



Magic Mirror for Retail Stores

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Interactive Digital Signage

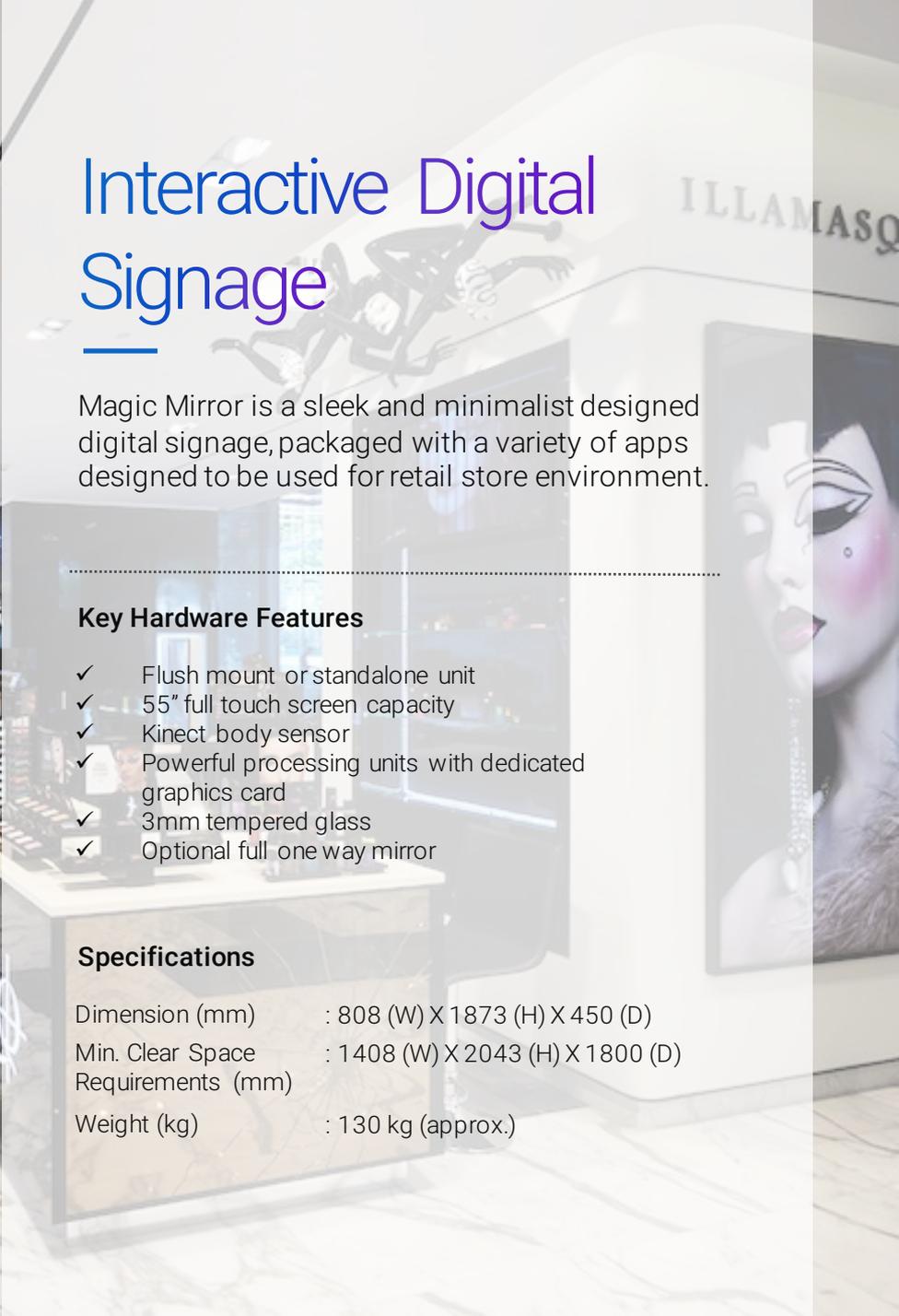
Magic Mirror is a sleek and minimalist designed digital signage, packaged with a variety of apps designed to be used for retail store environment.

Key Hardware Features

- ✓ Flush mount or standalone unit
- ✓ 55" full touch screen capacity
- ✓ Kinect body sensor
- ✓ Powerful processing units with dedicated graphics card
- ✓ 3mm tempered glass
- ✓ Optional full one way mirror

Specifications

Dimension (mm)	: 808 (W) X 1873 (H) X 450 (D)
Min. Clear Space Requirements (mm)	: 1408 (W) X 2043 (H) X 1800 (D)
Weight (kg)	: 130 kg (approx.)



Brand Management

Promoting the products' of different brands through an interactive digital signage which can do more than displaying advertising ads.

Interactive Shopping Guide

Video or Poster Ads

BEST SELLERS *in beauty*



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.

BEST SELLERS

COLOR SHOW LIPSTICKS TVC WITH EMILY DIDONATO

MAYBELLINE

1 Maybelline Color Show Lipstick True Toffee \$8.50

"If you want a factor pink color with a matte finish that still stays around the lips, these are bound to be your new favorites."

2 Bourjois Smoky Stories 07 In Mauve Again 1s \$11.50

3 ZA Perfect Fit Concealer 01 \$8.50

4 Pure Beauty Pink Skin So Fresh Essence Water 200ml \$6

5 Maybelline Fashion Brow Palette Grey \$11

In-Store Advertising

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

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.

