



# Magic Mirror for Shopping Centres

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## Promoting Your Movie Theaters

Promoting the upcoming or newly released movies elsewhere, besides the movie theater.

### A Movie Poster with Live Countdown

Magic Mirror displays the countdown timer of the movie's premier in real time, making every movie release like a celebratory event.

Several functions are also available to lead shoppers to the next actions:



Find  
Nearest  
Cinema



Movie  
Trailer



Movie  
Ticketing



Celebrate  
THE season  
IN STYLE

Take Photo

Store Locator

Promotion

Info & Service

Limited Collection:  
blush palette shift top RM 259  
Limited Collection:  
red palette mini skirt RM 299

Only at  
**M&S**  
MARKS & SPENCER

One Utama • The Gardens Mall, Mid Valley • Sunway Pyramid

# Promoting Your Stores

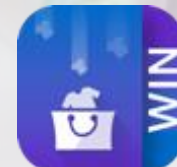
An interactive digital signage which can do more than displaying advertising ads.

## Advertising Media with Interactive Experience

Besides playing the brand's digital content, Magic Mirror comes with with additional functions such as take photo, browse product catalogue, play game, social media sharing, etc. to immerse shoppers into the brand experience



Photobooth



Catch  
and Win



Product  
Catalogue



## Weekend of free summer fun

Everyone's invited 2-3 July

Join us at your local intu centre for two days of all-singing, all-dancing entertainment!

