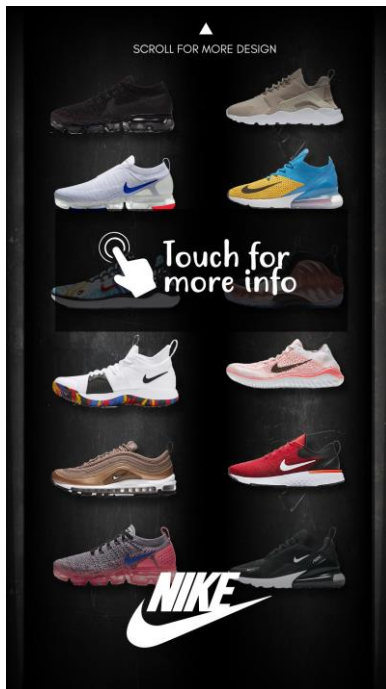
*"How about quickly trying out the best 5 looks?"*



AI Recommendation

*"It looks good with these caps and bag too!"*

# Apps Selection



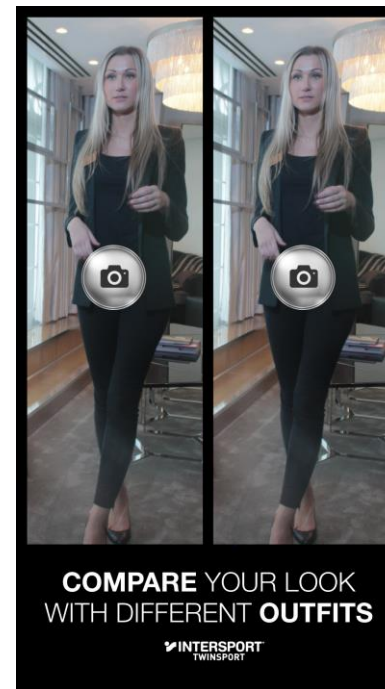
## Virtual Shelf

As an endless aisle display, shoppers can browse products in endless loop and click for more info.



## Interactive Product Guide

Highlighting key features of your product, the mannequin can twist & turn to showcase product from different angles.



## This or That

Take side-by-side photos with different outfit, so that shoppers can better select between shortlisted items.



## Lift & Learn

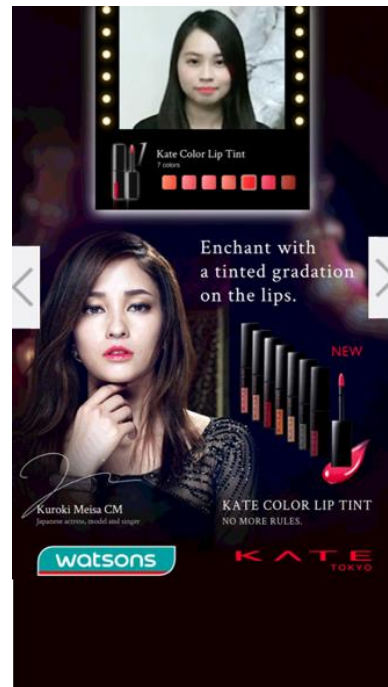
Interact with shoppers as soon as an item is lifted up. Note: RFID tagged products are used

# Apps Selection



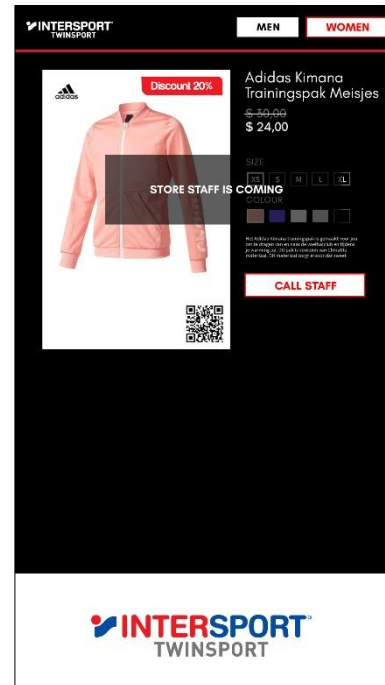
## 3D Virtual Dressing

Presents realistic 3D product models and sync with shopper's movement within the live video feed.