Leasing Out Advertising Space

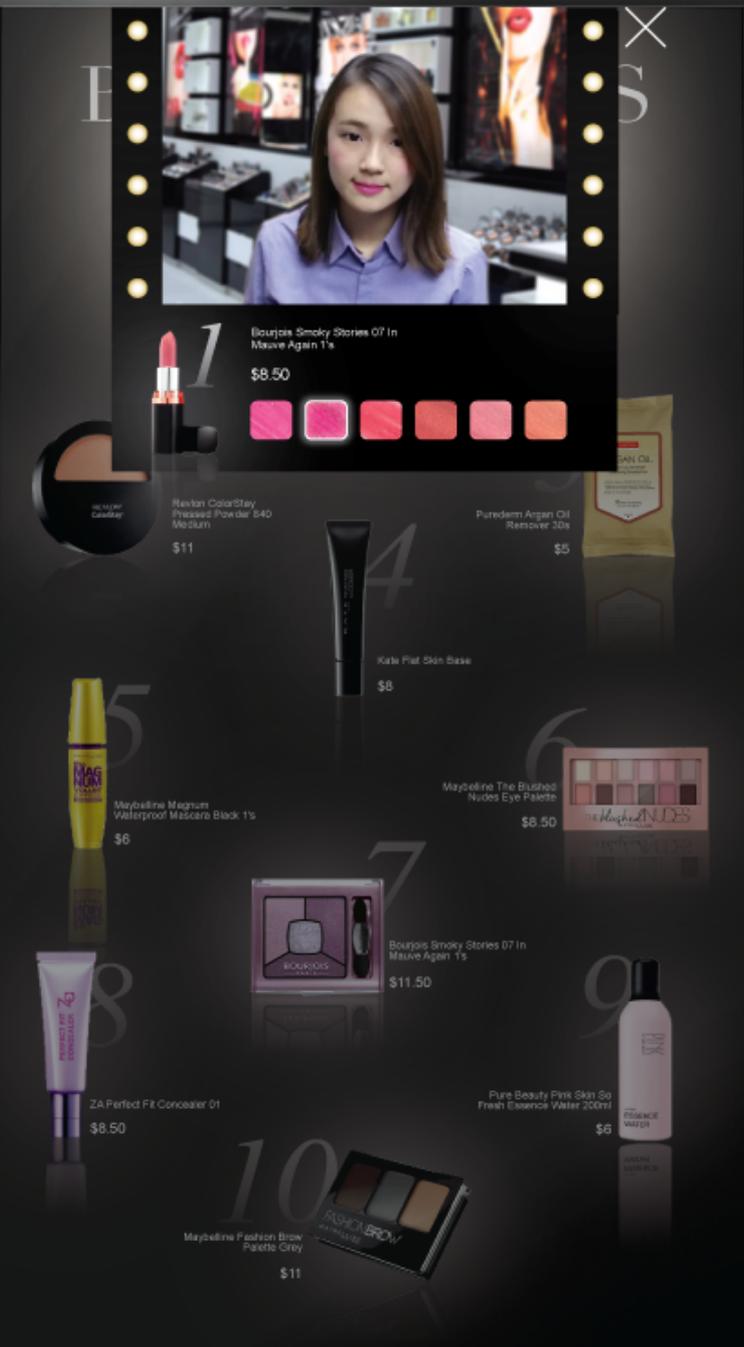
Earn extra revenue by leasing out the advertising space for your tenants to promote their products with the interactive advertising media – creating an immersive brand experience for the shoppers.

Store of the Future

Changing the future of how shoppers shop with a true-to-life makeover and virtual try-on experience.

Virtual Makeover

3D Virtual Dressing



Virtual Makeover

Changing the future of how shoppers shop for make up 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.

Swipe to change



TAKE PHOTO

MORE INFO

Floral-print silk
crepe de chine shirt

\$1,498.00

3D Virtual Dressing

Simulating the real-life shopping experience with real 3D virtual dressing.

Virtually Try-On in 360° View

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.

Omni-Channel

A connected retail experience which brings the convenience and speed of the online shopping experience into the store.

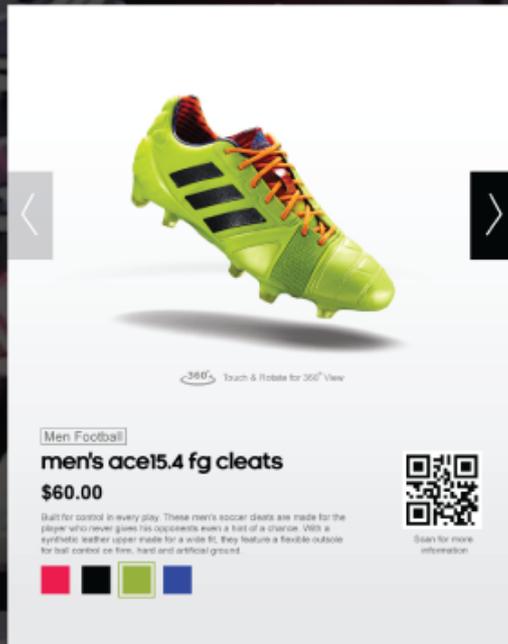
Virtual Shelf

Virtual Shelf

An interactive app which allows shoppers to browse and explore a product in 360° view.

Product Visualization in Multi-Dimensional View

Magic Mirror is a virtual shelf, allowing shoppers to touch and rotate the product to any direction to see all its details from all angles. This 3D view gives better clarity and clear visualization on the product, bringing the design and specification to the next level of understanding.



360° Touch & Rotate for 360° View

Men Football
men's ace15.4 fg cleats
\$60.00

Built for control in every play. These men's soccer cleats are made for the player who never gives his opponents even a hint of a chance. With a synthetic leather upper made for a wide fit. They feature a flexible outsole for ball control on firm, hard and artificial ground.

Scan for more information.

