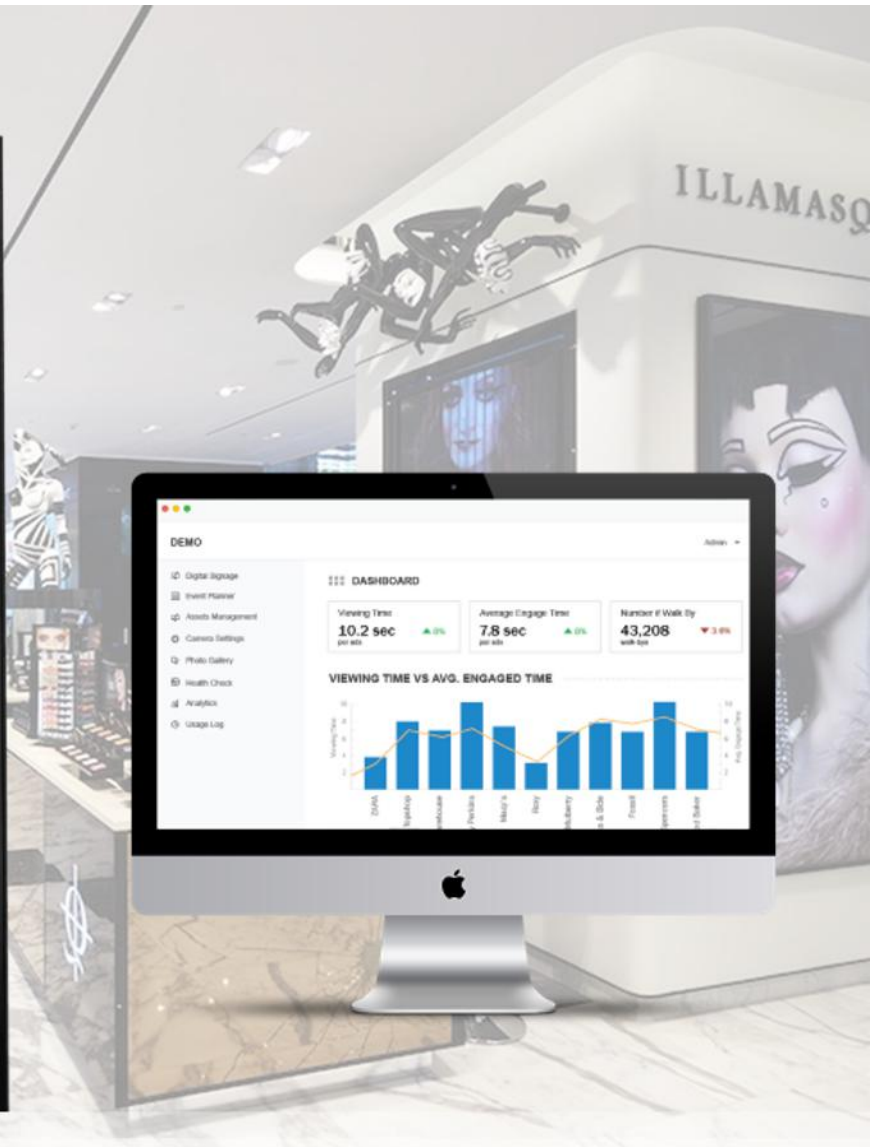
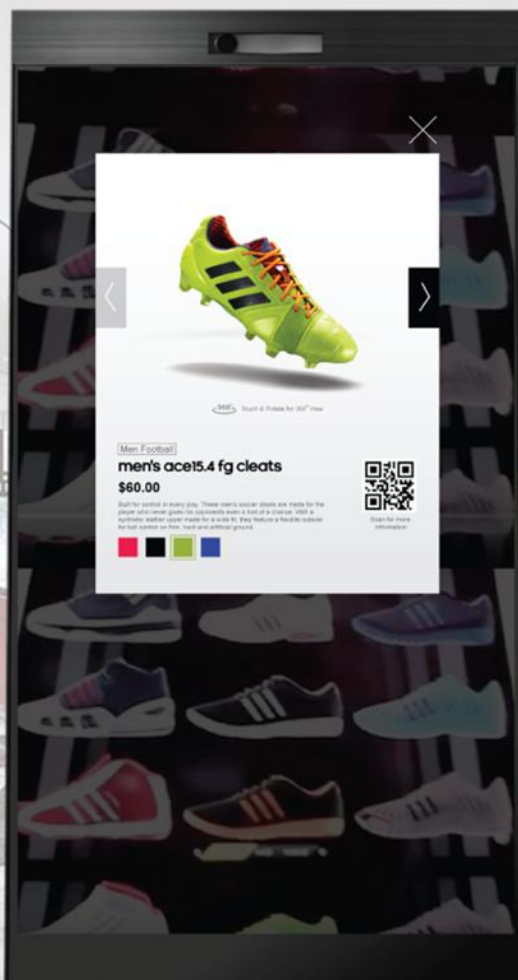


Magic Mirror

USER MANUAL

For Magic Mirror 55™



Magic Mirror

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1.0 Setting Up Magic Mirror

Magic Mirror will be pre-configured with the required apps and graphical assets before shipping out to customer site. It is ready to plug-and-play, so setting up the Magic Mirror is very straightforward and only involve a few steps:

1. Unpack the Magic Mirror
2. Power up and Connect to Internet
3. Run Test App

1.1 Unpack the Magic Mirror

Inside the box, you should be able to find 1 unit of Magic Mirror, base plate and an accessory pack.

Within the accessories pack, you will find a Power Cable, Mini Wireless Keyboard with Touchpad, Remote Control and Keys for the Back Door. For the units shipped in a wooden case rather than Flight case, you will also find a Base Plate Installation Guide with 8x Screws to assemble the mirror unit.

1.1.1 Magic Mirror with Flight Case

2-3 persons may be required to perform the following:

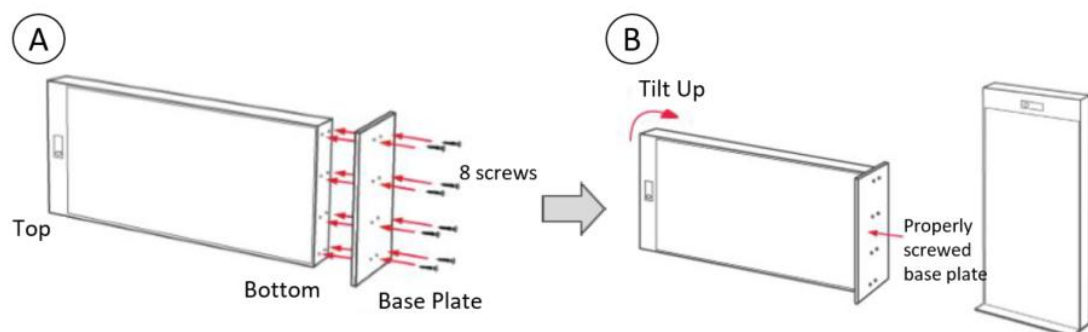
- a) Lift up the Magic Mirror with flight case so it stands vertically on the base plate.
- b) Turn the knob anticlockwise to unlock the case.
- c) Remove the first half (without wheels) of the Flight case first. You should be able to see the Mirror surface.
- d) Person A: Tilt the Mirror forward slightly

Person B: Remove the next half of the Flight case from the Magic Mirror.