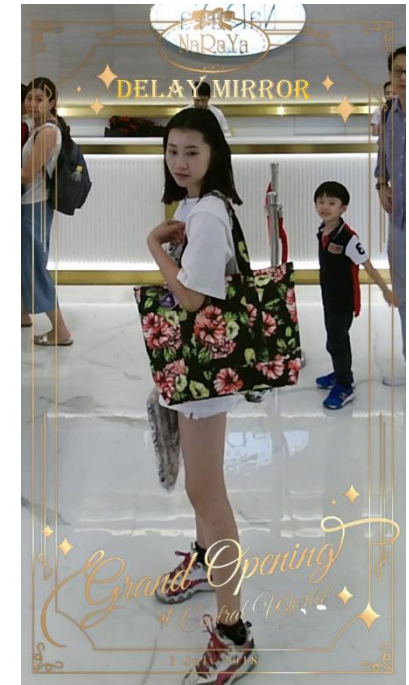
## Virtual Makeup

As your virtual artist, it presents different makeover look on shopper's face.



## Product Catalogue

Digital guide for shoppers to refer to when they are interested to know more about a product.



## Delay Mirror

Utilising delayed video recording, shoppers can see the rear view of how they look when they try-on a bag or garment.

# Smart RFID Mirror

## Further Engage And Convince Shoppers To Buy

The moment when shoppers grab a product from the display shelf, they have showed interest in the particular product and this is the best time for retailer to further promote the products to positively influence their buying decision.

## Lift and Learn

When a customer picks up a product, Magic Mirror™ immediately displays relevant content in different form, be it the product details, tutorial videos, blogger reviews and so on.

 Styling Tips <





# Call Staff At Your Fingertips

*“Here is your jeans in a different size & colour”*



Customer selects the **Call Staff** button from the Magic Mirror

All staff will receive a push notification instantaneously

The call staff application creates a call to action for shoppers to contact a retail sales representative from within the store. With the opening this creates, retail store staff will be able to further engage with the shopper to convert them into customers.

## Monitor Level Of Call To Actions

The screenshot shows the Magic Mirror control panel dashboard. It includes a sidebar with navigation options like Content Management, Data & Analytics, and Administration. The main area displays a 'Usage log' table with columns for Date, Time, Module, and Call to action.

| Date       | Time    | Module            | Call to action |
|------------|---------|-------------------|----------------|
| 24/08/2018 | 12:54pm | Product catalogue | Made purchase  |
| 25/08/2018 | 02:35pm | Web browser       | Called staff   |
| 25/08/2018 | 03:08pm | Web browser       | -              |
| 25/08/2018 | 03:12pm | Product catalogue | -              |
| 26/08/2018 | 09:21pm | Virtual dressing  | Called staff   |

The Magic Mirror control panel comes with a dashboard to monitor the effectiveness of the Call Staff button. By tracking the level of response to calls to action, owners of Magic Mirror will be able to create compelling digital content to attract visitors and make the digital signage more effective.

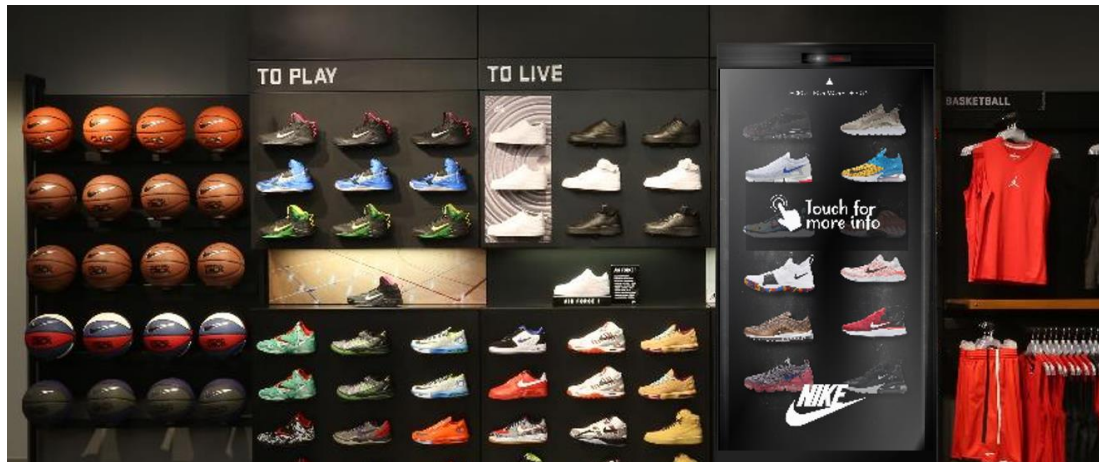
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# Endless Aisle

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Alongside New Retail strategy, Magic Mirror help to deliver an engaging and immersive experience to the shoppers with the aim of increasing brick & mortar sales, as well as online sales for your retail business.