Color selection: Red, Black, Green, Blue

Loyalty Program

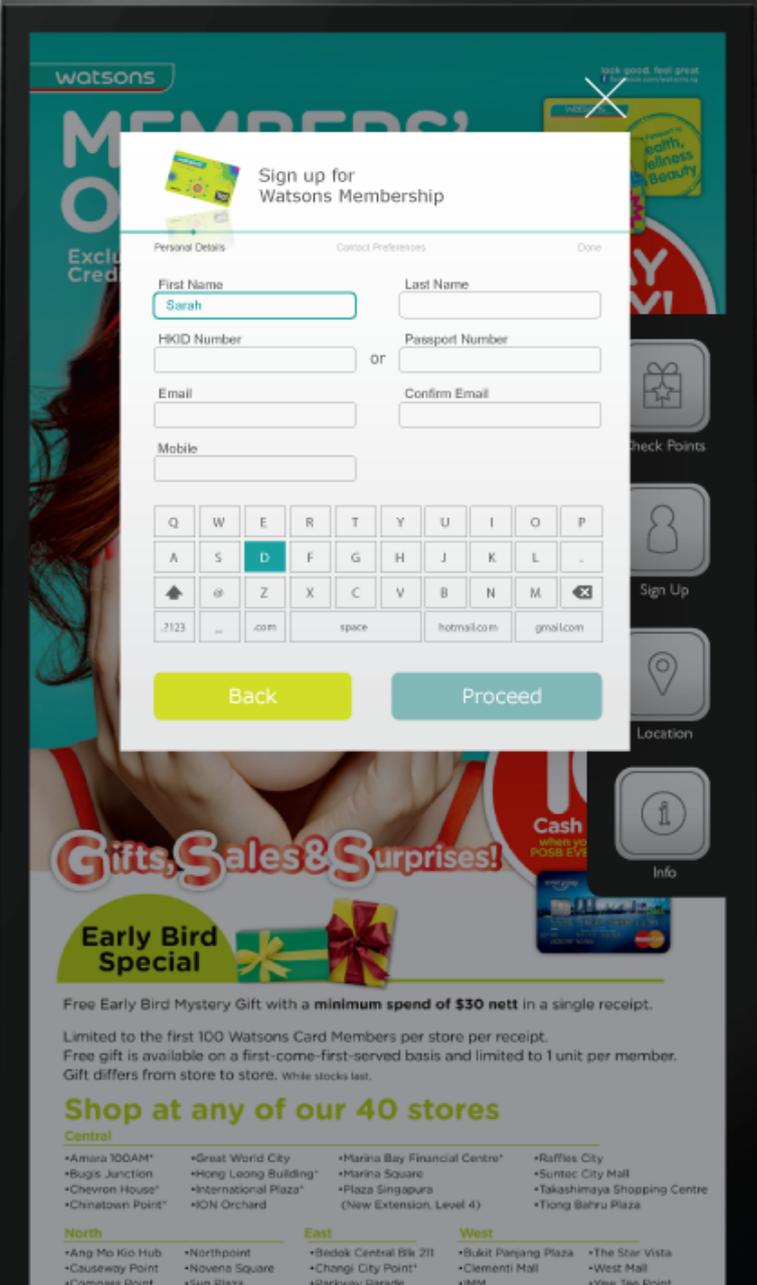
A great addition to the store for enhancing customer loyalty and clienteling.

Membership Sign Up

Points Balance Checking

Personalized Shopping

Comment Box



Sign up for Watsons Membership

Personal Details Contact Preferences Done

First Name: Last Name:

HKID Number: or Passport Number:

Email: Confirm Email:

Mobile:

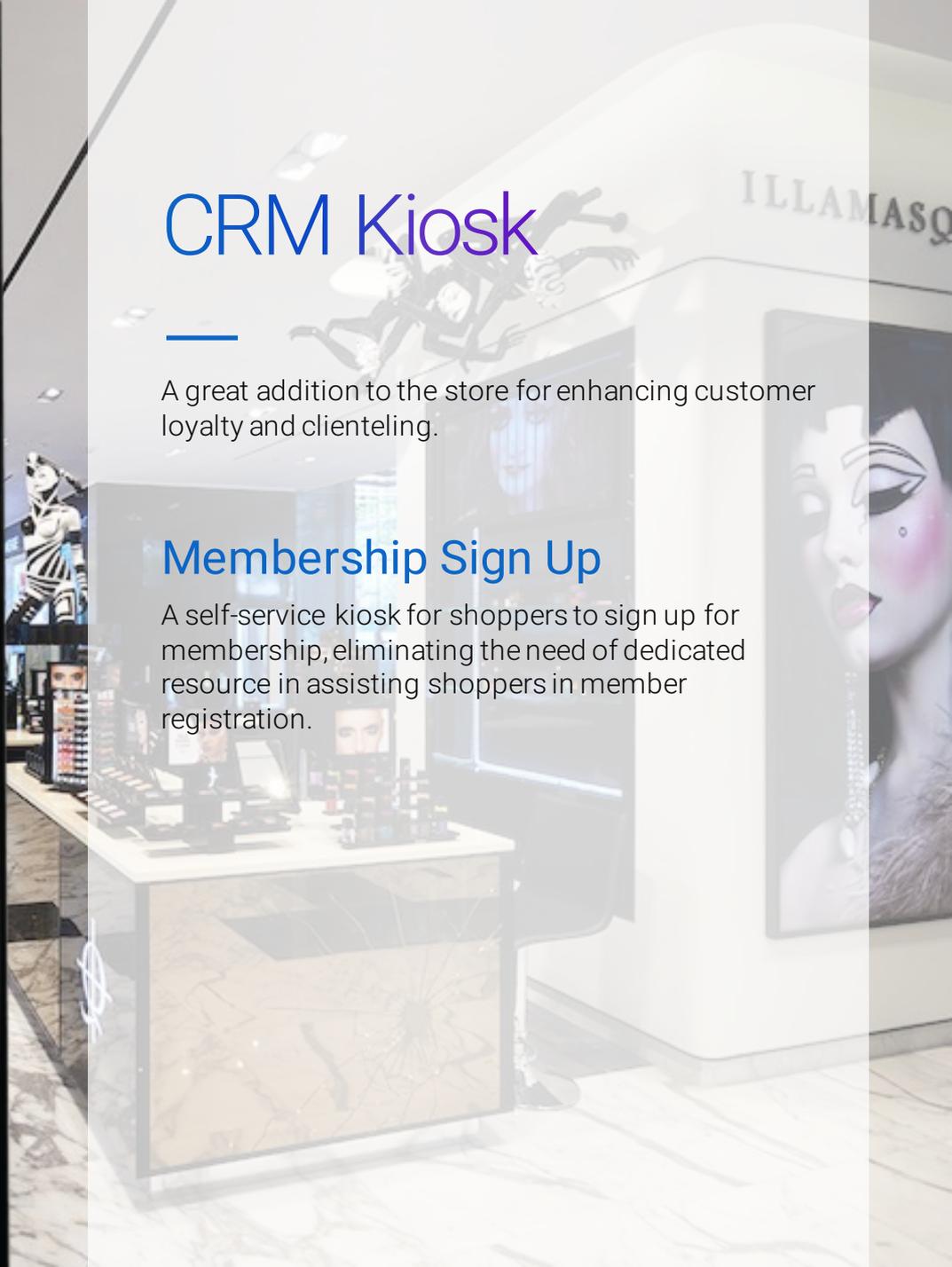
Q	W	E	R	T	Y	U	I	O	P
A	S	D	F	G	H	J	K	L	.
⬆	@	Z	X	C	V	B	N	M	✉
7123	..	.com	space	hotmail.com	gmail.com				