You may click on this [link](#) to watch a step by step demo video:

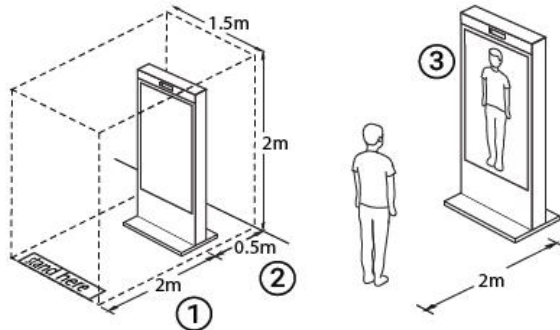
1.1.2 Magic Mirror Without Flight Case

Magic Mirror comes with the base plate unattached if it is delivered without the flight case. Please follow the steps below to fit in the base plate:



- A. Attach the base plate to the bottom panel then tighten 8 screws.
- B. Tilt up the mirror cabinet and make it stand on its upright position.

Part 1 Clear Space Requirement

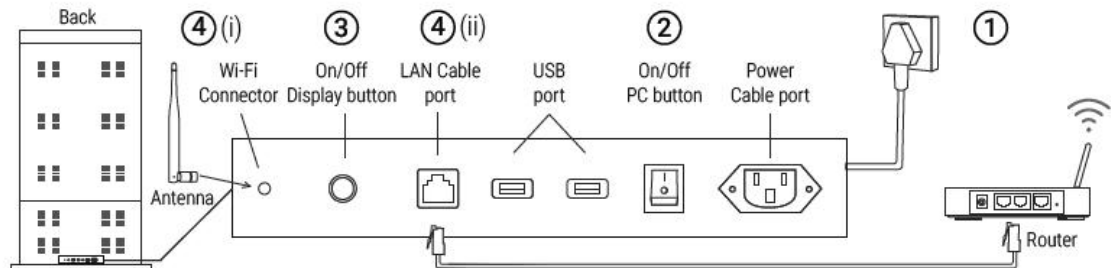


Minimum Clear Space Required:

1.5m (W) x 2.0m (H) x 2.5m (L)

- ① Min. 2 m clear space in front of mirror
- ② Min. 0.5 m gap between Unit and Wall
- ③ Ensure that full body view is displayed on live view while testing Apps

Part 2 Power Up and Connect to Internet



① CONNECT TO POWER

Connect the power cable to respective port

③ SWITCH ON MONITOR DISPLAY

Click and hold until the screen lights up

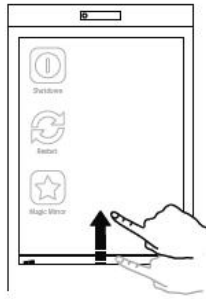
② SWITCH ON PC UNIT

Ensure it is switched on (I)

④ CONNECT TO INTERNET

- (i) Screw-in and point Wi-Fi antenna upwards.
- (ii) Connect the LAN cable to the router.

Part 3 Operations



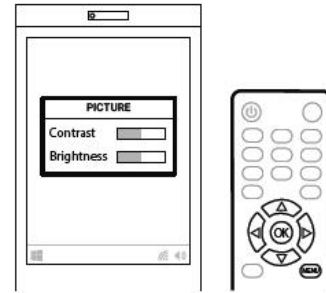
A. QUICK START TASKBAR

- Slide Upwards to show the taskbar



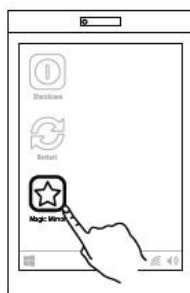
B. BASIC SETTINGS

- Connect to Wi-Fi 
- Adjust Volume 



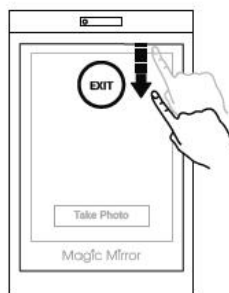
C. BRIGHTNESS

- Click 'Menu' on Remote Control and select Brightness
(Ensure there is batteries in the remote)



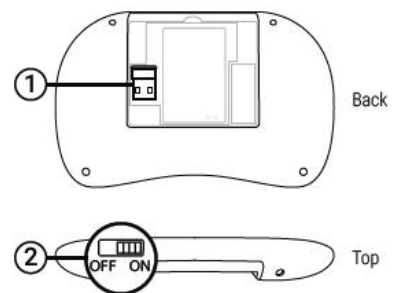
D. START & TEST APP

- Select any App to start



E. EXIT APP

- Slide downwards to Exit
- Enter Alt-F4 on keyboard to Exit App



F. CONNECT KEYBOARD

- ① Plug the USB dongle from keyboard to Magic Mirror USB port
- ② Turn on the Keyboard slider

2.0 Getting Started

Device ID : 888888
Device Name : Demo Unit
Company : Magic Mirror

Launcher V888
No updates
Update

Scheduled Playlist
Total 3 Playlist(s)

HarveyNichols 00:10

DelayMirror 00:10

CamelActive 00:20

Healthcheck

Internet Online
Download Speed N/A
Upload Speed N/A

RESTART MIRROR

SHUT DOWN MIRROR

EXIT LAUNCHER

Once the unit is powered up, the automated standard flow would be:

- 1) Start launcher page
- 2) Perform updates for the launcher
- 3) Download any assets required for the playlist currently in schedule
- 4) Start running the app with the current playlist

Run Scheduled Playlist

Playlists that are currently in schedule (time and date matches) are labeled (current) with a green font and is placed at the top of the list. Click "Start" to run playlist

Other playlists that appear below the current playlist (if there is one) are either previously scheduled or is scheduled for in the future.

How to switch playlist <https://youtu.be/NTW7XFblZ0g>

How to Exit Launcher

Below is a video demonstrating how to exit the application once its running, how to start different playlists from launcher, and how to exit launcher and back to the desktop

https://drive.google.com/open?id=1IBzLGZvifKRzqlU_-Zi_24oOnVwAIXb

- i) Click "Exit Launcher"
- ii) Default password is "mm", without the double quotes, make sure that it is all small cased.

