INTERACTIVE DIGITAL SIGNAGE
for Retail Stores

POWERFUL

Magic Mirror equipped with the most advanced hardware and the cutting-edge software, all in one solution. Equipped with the 55" full touch screen capacity together with Kinect body sensor, Magic Mirror extends what a traditional digital signage can do by adding interactive experience onto existing digital content

SELF-MANAGEABLE AND LOW MAINTENANCE

Magic Mirror is very cost-effective to maintain. It comes with an enterprise class content management system to upload, schedule and distribute digital content of different units from a central location. Designed to be straightforward and user friendly, so it doesn't require a technical guy to operate.

MULTIFUNCTIONAL

Magic Mirror is built on a common platform where it can hold many apps. With a wide range of readily available apps, Magic Mirror is able to serve different needs of your retail stores and improve the in-store shopping experience to enhance customer loyalty .

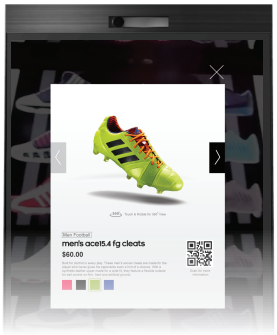
Use Cases

3D Virtual Dressing

Combining with 3D body scanning technology, 3D product models are scaled to virtually fit onto shoppers' body within the live video feed. This allows shoppers to see the virtual fitting in 360° view, even the folds of the fabrics as they twist and turn.

Virtual Makeup Tester

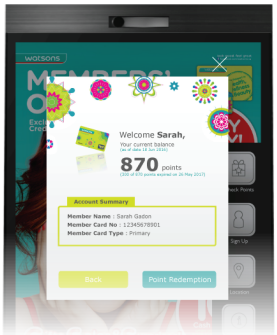
Quickly try-on various colors and textures of makeup such as lipstick, eye makeup, blush and more without erasing the makeup the shopper already has on, ensuring shopper is completely satisfied before purchasing it.



In-Store Advertising

Earn extra revenue by leasing out the advertising space for your merchants to promote their brands with interactive advertising media and use editorial content to recommend products to your shoppers.

Apps:
Best Sellers | Video Ads | Virtual Shelf



CRM Kiosk

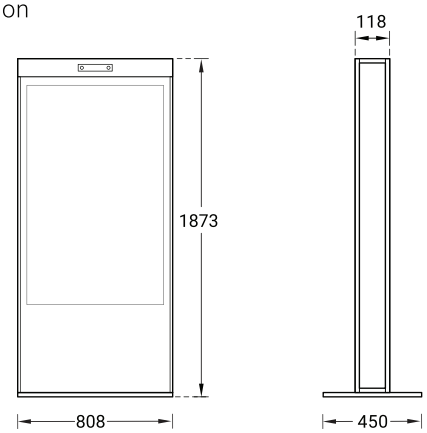
A self-service kiosk for shoppers to sign up for membership or to look up their own loyalty information, etc. It is also a comment box, where they can leave feedback verbally or in the format of texts.

Apps:
Membership Sign Up | Points Balance Checking | Comment Box

Tel: +44 – (0)1344 988 687 | Email: sales@magicmirror.me | Website: www.magicmirror.me

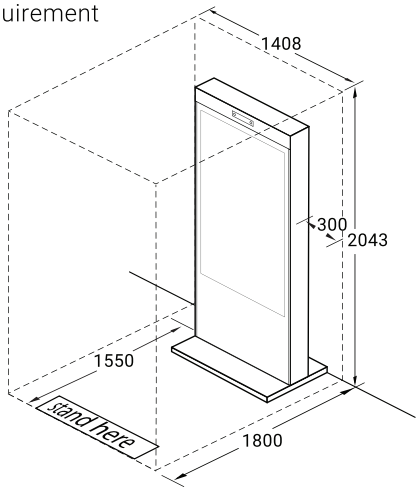
55” Interactive Digital Signage

Dimension



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

Space Requirement



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

GENERAL SPECIFICATIONS

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

PROCESSING UNIT

System Memory	Kingston 4 GB (min.) DDR3 RAM
Graphics Card	NVIDIA GeForce GT-730M
Primary Storage	Kingfast 128GB SSD
Operating System	Windows 8 64-bit or above
Processor	Intel Core i3-4130 CPU@ 3.4GHz

DISPLAY UNIT

Active Display Area	684.9mm x 1217.6mm
Display Ratio	16 : 09
Resolution	1920 x 1080
Brightness	350cd/m2
Diagonal Size	55” Widescreen
Contrast Ratio	1300 : 01
Sound Power	2 x 10 W

TOUCH PANEL

Speed of Response	3 - 8 ms
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 Cables
Depth Camera	512 x 424 (30 Hz)
Colour Camera	1920 x 1080 (15 - 30 Hz)
Active Infrared Capabilities	512 x 424 (30 Hz)

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

WARRANTY AND SUPPORT

Warranty	1 year manufacturer warranty from date of purchase
Support	Technical support is available through email and over the phone with support contract

RETAIL STORE’S PACKAGE

£5,900 *+ VAT per unit*

What’s Included:

- Metal cabinet with full equipment set
- Standard app modules
- Email, social media and QR code sharing
- Branding and graphics customization
- Web-based content management system
- Online photo gallery
- User data harvesting
- Mirror usage tracker

Featured Apps:

Digital Signage · Shopping Guide · Virtual Makeover · 3D Virtual Dressing · Virtual Shelf · CRM