CRM Kiosk

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.



CRM Kiosk

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.

The screenshot shows a Watsons CRM Kiosk interface. At the top, it says "watsons" and "MEMBERS!". Below that, it says "Welcome Sarah," and "Your current balance (as of date 18 Jun 2016) 870 points (300 of 870 points expired on 26 May 2017)". There is a "Back" button and a "Point Redemption" button. Below the buttons, there is an "Account Summary" section with the following information:

- Member Name : Sarah Gadon
- Member Card No : 12345678901
- Member Card Type : Primary

At the bottom of the screen, there is a "Gifts, Sales & Surprises!" section with an "Early Bird Special" offer. The offer details are:

Free Early Bird Mystery Gift with a **minimum spend of \$30 nett** in a single receipt. Limited to the first 100 Watsons Card Members per store per receipt. Free gift is available on a first-come-first-served basis and limited to 1 unit per member. Gift differs from store to store. While stocks last.

Shop at any of our 40 stores

Central

- Amara 100AM*
- Bugis Junction
- Chevron House*
- Chinatown Point*
- Great World City
- Hong Leong Building*
- International Plaza*
- ION Orchard
- Marina Bay Financial Centre*
- Marina Square
- Plaza Singapura
- Plaza Singapur (New Extension, Level 4)
- Raffles City
- Suntec City Mall
- Takashimaya Shopping Centre
- Tiong Bahru Plaza

North

- Ang Mo Kio Hub
- Causeway Point
- Compass Point

East

- Northpoint
- Novena Square
- Sun Plaza

West

- Bedok Central Bk 211
- Changi City Point*
- Parkway Parade
- Bukit Panjang Plaza
- Clementi Mall
- IMM
- The Star Vista
- West Mall
- Yew Tee Point

watsons

MEMBERS' ONLY SALE

Exclusively for Watsons & DBS/POSB Credit/Debit Cardmembers

1 DAY ONLY!

Up to 50% OFF

10% Cash

Gifts, Sales & Surprises!

Early Bird Special

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- Bedok Central Bk 211
- Changi City Point*
- Parkway Parade

West

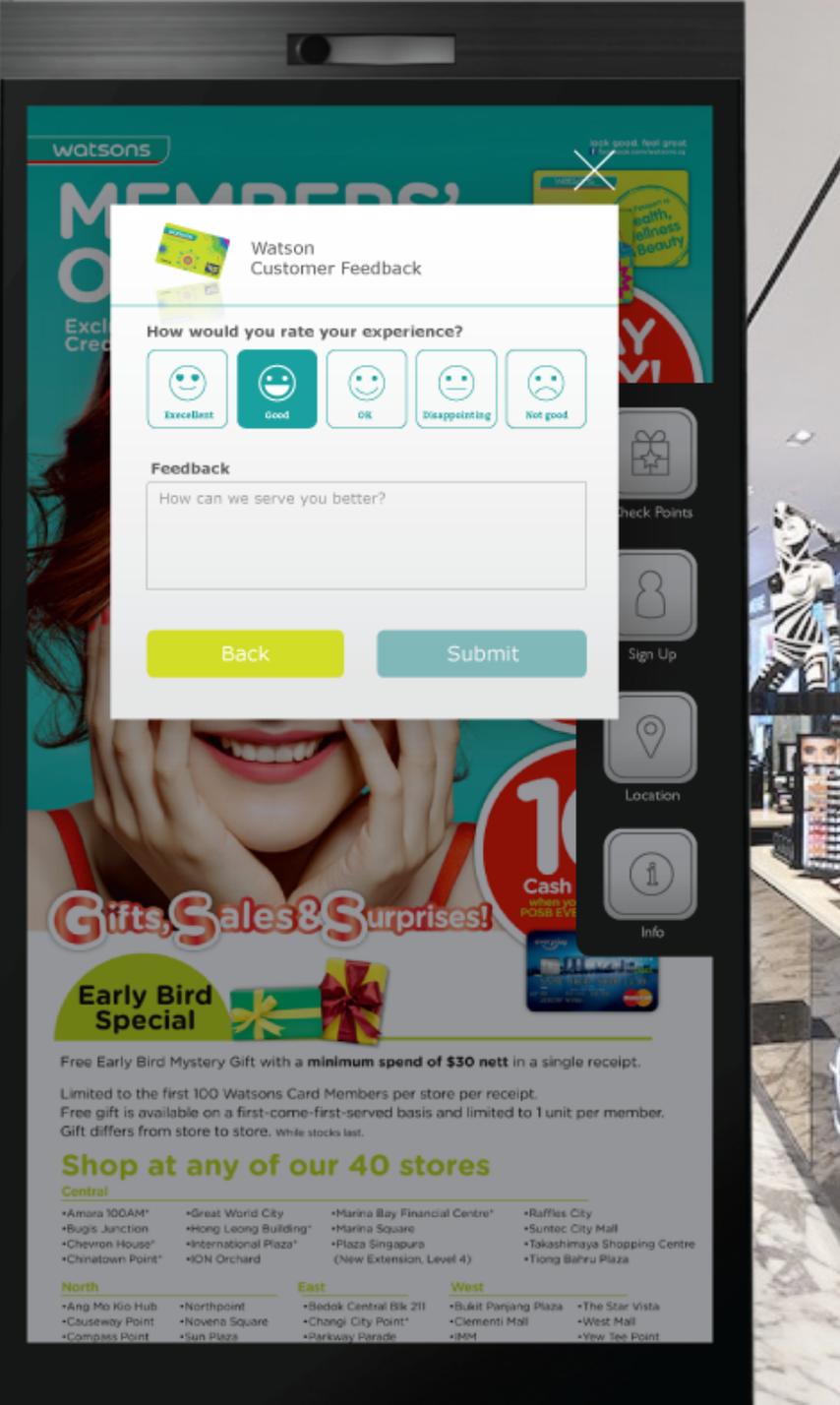
- Bukit Panjang Plaza
- Clementi Mall
- IMM
- The Star Vista
- West Mall
- Yew Tee Point