How to Start Launcher Manually

Video: <https://drive.google.com/open?id=12DRWbzpdGunvK58Xyyn5VBf3k4fo65Kl>

The icon may not always be the same, but the name will always be Magic Launcher, just tap on it

For New Updates

Video: <https://drive.google.com/open?id=1uXFPwQPOAbGwtuuxPzuXlisQ67uWiwE4>

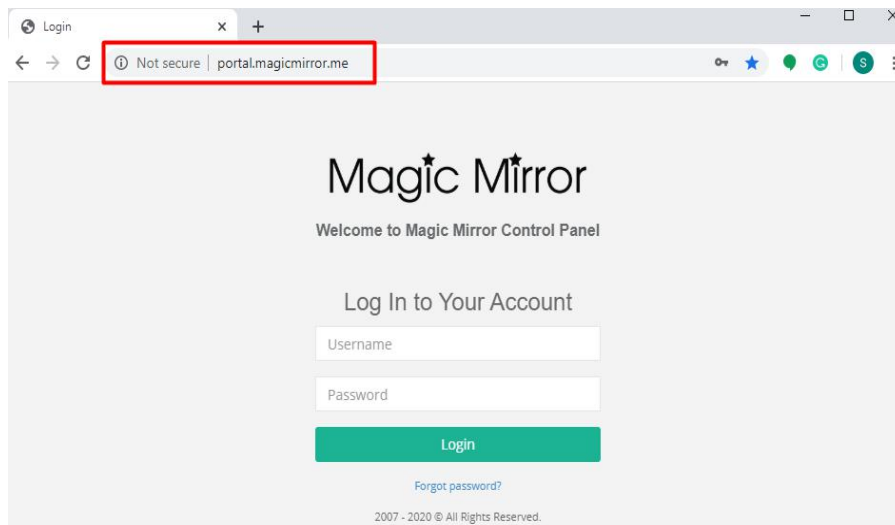
It is possible to skip the updates and directly start the application, but this will result in skipping the asset validation and downloads part which may cause the application to malfunction.

3.0 Apps

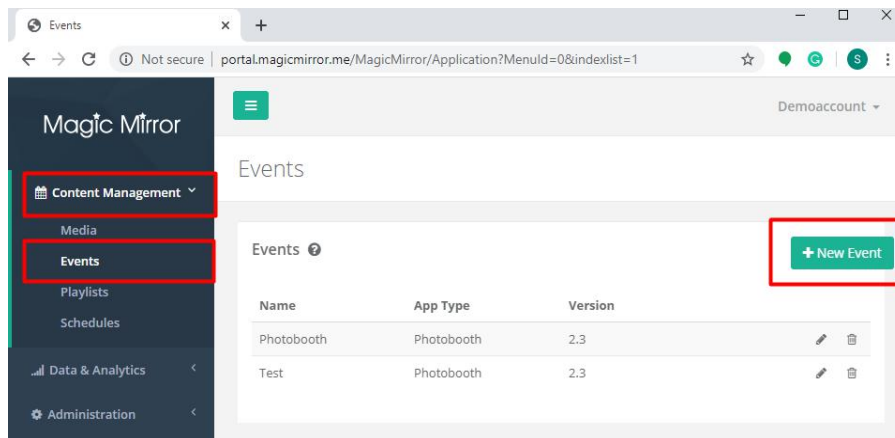
Types	Apps	Description	Comment
In-Store Kiosk	Product Catalogue	Users can browse through products by rotating 360 degrees view. These could be list of new arrivals or promotional items, where users have a realistic view of it, read through relevant details, and can be directed to e-commerce site via QR code scanning.	-
Wayfinding Kiosk	Wayfinding	To aid shoppers in finding directions in a shopping mall, or museum.	Shop names and details can be edited.
Virtual Dressing Kiosk	2D Virtual Dressing	Allow users to try on different clothes where garments will be superimposed onto user's body, and stretch based on height.	-
	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.	-
	Sunglasses Try-On	Allow users to virtually try on different eyewear where eyewear will be superimposed accurately onto shopper's eyes position.	Camera live view and photo taken will be cropped automatically to focus on shopper's face for eyewear try-on.
Photo Booth Kiosk	Animated Photo Frame	Photo Frames with animations that can immerse users into another environment that could hardly be reached, such as the jungle, underwater or outer space. Users can then record a short video to save and share.	Works well with live face effects and fun props. The frames are in video format, superimposed on the user's live view.
	Fun Props	Virtual props such as speech bubbles, hat, glasses, etc. will appear in camera live view where users can 'interact' with the props and take photo. These virtual props will then be superimposed onto the photo taken for users to print out or share to social media.	Can work together with background removal apps.
	Photo Filters	Choose from a wide range of readily available photo filters - B&W, Lomo, Vintage, Warhol, Cubism, etc. - and apply to the photo taken to fit into different themes of the event.	-
	Zoom and Tracking Function	Deploys Kinect's face tracked engine to apply a Virtual Face Mask on the user's face.	-
	Background Removal	Replace the poster background with another image depending on the user's preference. Utilizing Edge detection and Grab Cut, is used to allow the user to appear in a virtual background.	-
	Animated GIF	4 different snapshots will be taken continuously to generate an animated GIF which can then be shared to social media.	Animated GIF taken can be printed in a 4R sized photo (a photo with up to 4x photo placeholders).
	Signing on Photo	After a photo is taken, users can write on any part of the card on the touch screen mirror, then share or print.	-
Party Game Kiosk	Invaders	Move left or right to control the player, avoid enemy's' attack and fire your laser cannon to blow each enemy into pieces.	-
	Pong Game	A classic "tennis like" game featuring two paddles and a ball, which can be customize to suit client's branding purpose, simply move your body left or right to control the paddle and survive as long as you can.	Default set of rules: Each player gets 3 life chances. Every time the ball gets reflected by user's paddle, he scores 10 points.