# Showcase 1000+ Products



Not limited by the physical retail space, Magic Mirror™ is able to showcase thousands of products which is available in your online store, maximizing the probability of capturing shoppers' interests. Just add a URL link to the web of your online store and shoppers can start browsing!

## Different Ways To Showcase

- ✓ Direct use of online webpage
- ✓ Re-layout website content into meaningful catalogues

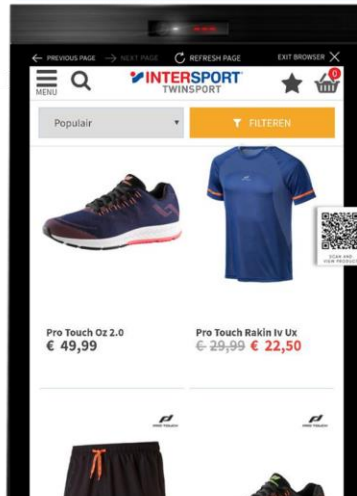
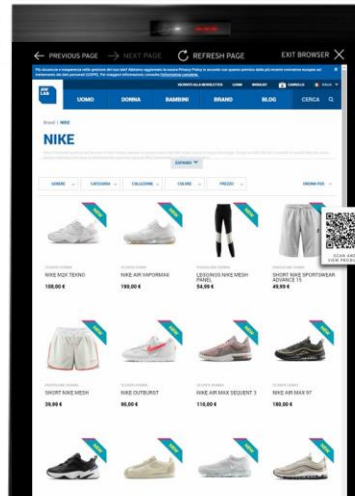
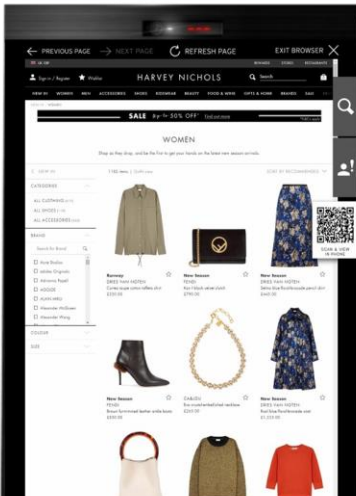
## Add Story & Colours To Products

- ✓ Extend the shelf space in store
- ✓ Matching items recommendation
- ✓ Providing insider's news

[www.HarveyNichols.com](http://www.HarveyNichols.com)

[www.AW-LAB.com/shop/.....](http://www.AW-LAB.com/shop/.....)

[www.IntersportTwinsport.nl/](http://www.IntersportTwinsport.nl/)



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# Magic Mirror Manager™

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Daily Health Check

Content  
Management

Usage Analytics



# Manage & Update Contents Easily



## Update Data via Excel Spreadsheet

Either through web API or data input on Excel spreadsheet, Magic Mirror Manager™ will translate it into meaningful content display to the assigned Magic Mirror™ unit(s).