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.



Comment Box

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

Record Voice Messages or Filling Up Feedback Form

Listen to your shoppers with an in-store CRM kiosk where shoppers have the options to leave their feedback verbally or in the format of texts.

Analytics and User Data Collection

A web-based analytics tool for retail management to gauge advertising and apps effectiveness, and also collecting user data for market intelligence, expanding or retaining the customer base.

Viewing Analytics

Usage Analytics

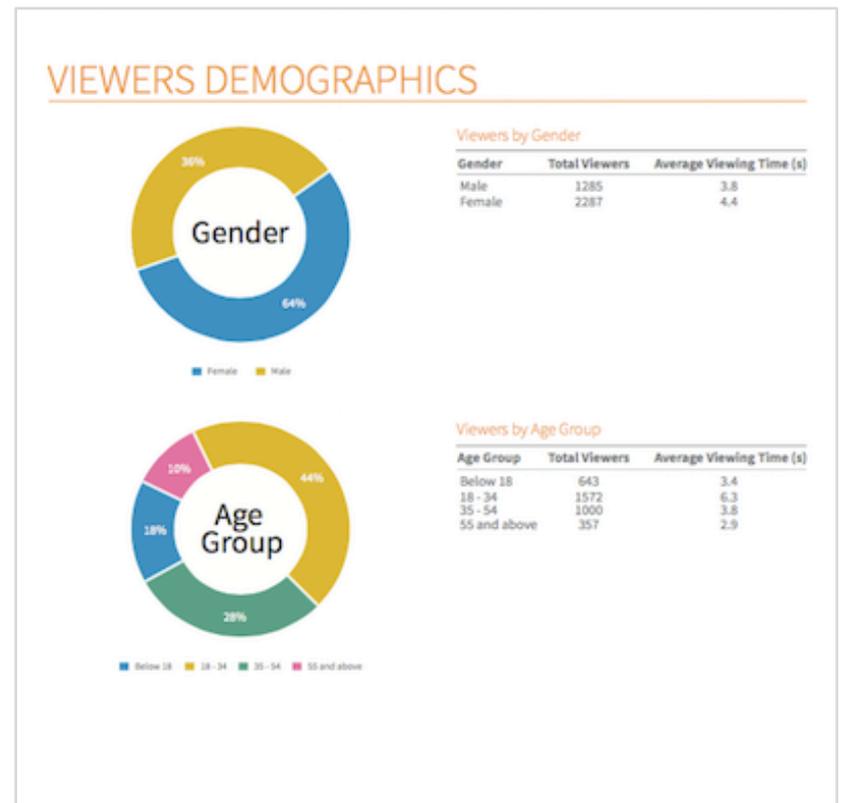
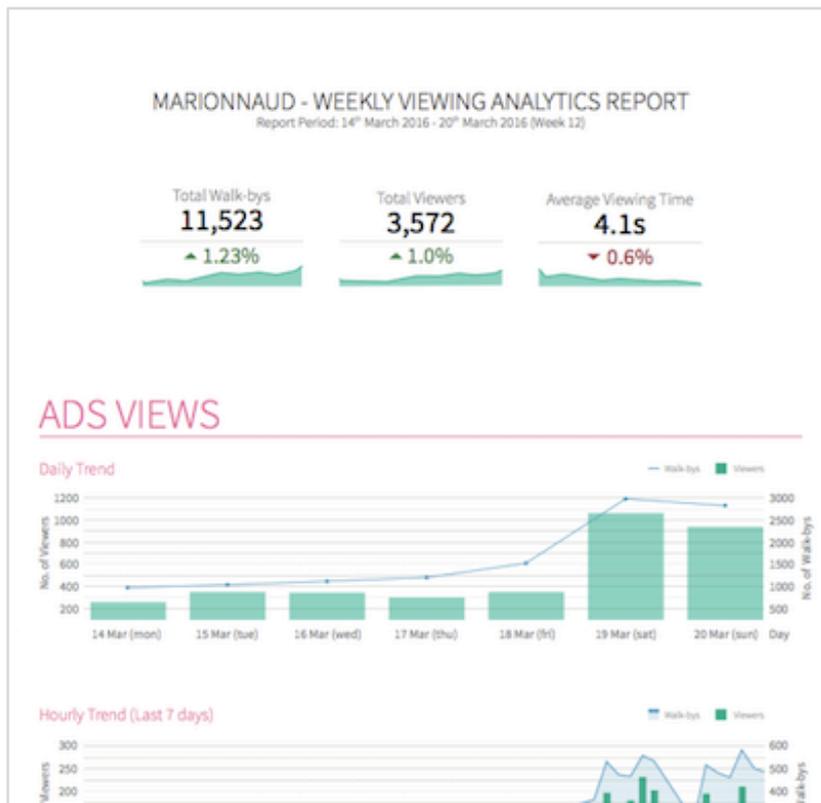
User Data Harvesting

Gauge advertising effectiveness

Viewing Analytics

A powerful analytics which allows store 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 walk-by
- No. of viewer
- Average viewing time
- Viewers by age group
- Viewers by gender
- Etc.