			<p>Speed of ball movements increases with time, to increase difficulty.</p> <p>Rewards system:</p> <ul style="list-style-type: none"> • Reward 1: 0-99 points: • Reward 2: 100-249 points • Reward 3: 250 and above <p>Rewards terms are reflected on a pre-configured photo frame. E.g. Get 10% off the next purchase!</p>
	Catch and Win	Allow users to catch the dropping objects by controlling the shopping bag by moving their body to the left or right.	-
	Fast and Furious	Allows user to turn into a F1 driver by moving their body left or right to surpass other racers.	-
	The Jumping Journey	A jumping game whereby users could move their body in order to move the player along the journey up to a series of platforms without falling.	-

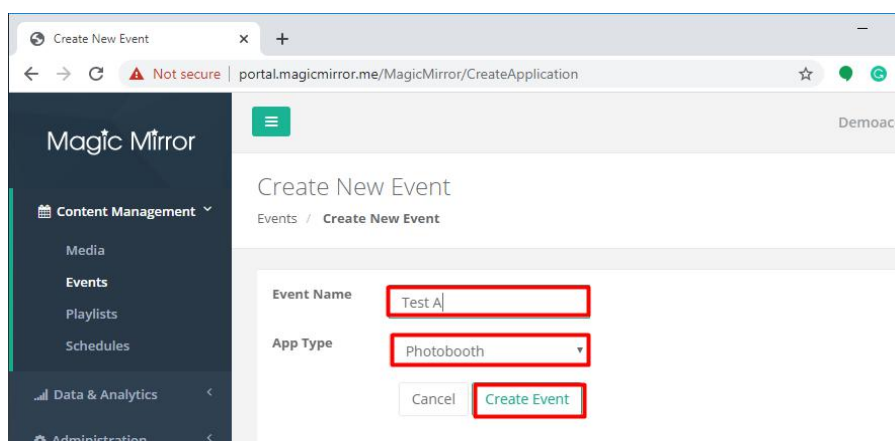
4.0 Control Panel



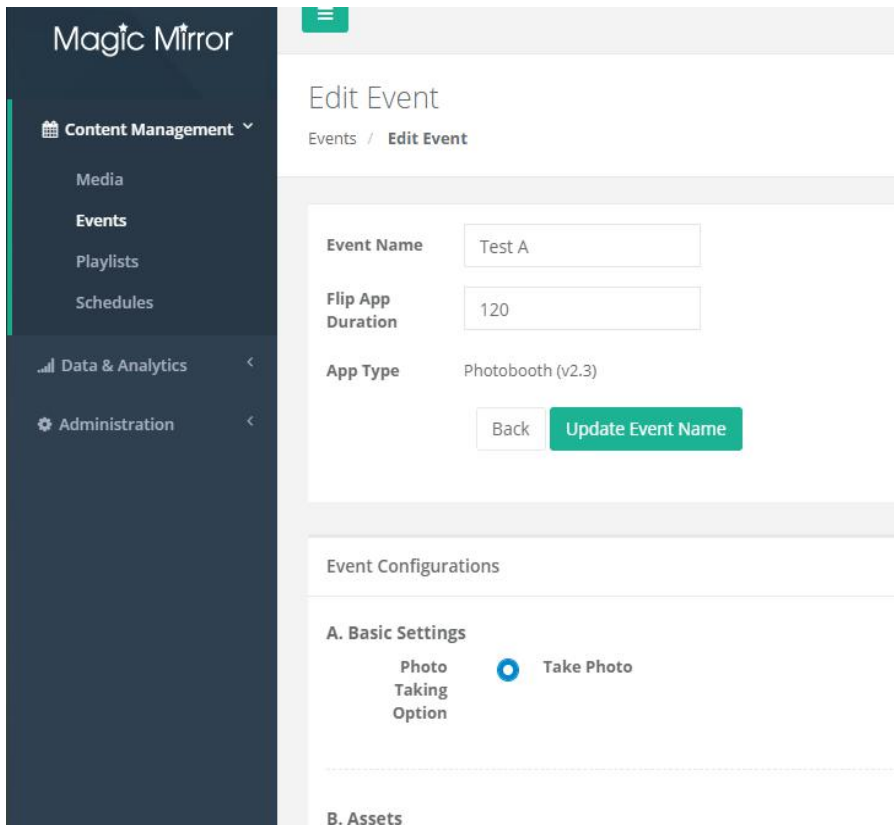
1. Login to Magic Mirror Control Panel via <http://portal.magicmirror.me/>



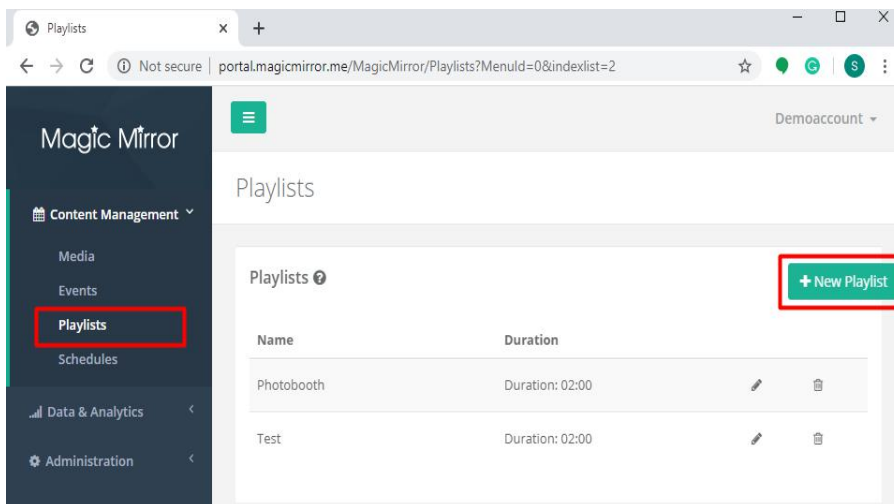
2. Go to "Content Management", click on "Events", click on "+ New Event"



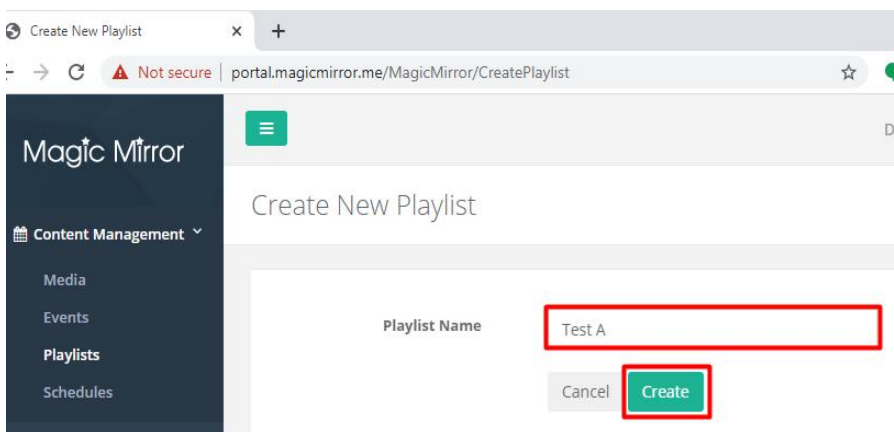
3. Type in your new event name, select the app type, and click on "Create Event"