04 18 48 04

Days

Hours

Minutes

Seconds



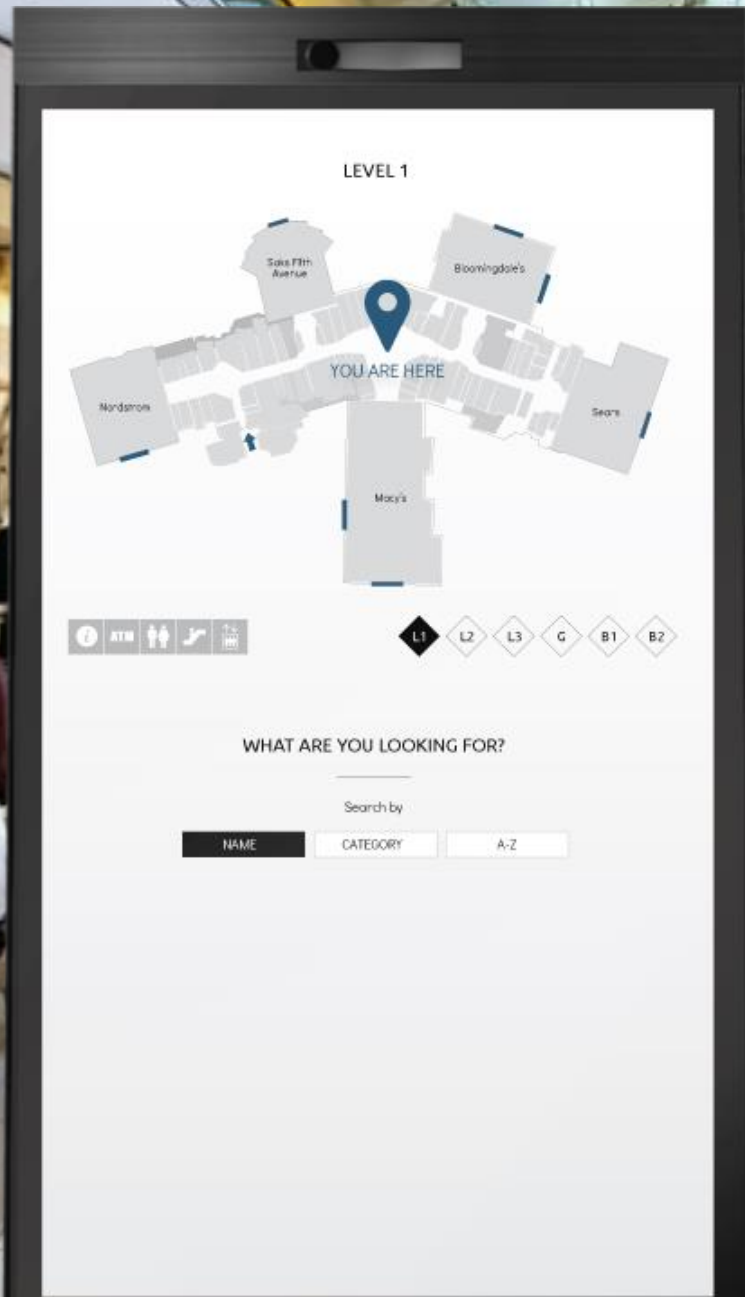
# Promoting Your Events

A cost effective marketing tool for events.

## Live Broadcasting of Events

Event information can be updated in real time remotely to inform shoppers on today's or upcoming events, driving more traffic to the event.





# Double Up as Wayfinder Kiosk

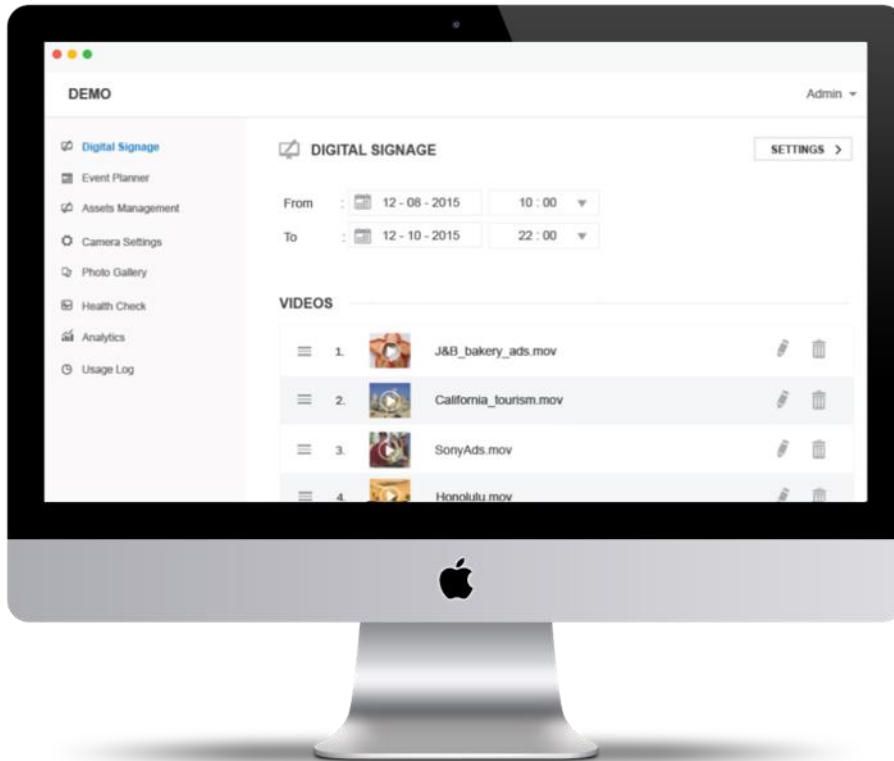
Providing concierge service to shoppers in the shopping centre.

## Find Your Way to the Destination

Several search criteria – browse by category, A – Z, and search by name – are available to ease shoppers in finding their desired destination together with the directional information to help them reach the destination.

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

# Shopping Centres Package

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## Hardware

- Kinect Body Sensor
- DSLR Camera
- Studio Flash
- Response Visual Unit
- Full HD Display
- Touchscreen
- Mirror Cabinet

## Notable Features

- Kinect body tracking
- Studio quality photography
- 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



Digital Signage



Wayfinder



Photobooth



Product Catalogue

## Contact Us

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