Magic Mirror 55™

Product Code: MM-MM55

Magic Mirror 55™ is a one-box solution in a vandal-resistant metal cabinet. All components and software are pre-configured and put in place. The installation is quick and easy -- plugin and it's ready to go. It requires only a 220-240W power point socket and ideally an Ethernet socket. The mirror can also run on Wi-Fi. It can either be screwed to the wall or a freestanding mirror cabinet depending on the retailer's requirements. The cosmetic finish and user interface are customisable to fit into the retailer's brand image or store design. Magic Mirror is incorporated with the Kinect sensor

Key Features

➤ Immersive Branding Experience

➤ Interactive Digital Kiosk

➤ Take Photo with Virtual AR

➤ Social Media & Email

➤ QR Coupon with Advergame

➤ Product Browsing Catalogue

➤ Product Finder and Store Check

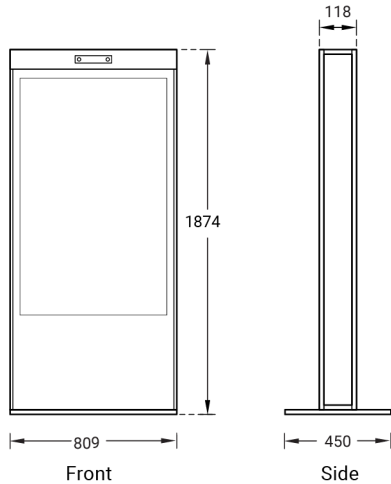➤ Multichannel Integration

➤ Questionnaire

Hardware

1. **55" 4K LG high brightness display panel.** With the 3840 x 2160 resolution DLED, Magic Mirror 55™ offers a fantastic image quality, from smooth video frame rate to tiny text contents, it also guarantees the visibility through a reflective mirror or transparent glass.

2. **Full touchscreen with 120fps.** It is using Projected Capacitive (PCAP) with multi-touch experience up to 20 touch points, it can operate multiple player interactive games not only to touch and drag the interface that is associated with smartphones and tablets.

3. **Intelligent AI Detection.** Magic Mirror 55™ is designed to be a Smart Genie Kiosk that could detect your gesture movement as well as user characteristics. It can collect visitor information for management to make data-centric decisions, also provide creative experiences to users such as emotion recognition, body gesture games, product recommendation based on user gender and appearance, and more.
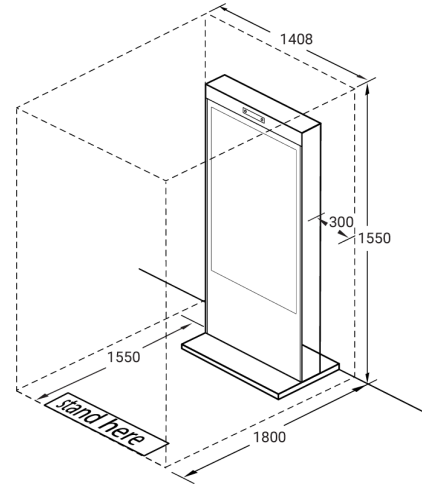
Software and Control Panel

1. **Easy to set up Application and Event.** The creation of application, event, playlist schedule, and devices are all manageable in one single view. Every application is configurable to its special needs. For example, if you are a shopping mall management team, you can manage your tenant account through Control Panel in order to rent the digital advertising slots to them, meanwhile the tenant can also manage the advertisement assets through the same platform.

2. **Individual login credentials and data protection.** Security protection over user info, privacy data, media and copyright is always the main criteria for software. Magic Mirror is designed in a AAA (Authentication, authorization, and accounting) framework to contain all data securely in the server. The accessibility of individual accounts is being categorised to its user role and group. All media is protected under GDPR compliance disclaimer.

3. **Theme editor** Magic Mirror shares themes throughout the Assets Library. The themes are editable in order for rebranding each design to fit the event. You can reuse the graphical assets that are provided by Magic Mirror, then customise your text, date and brand logo for your product launching or festival event.

Magic Mirror 55

Dimension of Magic Mirror 55 (mm):
808 (W) X 1873 (H) X 450 (D)

Minimum Clear Space Requirement (mm):
1408 (W) X 2043 (H) X 1800 (D)

GENERAL SPECIFICATION

Power Voltages	110- 220V (50-60Hz)
Power Consumption	≤180W

PROCESSING UNIT

System Memory	Kingston 8GB DDR4 RAM
Graphic Card	GeForce GT 1030
Primary Storage	128GB SSD
Operating System	Windows 8 64-bit or above
Processor	Intel I5 10400F 2.90GHz

DISPLAY UNIT

Active Display Area	684.9mm x 1217.6mm
Display Ratio	16: 09
Resolution	3840 x 2160 (4K)
Brightness	350cd/m2
Diagonal Size	55" Widescreen
Contrast Ratio	1300: 01
Sound Power	2 x 10 W

WARRANTY & SUPPORT

1-year manufacturer warranty from date of purchase. Technical support is available through email and over the phone with a support contact
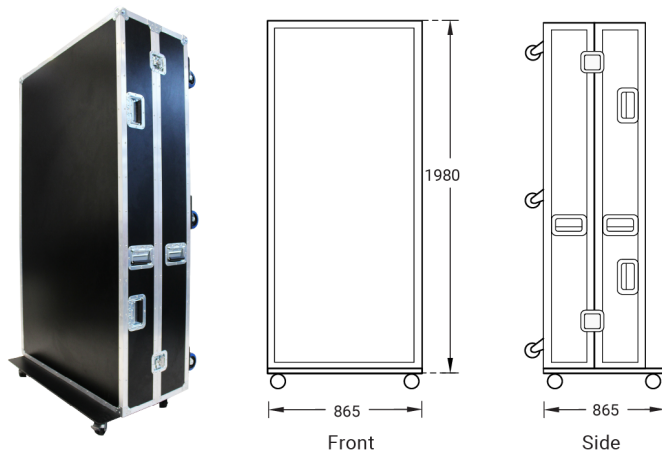
TOUCH PANEL

Speed of Response	3 - 8ms
Touch Area	Full-Screen
Cursor Speed	80 - 120 point/ms
Input	55" Capacitance touch
Power Consumption	0.5 W - 2 W

BODY SENSOR (MICROSOFT KINECT SENSOR)

Connectivity	v3.0
Output	USB Cable
Depth Camera	512 x 424 (30Hz)
Colour Camera	1920 x 1080 (15 - 30 Hz)
Active Infrared Capabilities	5120x 424 (30Hz)

CABINET & GLASS

Dimension	808.2 (W) x 1873.1 (H) x 450 (D)
Weight	150 kg (approx.)
Casing	Metal Cabinet with Fine Finishing
Colour	Black
Glass Thickness	3MM Tempered Glass
Glass Surface	Reflective one-way-mirror, or Transparent glass

FLIGHT CASE (OPTIONAL ADD-ONS)

SPECIFICATION

Dimension	865x686x1980mm (WxDxH)
Weight	50kg Approx
Max Load	500kg
Lock	Butterfly Latch (4 units)
Handle	Side Spring Handles (4 on each side) (Horizontal and vertical position) Top Handle Bar (Full Width)
Castor Wheels	Built-in brake / Max Load: 500 Kg
Interior	Protective Foam Layer

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