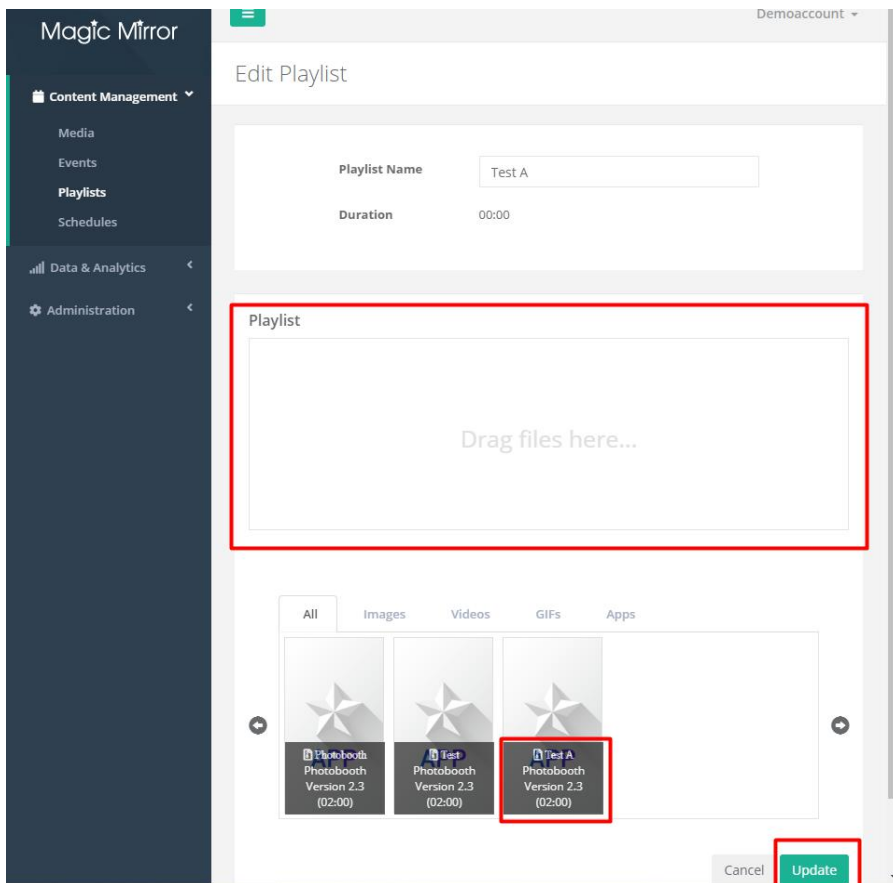
4. You'll be led to this page where you can change the photo frame, and other graphic assets.



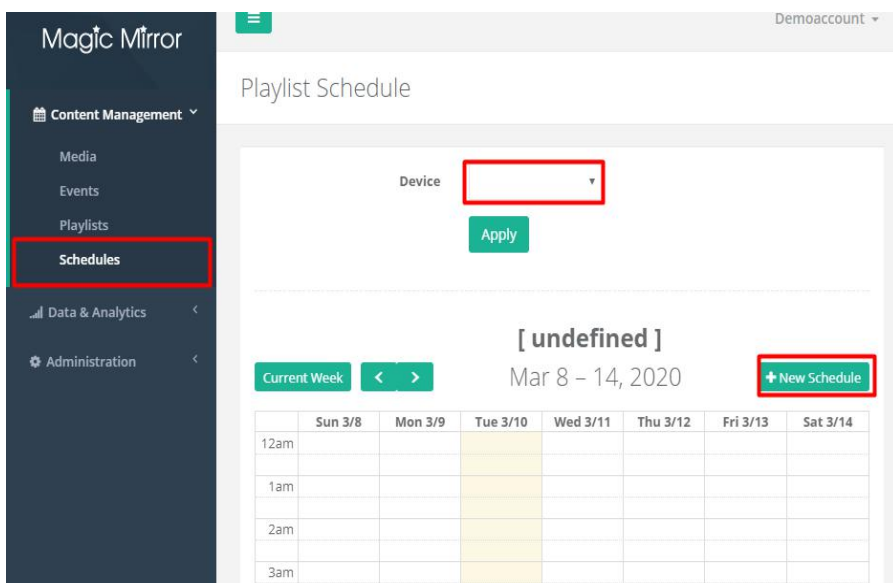
5. After changing the relevant graphic assets, click on "Playlists" under the Content Management and click on "+ New Playlist".



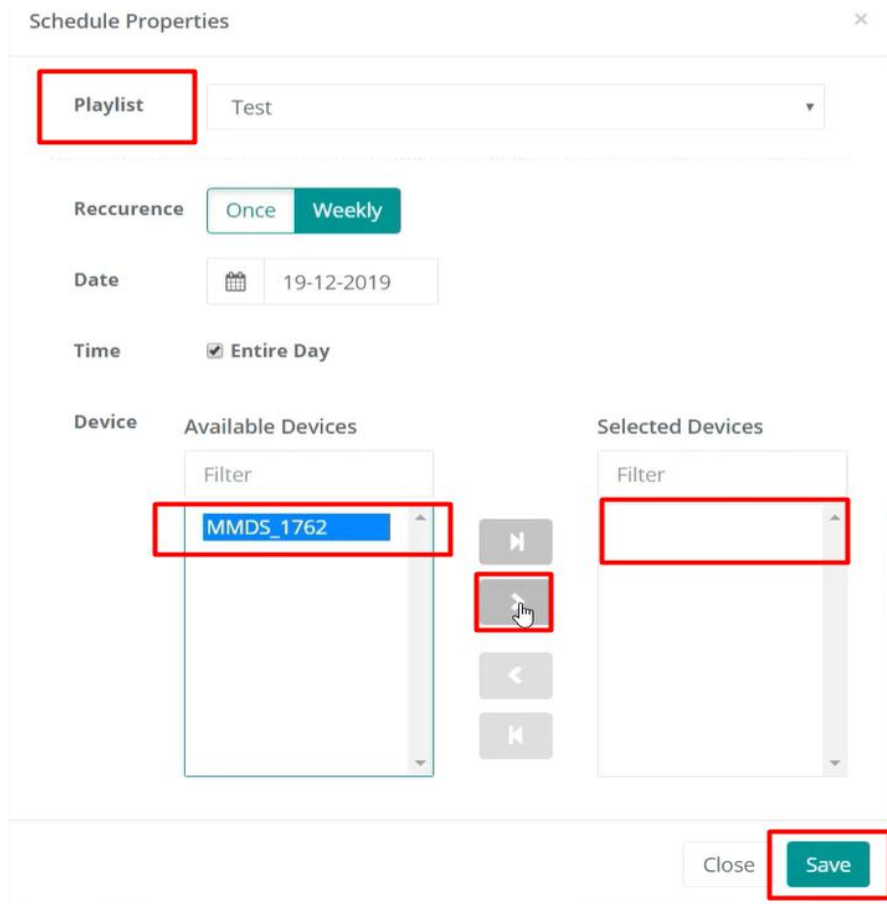
6. Name your playlist and click on "Create"