Maximize apps usage for better user engagement

Usage Analytics

Quantifying the advertising opportunities based on the app usage patterns at different times of days and also identifying the tops apps with highest usage to engage shoppers better with the interactive digital signage in store.

Metrics:

- o Daily and hourly app usages
- o Ads-to-apps conversion
- o Highest usage hour
- o App usages compared with previous week
- o Etc.

APPS USAGE

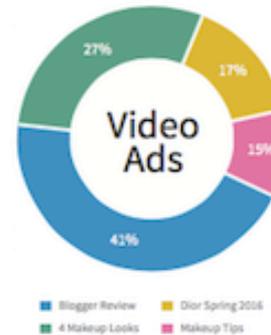
Top Apps



Usage by Apps

Apps	This Week	Last Week	Changes
Dior	451	400	▲ 12.75%
Estee Lauder	408	420	▼ 2.86%
Chanel	237	225	▲ 5.33%
YSL	167	155	▲ 7.74%
Lancome	166	180	▼ 7.78%
Givenchy	151	140	▲ 7.86%
Total	1580	1520	▲ 3.95%

Dior - Video Ads



Video Ads	Number of Views
Blogger Review	184
Makeup Tips	66
Dior Spring 2016	78
4 Makeup Looks	123

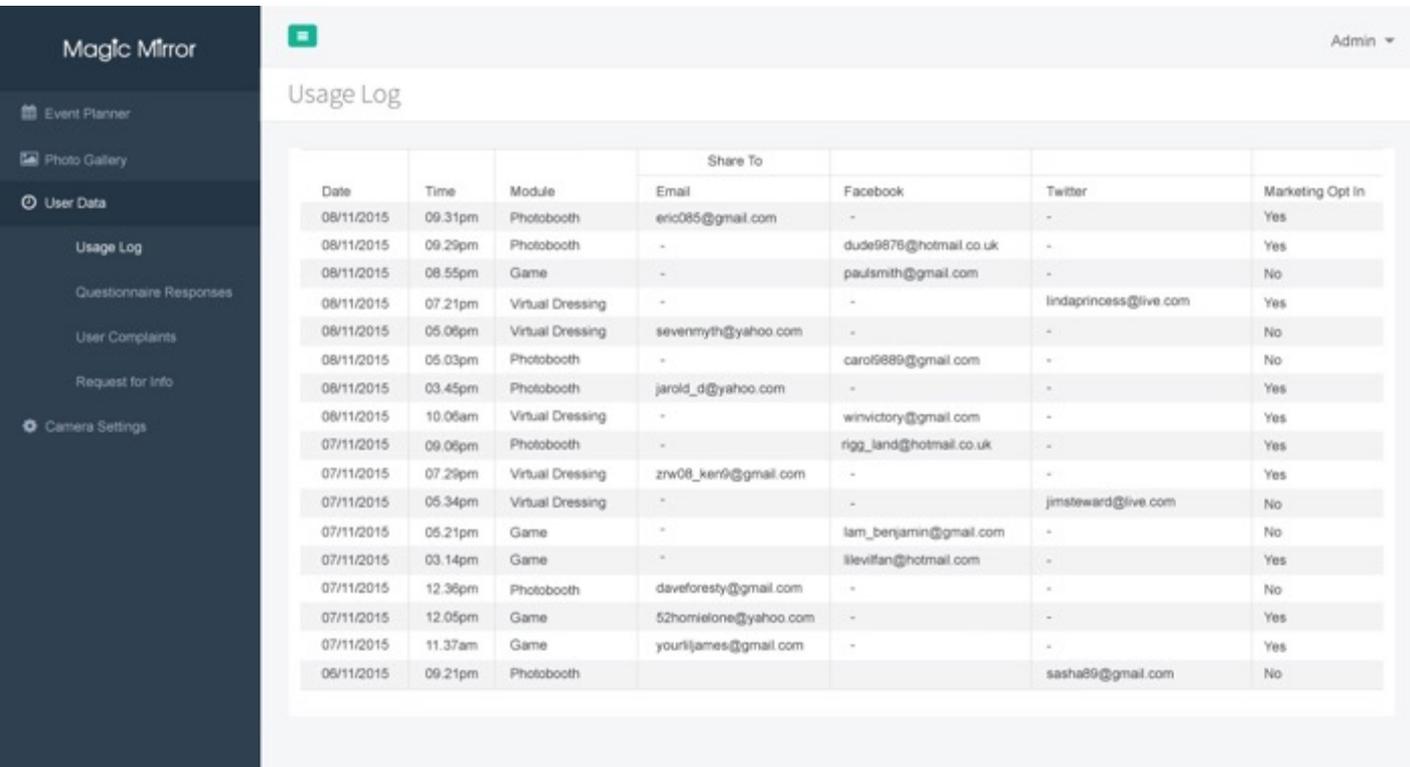
Estee Lauder - Virtual Makeup Tester



Product	Number of Usage
Hot Chills	30
Bad Angel	89
Nude Reveal	67
Sheer Sin	44
Bold Innocent	106
Thrill Seeker	72

