Magic Mirror is a sleek and minimalist designed digital signage, packaged with a variety of apps designed to be used for the health and beauty retail environment.

**Featured Apps**

- Shopping Guide
- Virtual Makeover
- Digital Signage
- CRM

**Specifications**

<table>
<thead>
<tr>
<th>Dimension (mm)</th>
<th>808 (W) X 1873 (H) X 450 (D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min. Clear Space Requirements (mm)</td>
<td>1408 (W) X 2043 (H) X 1800 (D)</td>
</tr>
<tr>
<td>Weight (kg)</td>
<td>130 kg (approx.)</td>
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</tbody>
</table>
In-Store Advertising

Promoting the products’ of different brands through an interactive digital signage which can do more than displaying advertising ads.
With too many choices available in store, shopping for the latest beauty trends can get overwhelming.

Magic Mirror is an interactive shopping guide, recommending the must-have or best selling beauty products, assuring shoppers on buying consumer-proven products to upgrade their daily beauty routine.

Interactive Shopping Guide

Using editorial content to recommend products that is different from the normal product listings experience.

Converting Sales with Guided Selling

With too many choices available in store, shopping for the latest beauty trends can get overwhelming. Magic Mirror is an interactive shopping guide, recommends the must-have or best selling beauty products, assuring shoppers on buying a consumer-proven products to upgrade their daily beauty routine.
With the touchscreen capacity, Magic Mirror is a digital signage which allows shoppers to choose and view the desired videos to learn more about your tenants' products or promotion.

Displaying latest promotion in the form of poster or video display.

Leasing Out Advertising Space

Earn extra revenue by leasing out the advertising space for your tenants to promote their products with the interactive advertising media – creating an immersive brand experience for the shoppers.

Interactive Poster or Video Ads

With the touchscreen capacity, Magic Mirror is a digital signage which allows shoppers to choose and view the desired videos to learn more about your tenants' products or promotion.
Making informed decision based on valid data

Gauge Advertising Effectiveness

Viewing Analytics

A powerful analytics which allows mall management to quickly identify the real problems and come out with actionable plan to improve the advertising effectiveness. All interactions are measured and reported in real-time, including:

- No. of views per ads
- No. of views per video
- Average engaged time
- No. of walk-by
- Etc.
Virtual Makeup Tester

Changing the future of how shoppers shop for make up with a true-to-life makeover experience.
Virtual Makeover

Changing the future of how shoppers shop for makeup with a true-to-life makeover experience.

Virtual Makeup Tester

Quickly try-on various colors and textures of makeup such as lipstick, eye makeup, blush and more without erasing the makeup the shopper already has on, ensuring shopper is completely satisfied before purchasing it.

Seeing Your Real-Time Makeover from All Angles

See your instant makeover in just one tap. Magic Mirror tracks shoppers’ facial features and apply makeup on their faces in camera live view, allowing them to see their makeup looks in real time.
CRM Kiosk

A great addition to the store for enhancing customer loyalty and clienteling.

Membership Sign Up  Points Balance Checking  Personalized Shopping
A great addition to the store for enhancing customer loyalty and clienteling.

Membership Sign Up

A self-service kiosk for shoppers to sign up for membership, eliminating the need of dedicated resource in assisting shoppers in member registration.
A great addition to the store for enhancing customer loyalty and clienteling.

Points Balance Checking

Allows shoppers to look up their own loyalty information, membership points, gift redemptions, etc. by swiping membership card at the dock or key in their membership ID.
CRM Kiosk

A great addition to the store for enhancing customer loyalty and clienteling.

Personalized Shopping Experience

Magic Mirror adds a layer of personal touch to the shopping experience by analyzing shoppers’ previous purchase records such as frequency of purchase, purchase value, etc. and creating highly targeted product recommendation offers to increase sales.
Managing multiple units from a central location

Manage Through A Simple Control Panel

Digital Content Management

Magic Mirror comes with an enterprise class digital signage system to manage the digital content of different units from a central location.

 Upload digital content (e.g. videos, photos, photo frames, logo, etc. via a web-based control panel.

 Schedule digital content to be played on the pre-defined time.

 Distribute digital content remotely to all units with a touch of button.
Find out more on our packages

Health & Beauty Retailer’s Package

<table>
<thead>
<tr>
<th>Hardware</th>
<th>Notable Features</th>
<th>Featured Apps</th>
</tr>
</thead>
</table>
| o Kinect Body Sensor  
 o Studio Flash  
 o Response Visual Unit  
 o Full HD Display  
 o Touchscreen  
 o Mirror Cabinet | o Kinect body tracking  
 o Social media, email and QR code sharing  
 o Digital signage player  
 o Gesture control  
 o Branding and graphics customization capability  
 o Data input via touchscreen  
 o Online photo gallery  
 o User data harvesting  
 o Mirror usage tracker | o Shopping Guide  
 o Virtual Makeover  
 o Digital Signage  
 o CRM |

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