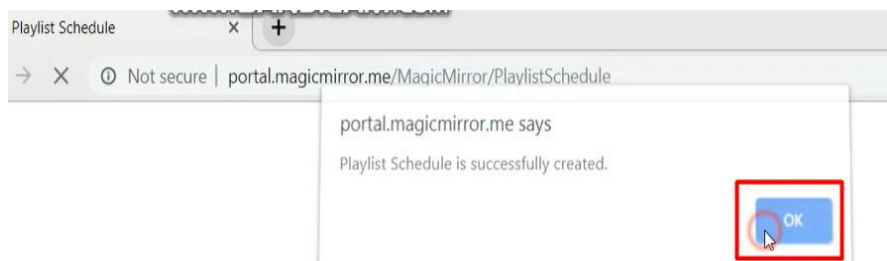
7. Drag and drop the new event – Test A, that you’ve created into “Playlist” and click on “Update”.



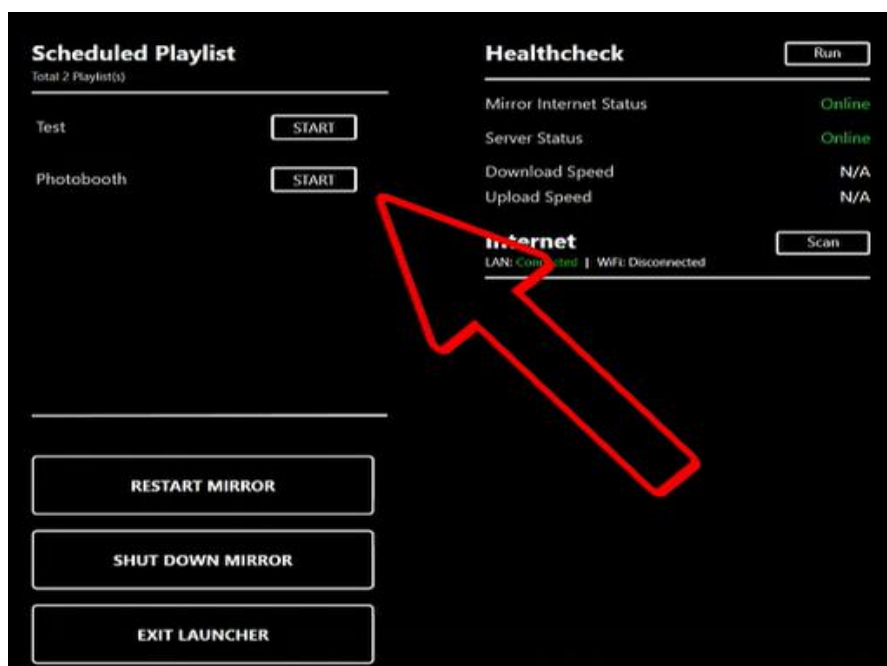
8. Click on “Schedules” under the Content Management, choose your respective mirror device, and click on “+ New Schedule”.



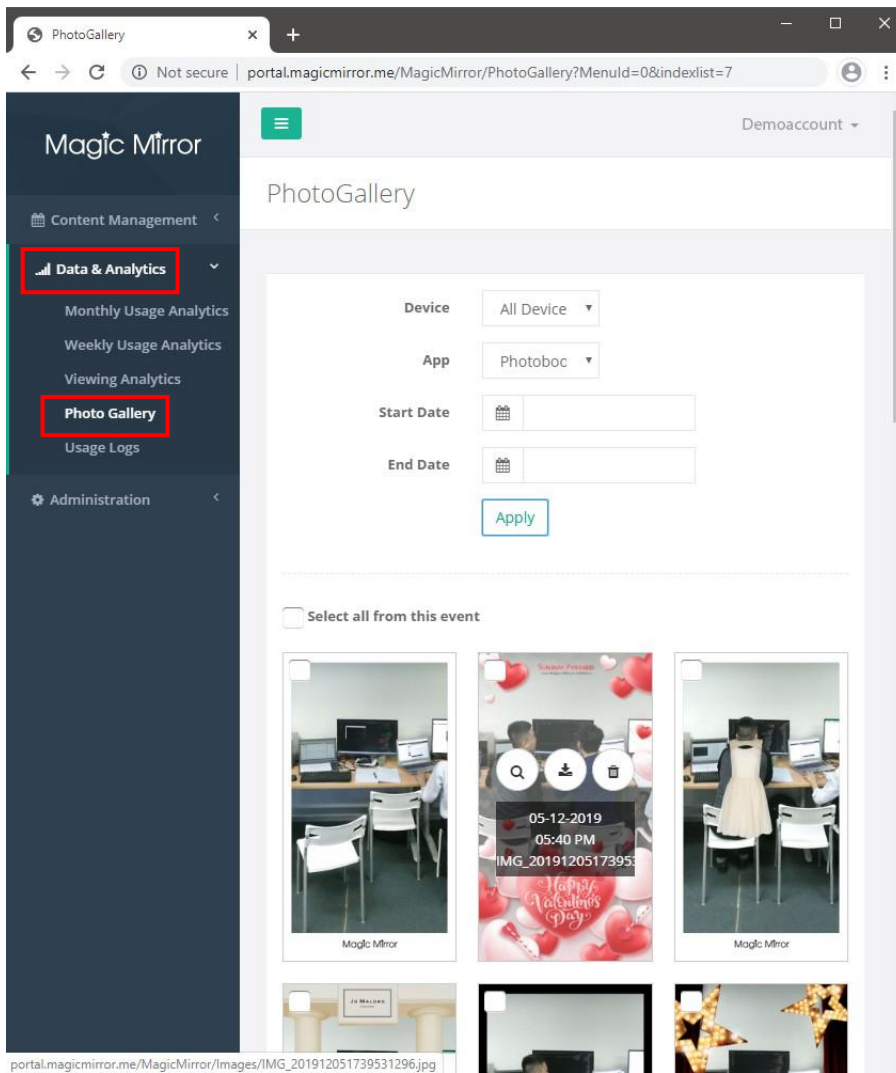
9. Under “**Playlist**”, choose the playlist that you have just created – Test A. Choose the Date and Time that you want your new playlist to be live. Click on the mirror that you’re planning to use it for “**MMDS_XXXX**”, click on “>”, and click on “**Save**”.



