

### Product Overview

MirrorMe is a smart mirror based on augmented reality that works as a virtual fitting room.

It is a powerful product, nice, amusing and effective, aimed at improving the customer's shopping experience and increasing sales at retail stores.

By using MirrorMe, shoppers can try on garments like shirts, jackets, trousers, blouses, skirts, dresses, etc. in a virtual way, that is without the need to go to a fitting room and undress. Customers can make a first selection on the garments they prefer and then go to the fitting room to verify which size fits them better. They can also buy when the shop is closed and they can interact with the mirror in a number of languages: American English, Spanish, French, Italian, German and much more besides!

So MirrorMe combines augmented reality and gesture recognition into a magical, memorable consumer experience which captures attention, presents your products and brands in a conceptually new way, boosts sales within the shop and converts passers-bys into customers.



### Benefits:

- Sales increase
- Reduction of queues at traditional fitting rooms
- Improved customer shopping experience
- Easy and fast conversion of garment pictures in the retailer's catalogue into 3D images
- The frame colour and material can be chosen

### Applications:

- Virtual fitting rooms
- 24/7 Access
- Attracts Attention of Passersby

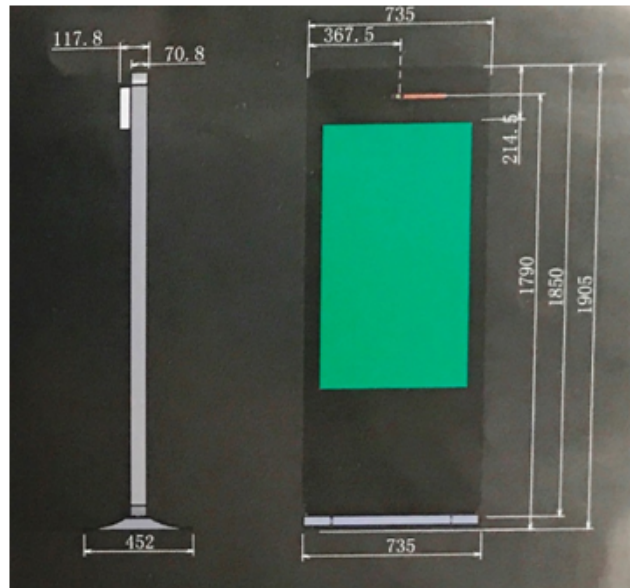




### Product Specifications

Our standard hardware solution is based on:

- o 50 Inch 16:9 LED display
- o Display 616 x 1095 mm
- o Resolution 1920 x 1080 / 60 Hz
- o Brightness 350 cd/m<sup>2</sup>
- o Motherboard H81 industrial
- o Intel i5 CPU
- o LAN / Wifi / Bluetooth 4.0
- o Motion sensor



Color and material can be chosen, as well as the display's dimensions. The conversion of garment pictures in the retailer's catalogue into 3D images is easy and fast.

A number of custom solutions are available, such as the below 48 Inch LED Full HD display, mirroring customers in a selected environment:



### Shopping Process

The way the mirror works, as well as the customer's options, are shown here: [www.mirrorme.info](http://www.mirrorme.info).

The shopping process is as follows:

1. The shopper looks at the screen and sees himself/herself with some augmented reality menus and options.
2. By using gestures, the shopper selects the products that they want to try on first and immediately after that, he/she sees himself/herself with that garment on.
3. The shopper can select several products in a rapid sequence, for instance a shirt and a jacket, or a skirt and a blouse.
4. As an option, the software allows the shopper to take photos of himself/herself with the products on, so they can review them to make a purchase decision.
5. By scanning the bar code, the customer can shop online, dealing directly with the e-commerce website of the shop.



### Evolutionary Process. Revolutionary Progress.

The concept of digital signage has been around for years... At MirrorMe, we've moved that concept a step further by combining it with a gesture controlled interface which incorporates voice recognition and simulated reality.

The result is something entirely new. Something that no longer fits into the concept of corporate signage. It's a new advertising medium which changes the way marketing is done. It's a new way for customers to interact with your business, learn about your products, and make purchases.

At MirrorMe, we utilize our forward-looking technology to develop in-store, trade show and outdoor marketing campaigns and sales tools.

### Pricing

Product now on sale & for rent.

Leasing available. Ask for pricing and financing.

One price, regardless of the number of users.

	Display Mapper	Typical Media Server	Typical Digital Storage
3D video mapping	X	X	...
Ability to update content remotely	X	...	X
Manage multiple sites from one location	X	...	X
Remote monitoring and mapping (with USB camera)	X	...	...
Remote scheduling of projector on/off	X	Using separate software	...
Low cost hardware	X	X	X
Single fix installation next to the projector	X	X	X