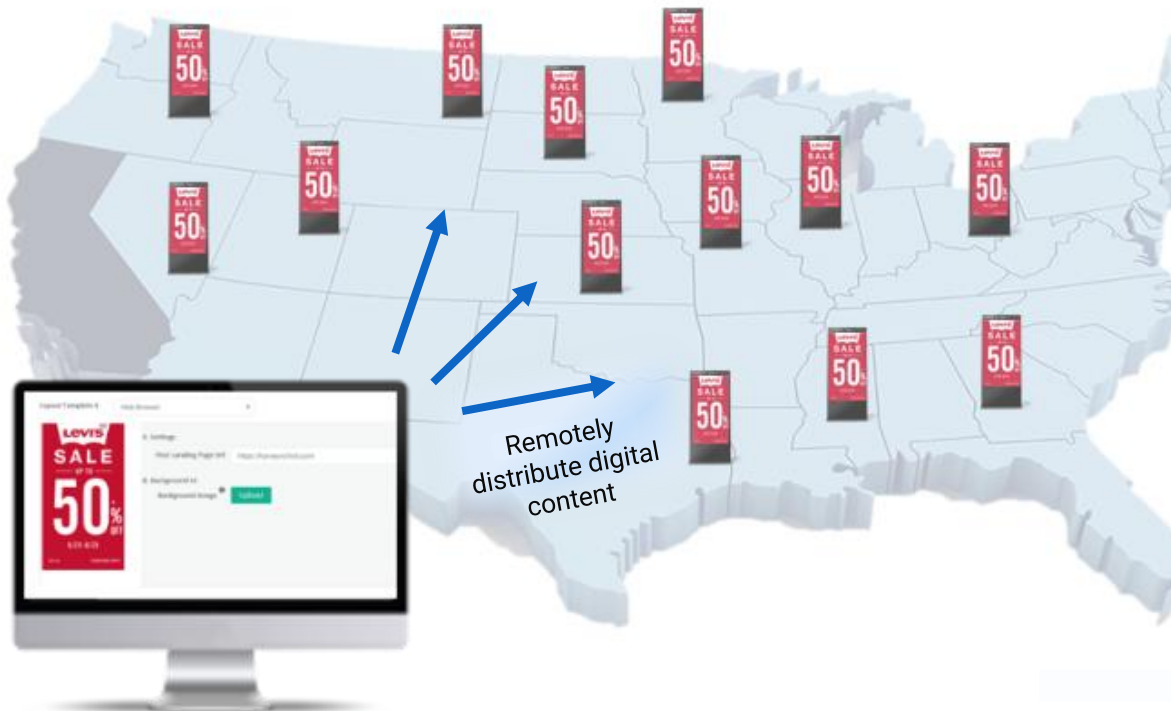
A calendar for November 2016 with days of the week as columns and dates as rows. Various dates are highlighted with colored boxes containing text, representing scheduled advertisements.

| NOV 2016                   |                                     |   |   |                                    |     |     |
|----------------------------|-------------------------------------|---|---|------------------------------------|-----|-----|
| Sun                        | Mon                                 | Tue   | Wed   | Thu                                | Fri | Sat |
|                            |                                     | 1   | 2   | 3                                  | 4   | 5   |
|                            |                                     | Future World : Where Art Meets Science        |   |                                    |     |     |
|                            |                                     |   |   | Sunken cities: Egypt's lost worlds |     |     |
| 6                          | 7                                   | 8   | 9   | 10                                 | 11  | 12  |
| Maria Merian's Butterflies |                                     |   | Journey To Infinity: Escher's World Of Wonder |                                    |     |     |
| 13                         | 14                                  | 15  | 16  | 17                                 | 18  | 19  |
|                            |                                     |   |   | South Africa: the art of a nation  |     |     |
| 20                         | 21                                  | 22  | 23  | 24                                 | 25  | 26  |
| ArtScience on Screen       |                                     |   |   |                                    |     |     |
|                            | Planetarium shows : The Sky Tonight |   |   |                                    |     |     |
| 27                         | 28                                  | 29  | 30  |                                    |     |     |
|                            |                                     | Colour and Vision: Through the Eyes of Nature |   |                                    |     |     |

## Schedule Ads for Different Campaigns

Pre-plan your advertisements through Magic Mirror Manager™. It gives managers the ability to schedule and run campaigns on the pre-defined time, optimizing the use of Magic Mirror in different store branches.

# Manage 100+ Units From A Central Location



Centrally Managed by  
HQ

## Proven To Improve Staff Morale

Bear in mind that shoppers are not as pro-active to purchase an item. With the pre-set guidelines, staffs are able to use different tools available to seep into shopper's journey. e.g. take a selfie, watch a tutorial video, look at colour options online.

## Consistent Sales Experience Across All Branches

Since sales content can be updated centrally, regional managers can also take part in the sales process by providing updated guides of product stories for staffs to share.

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# Case Studies

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Showcasing some of the successful stories of our retail chain customers. Being a part of the store DNA of shoppers journey.

# Centre Piece of the VIP Fitting Rooms

Providing premium concierge service to the VIP shoppers, with "Wear and Compare" mirror as the decision making tool.



CEO of Harrods Nominated Magic Mirror for Walpole British Luxury Awards



# Wear and Compare in Levi's World

Pick up your favourite jeans from the shelf, wear it and compare the jeans cutting at different angles. Share your jeans look with your friends via Facebook and email.



**LIVE IN Levi's®**

Magic Mirror @Levi's Paris Flagship Stores



**LIVE IN Levi's®**

Magic Mirror @Levi's Amsterdam Store