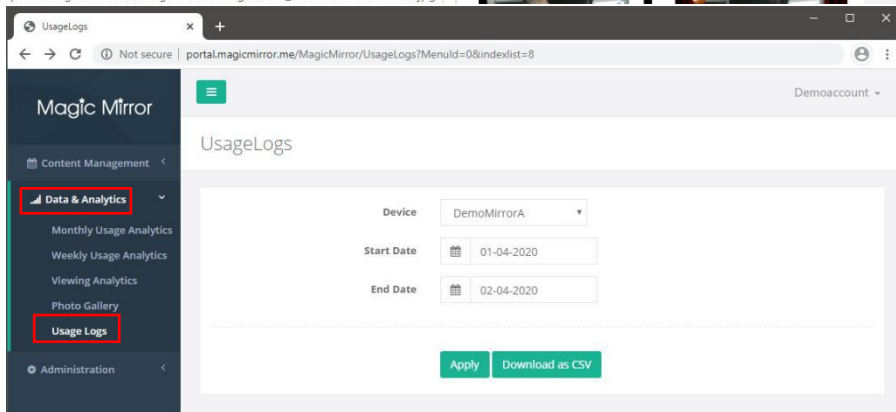
10. Click on “**OK**”



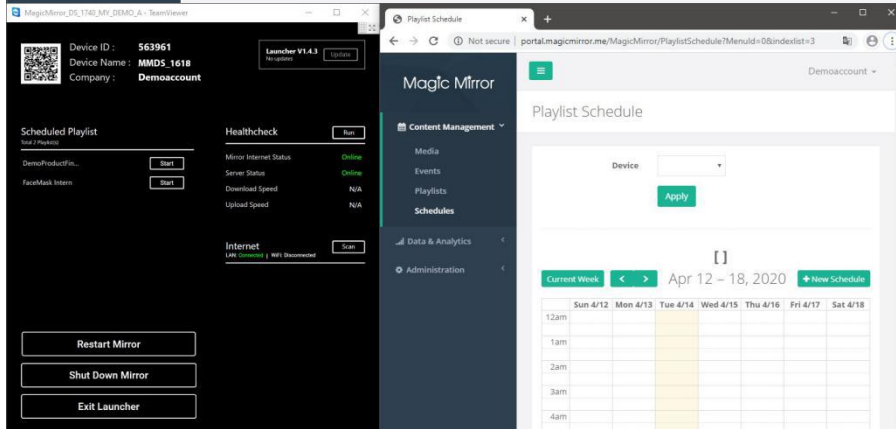
11. Refer to the Magic Mirror and it should be on the “**Scheduled Playlist**”.



12. Photos taken with the Magic Mirror can be downloaded through the “Photo Gallery”, under the the “Data & Analysis” tab. The photos can be viewed from the selected Devices, App and Date Range.



13. The usage analytic of the mirror can be gathered through “Usage Logs” under “Data & Analysis”. You can choose the Start date and End date, click on “Apply” then download the selected data through “Download as CSV”.



14. Users can remotely access the Magic Mirror through “TeamViewer”. Feel free to download team viewer version 11 or click [here](#).

5.0 Viewer Analytics

1. Go to Drive C:\MagicMirror\db\magicmirror.db
2. You may export it into CSV file to perform analysis.

Data Metrics	Sample	Definition
Tracking ID	1234567	Random ID placed on each user.
Time Entered Scene	2017-09-08 07:02:02	User is first detected at 7:02am on 8 th Sept 2017.
Time Left Scene	2017-09-08 07:03:08	User is no longer detected. He left the scene at 7:03am on the same day.
Total Duration	65.79	User was near the Magic Mirror for 65 seconds (1 min 5 sec).
Engagement Duration	40.13	User is looking into the Mirror for 40 seconds.
Happy Duration	1.20	User was smiling for 1 second.
Has Engaged	1	Yes, user was engaged to the mirror.
Happy	1	Yes, user was happy.
Glasses	0	No, user did not wear glasses.
Height	1.73	Estimated height of user. User is 1.73m tall.
First Location	{"X":0.052,"Y":0.052,"Z":1.446}	The location axis when the user was first detected.
Last Location	{"X":0.005,"Y":0.119,"Z":2.134}	The location axis when the user was last detected before leaving the scene.
App ID	51123	Specific ID of the App that was presented during that time.

6.0 Assets Specifications

6.1 Idle Mode

Name	File Name	Dimension	Format	Comments
Idle Image	Idle.png	1080(W) x 1920(H)	PNG, JPEG	Portrait orientation
Idle Video	Idle.mp4	1080(W) x 1920(H)	MP4	Portrait orientation, file size not more than 100MB

6.2 Sharing Email layout

Name	Sample
Sender Name	Magic Mirror <sales@magicmirror.me>
Email Subject	Hello from Magic Mirror
Email Text	Just had my photo taken by the Magic Mirror, what do you think?

6.3 Virtual Dressing Kiosk

Name	Dimension	Format	Comments
2D Dress	1200(W) x 2700(H)	PNG	<ul style="list-style-type: none">- Photos of garment should be front facing with no angle distortion.- Transparent background- Remove the section of the garment that should not appear when a person is wearing the garment. eg. The back collar of a shirt should be removed.- Adjust the garments based on the mannequin in this link. Then save the PSD file of the transparent garment.
3D Dress	(Any)	PNG/JPG/TIFF/NEF	<ul style="list-style-type: none">- Photo of Front, sides, Upper body, Lower body and closed up photos of special details.- Photos should be front facing with no angle distortions- Ensure that the garment is not covered. (I.e. not covered by accessories or mannequin's hands.)
		FBX	For designers that are familiar with 3DsMax / Maya software, you may refer to download the existing model templates .
Photo Frame	1080(W) x 1920(H)	PNG	Transparent background.
Product Information	-	DOC/Excel	Details of the product may include Brand name/ logo, Price, Currency, Category, Image path.
Eye wear	1200(W) x 1200(H)	PNG	Transparent background Eye wear can be adjusted based on head mannequin.