Build a lasting relationship with your shoppers

User Data Harvesting



Date	Time	Module	Share To			Marketing Opt in
			Email	Facebook	Twitter	
08/11/2015	09:31pm	Photobooth	eric085@gmail.com	-	-	Yes
08/11/2015	09:29pm	Photobooth	-	dude9876@hotmail.co.uk	-	Yes
08/11/2015	08:55pm	Game	-	paulsmith@gmail.com	-	No
08/11/2015	07:21pm	Virtual Dressing	-	-	lindaprincess@live.com	Yes
08/11/2015	05:06pm	Virtual Dressing	sevenmyth@yahoo.com	-	-	No
08/11/2015	05:03pm	Photobooth	-	carol5889@gmail.com	-	No
08/11/2015	03:45pm	Photobooth	jarold_d@yahoo.com	-	-	Yes
08/11/2015	10:06am	Virtual Dressing	-	winvictory@gmail.com	-	Yes
07/11/2015	09:06pm	Photobooth	-	rigg_land@hotmail.co.uk	-	Yes
07/11/2015	07:29pm	Virtual Dressing	zrw08_ker9@gmail.com	-	-	Yes
07/11/2015	05:34pm	Virtual Dressing	-	-	jimsteward@live.com	No
07/11/2015	05:21pm	Game	-	lam_benjamin@gmail.com	-	No
07/11/2015	03:14pm	Game	-	ilevifan@hotmail.com	-	Yes
07/11/2015	12:36pm	Photobooth	daveforesty@gmail.com	-	-	No
07/11/2015	12:05pm	Game	52homelone@yahoo.com	-	-	Yes
07/11/2015	11:37am	Game	yourlames@gmail.com	-	-	Yes
06/11/2015	09:21pm	Photobooth	-	-	sasha89@gmail.com	No

The everyday mirror usage together with the user data are stored in a downloadable spreadsheet which retailer can use to keep them engaged with their future marketing campaigns. Depending on the apps installed, Magic Mirror could also gather the following user data such as

- Questionnaire responses
- User complaints
- Request for info
- User feedback
- Etc.

Magic Mirror System Overview

Highlighting the key features of Magic Mirror software and hard platform which makes it a highly customizable kiosk or digital signage system to fit into different use cases.

Content Management

Apps Model

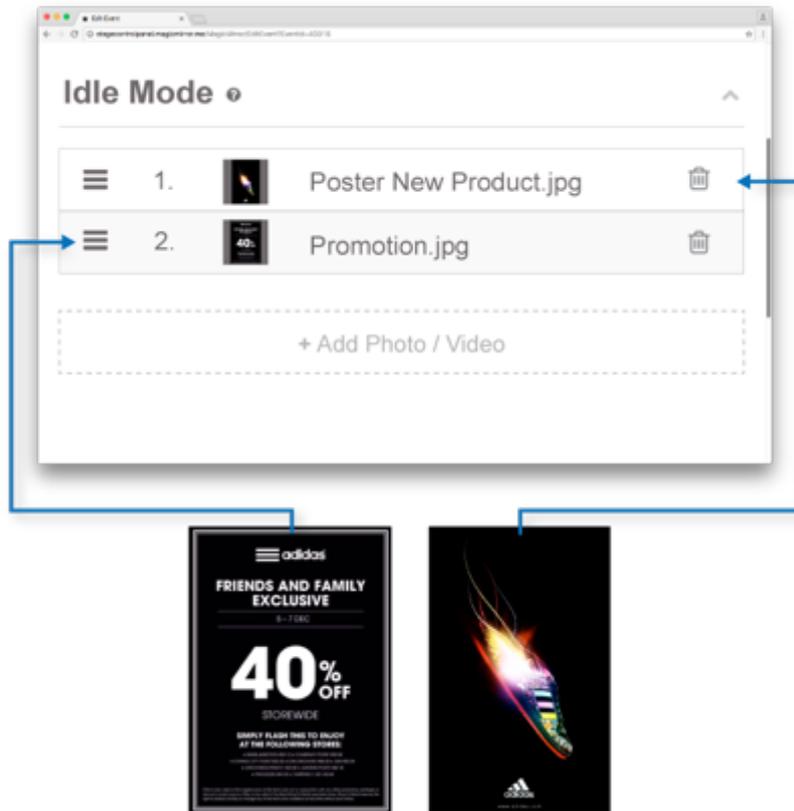
HTML Based Architecture

Unified Hardware Platform

Unified Software Platform

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.

Your in-house marketers could continuously refresh the marketing contents by themselves without having to go through the technical person.

Managing multiple units from a central location

100+ Available Apps – Highly Customizable

App Store Model

Magic Mirror is built on a common platform which holds many apps. Each app is highly customizable with the branded assets to create the personalized branding experience.

Categories:

Photo Booth	CRM
Virtual Try-On	Way Finder
Games	Unity 3D
Digital Signage	Movie

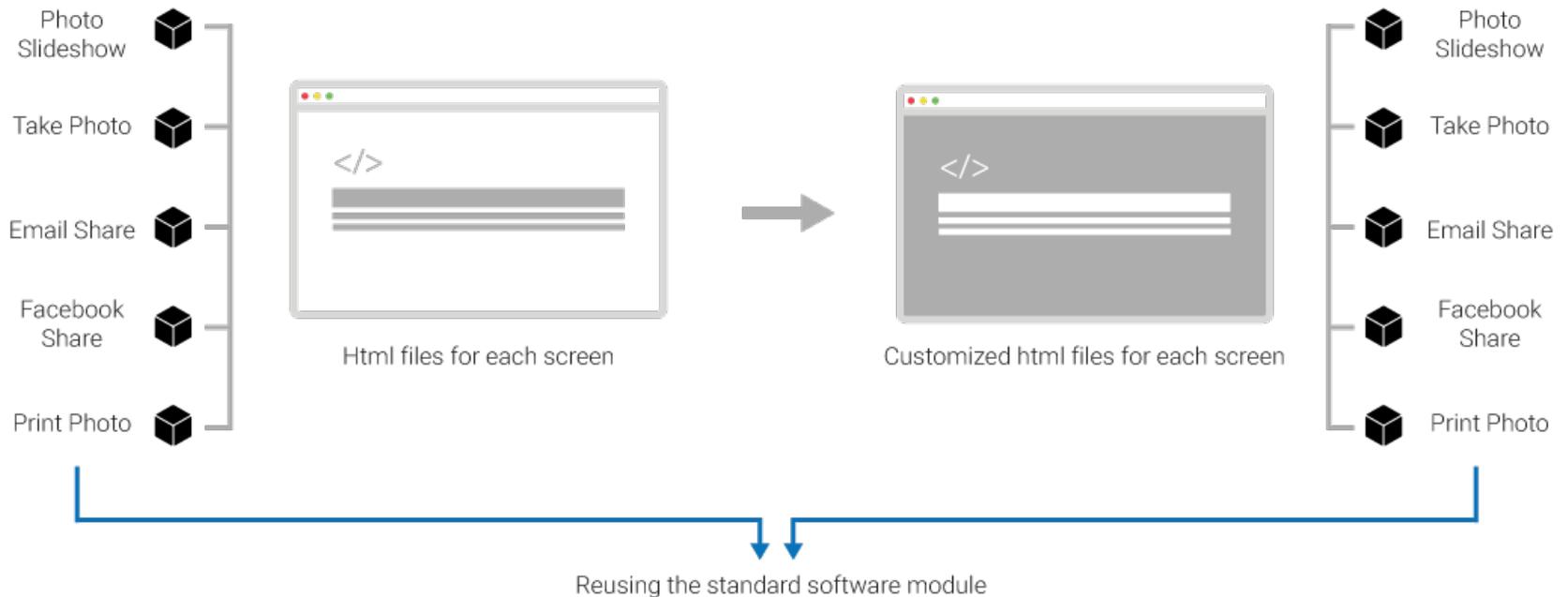


Managing multiple units from a central location

Reusable Software Modules – HTML Based

Highly Customizable HTML Based Architecture

Magic Mirror apps are built on HTML platform with a lot of reusable software modules so your in-house web developers will have the complete control over the apps customization to tailor the experience for your businesses.



Supporting all apps with a single hardware platform

Unified Hardware Platform

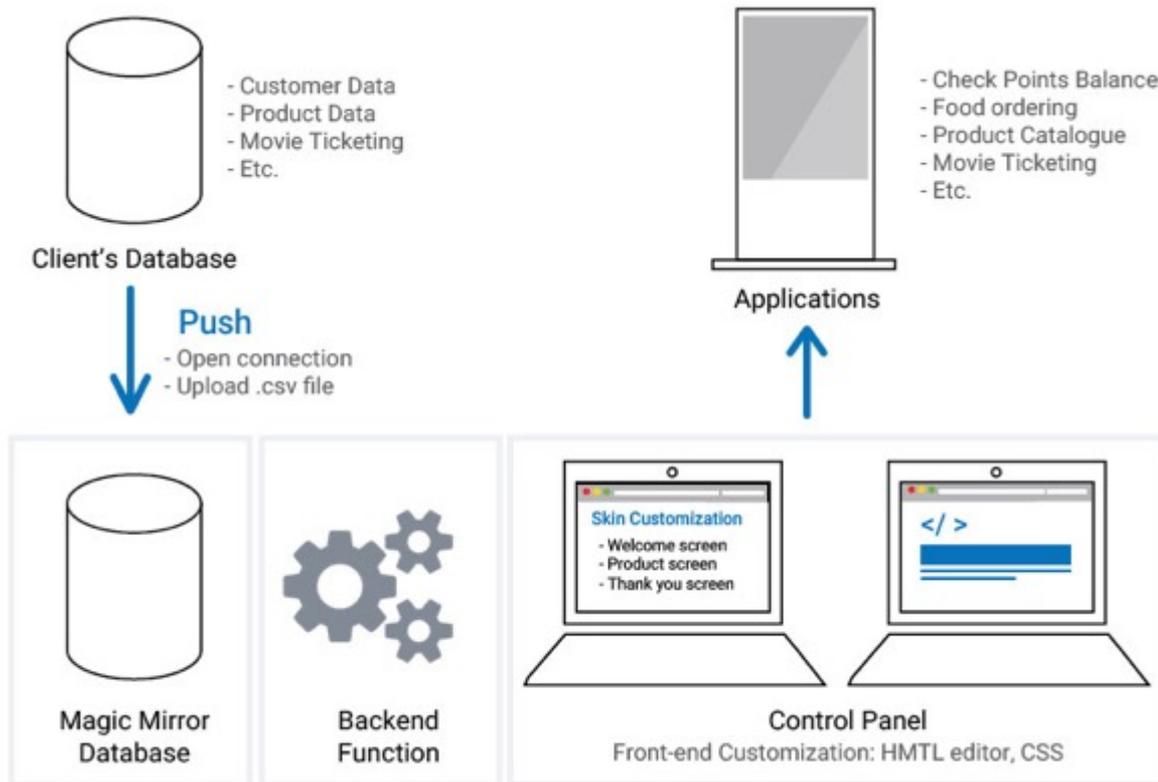
All-In-One Digital Signage, Kiosk or Web Browser

Equipped with full touchscreen capacity, Kinect body sensor and powerful processing unit, Magic Mirror is an all-in-one hardware platform which can support the high variety of apps for different industries and installation set up.



An open platform architecture that allows flexibility

Unified Software Platform



Scalable Agile Architecture

Magic Mirror is built on a scalable architecture which your in-house web developers and business experts can easily customize or expand the app functions, applying the custom-made or modified apps in a way that suits the business purposes.

Find out more on our packages

Retail Store's Package

Hardware

- Flush mount or standalone unit
- 55" full touch screen capacity
- Kinect body sensor
- Powerful processing units with dedicated graphics card
- 3mm tempered glass
- Optional full one way mirror

Notable Features

- Kinect body tracking
- Social media, email and QR code sharing
- Digital signage player
- Gesture control
- Branding and graphics customization capability
- Data input via touchscreen
- Online photo gallery
- User data harvesting
- Mirror usage tracker

Featured Apps



Shopping Guide



Virtual Makeover



Digital Signage



CRM

Contact Us

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