6.4 Photo booth Kiosk

Name	Dimension	Format	Comments
Photo Frame	1400(W) x 2100(H)	PNG	Transparent background
Animated Photo Frame	2700(W) x 2100 (H)	MP4	-
Face Mask	1400(W) x 2100 (H)	MP4	Transparent background. Face masks can be adjusted based on head mannequin.
Fun prop	1400(W) x 2100 (H)	PNG /MP4	Transparent background.
Any full screen assets	1080(W) x 1920(H)	PNG	Portrait orientation

6.5 Game - Catch and Win

Game - Catch and Win (Download Standard Assets on [Easter.zip](#) or [Christmas.zip](#))

Name	File Name	Dimension	Format	Comments
Photo frame	(Any)	1400(W) x 2100(H)	PNG	Game score's position on top of the photo frame can be adjusted in control panel
Background	Background.png or Background.gif	1080(W) x 1920(H)	PNG or GIF	-
Paper bag / Basket / Container (Front)	Player.png or Player.gif	500(W) x 500(H)	PNG or GIF	The front layer of the container, the back layer need to be removed if there is any. Both front and back layer will be stacked together while displayed on the mirror. Recommended with transparent background
Paper bag / Basket / Container (Back)	PlayerBack.png or PlayerBack.gif	500(W) x 500(H)	PNG or GIF	The back layer of the container. Both front and back layer will be stacked together while displayed on the mirror. Recommended with transparent background
Drop items	Object1.png Object2.png Object3.png ...Object10.png Or Object1.gif Object2.gif Object3.gif ...Object10.gif	300(W) x 300(H)	PNG or GIF	Support up to 10 items. If only ONE item uploaded, the item will be duplicated and drop randomly in the game play.
Special Object	SpecialObject1.png SpecialObject2.png Or SpecialObject1.gif SpecialObject2.gif	300(W) x 300(H)	PNG or GIF	Appear maximum 2 special objects at the same time. Support up to 2 items. If only ONE item uploaded, the item will be duplicated and drop randomly in the game play.

7.0 Troubleshooting

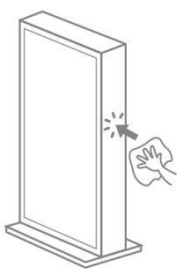
Component	Problem	Possible Causes	Solution
PC	PC is not working after the main power is switched on	The power cable was not plugged in properly	Ensure the power cable is plugged into the power socket securely. Unplug and replug the cable if necessary.
		Power supply of PC is not functioning well	Ensure the power supply is sufficient for our mirror. The required power voltage is 100 - 240V.
Kinect 2	Raise Hand function not working	Kinect Detection Issue	Click on Start button, search for Kinect Studio v2.0. Click on Not Connected. Ensure you are able to see the Kinect Live View. Refer to Appendix B for more info.
	No red light appear on Kinect		
Touch Screen & Display	No display on main screen	The power cable was not plugged in properly	Ensure the power cable is plugged into the power socket securely. Unplug and replug the cable if necessary.
		The main switch of display is not turned on	Ensure the power button is switched on. Click again if necessary.
	Display not bright enough	Brightness is not adjusted based on environment setting	Adjust the brightness of the display using remote control until optimal.
Audio	Sound is too loud or soft		On the desktop home screen, click on audio icon at the bottom panel.
Application	System Crashed or Not Responding		Press Alt + F4 on Keyboard to Force Quit Magic Mirror Applications Relaunch Magic Mirror by referring to section 2.1 for shut down, and 1.2 for start-up. Power off the display and main switch Wait for 5-10mins Turn on main power, start PC and launch Magic Mirror * Note down if there is any error message

Note

If you have tried on the above troubleshooting steps and the problem remain unsolved, please contact us at +44 (0) 1344 988687 or drop us an email at support@magicmirror.me.

8.0 Appendix

A) Cleaning Guide



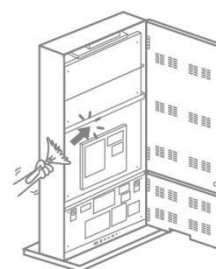
Clean the Cabinet

Wipe the dust with a clean cloth.



Clean the Mirror

Spray a few squirts of a glass cleaning solution onto the mirror.
Wipe the mirror with a clean cloth or paper towel.



Clean the Equipment Inside Cabinet

Use a feather duster to remove the dust around the equipment inside the cabinet.

** This cleaning can be done less frequently, every 6 months will do.*

List of References:

- 1) Magic Mirror Start-up Demonstration <https://youtu.be/G4FNxf7IOkE>
- 2) How to use Flight Case <https://youtu.be/C1zXwt6P-iA>
- 3) How to screw-in Wi-Fi Antenna <https://youtu.be/ffxdIge8R6Q>
- 4) How to connect to Wi-Fi https://youtu.be/9pRW_50SckU
- 5) Control Panel Basics <https://youtu.be/564FbJRdb24>
- 6) Launcher - How to switch playlist <https://youtu.be/NTW7XFbIZ0g>
- 7) Magic Mirror Datasheet
<https://www.magicmirror.me/Content/data/documents/Download%20Page/Spec%20Sheet/Magic%20Mirror%20Datasheet.pdf>
- 8) White Label Guidelines (Wall-mount)
<https://www.magicmirror.me/Content/data/documents/Download%20Page/Spec%20Sheet/White%20Label%20Guidelines.pdf>
- 9) Photobooth Customisation Specs
<http://www.magicmirror.me/Content/data/documents/Download%20Page/Guide/Photo%20Booth%20Customisation%20Document.pdf>
- 10) Virtual Dressing Customisation Specs
<http://www.magicmirror.me/Content/data/documents/Download%20Page/Guide/Virtual%20Dressing%20Customisation%20Document.pdf>
- 11) Sharing Disclaimer sample
[https://www.magicmirror.me/Content/data/documents/Download%20Page/Guide/Sharing%20Disclaimer%20Text%20\(Sample\).pdf](https://www.magicmirror.me/Content/data/documents/Download%20Page/Guide/Sharing%20Disclaimer%20Text%20(Sample).pdf)
- 12) Magic Mirror Support Contract
<https://www.magicmirror.me/Content/data/documents/Download%20Page/Policy/Magic%20Mirror%20Support%20Contract.pdf>
- 13) Magic Mirror Privacy Statement
<https://www.magicmirror.me/Content/data/documents/Download%20Page/Policy/Magic%20Mirror%20Privacy%20Statement.pdf>
- 14) Magic Mirror Terms & Conditions
<https://www.magicmirror.me/Content/data/documents/Download%20Page/Spec%20Sheet/White%20Label%20Guidelines.pdf>
- 15) All documents <http://www.magicmirror.me/Resources/Downloads>
- 16) All marketing videos <https://www.youtube.com/channel/UCYDOhNWq8sLDmu2S5CE22CQ>
- 17) All support related videos https://www.youtube.com/playlist?list=PLm31GSdE84Pv5NBjXaNVq70zKD_MrhkIO

SCAN HERE



www.magicmirror.me/resources/support

Email: support@magicmirror.me

Tel +44(0)1344 988687

SCAN HERE



Support Video Playlist:

https://www.youtube.com/playlist?list=PLm31GSdE84Pv5NBJXaNvq70zKD_MrhkIO