Technology Solutions for Retail

AdvanMirror

Interactive product recommendation system with screen-mirror integration



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Benefits:

- Increases sales at retail stores
- Increases conversion rate
- Increases cross-selling
- Improves the customer shopping experience
- Provides recommendations
- Fun to use
- Advertising space
- Generates information about user interests
- The content and user interface can be updated remotely

Applications:

- Retail stores

Product overview

AdvanMirror is a product recommendation and cross-selling system for retail stores.

AdvanMirror uses RFID technology and a touch screen integrated with a mirror to improve the shopping experience of customers at retail stores or libraries.

Customers, next to their reflection, see images of the products they have picked up, detailed information about these products and receive product recommendations.

The use process is as follows:

- The customer picks an item he finds interesting
- The customer approaches the product to AdvanMirror, and the RFID subsystem of AdvanMirror detects the item
- The screen of AdvanMirror shows both customer reflection and images of the product, together with information like colors and sizes available, composition, price, etc. The customer also receives recommendations of matching products and accessories
- With AdvanMirror touch screen, the customer can browse through other products, request that an employee brings one product, etc.



Thanks to its simplicity and price, several units can be installed in one store.

AdvanMirror comes in two sizes :

- 27" touch screen
- 43" touch screen

AdvanMirror comprises :

- Mirror with integrated touch screen
- RFID subsystem, with two antennas
- Screen frame
- Embedded computer
- Content and user interface management cloud-based software

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Connection to AdvanCloud

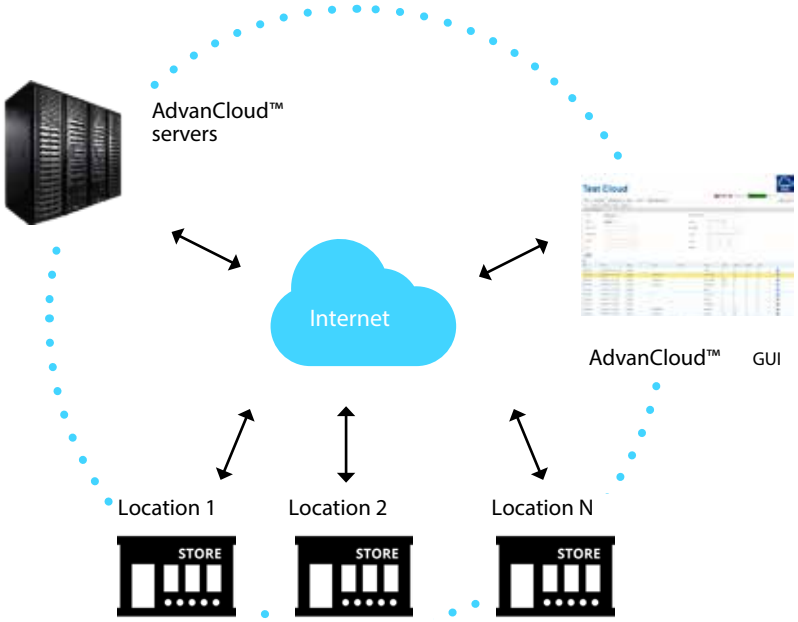
The content and user interface of AdvanMirror can be updated remotely very easily, by means of the AdvanCloud cloud-based software .





All the events are registered and stored in AdvanCloud. This information can then be analysed for business intelligence purposes:

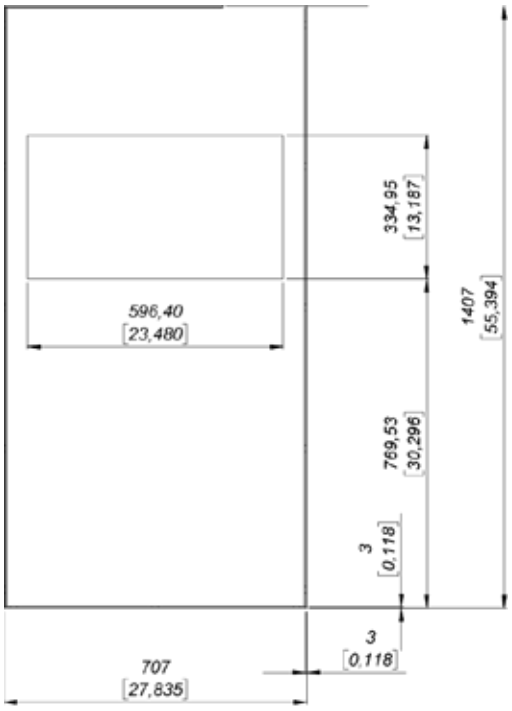
- Number of users that use AdvanMirror
- Products that customers bring to AdvanMirror
- Recommended products that customers select on the screen
- Products that the customers request to be brought by an employee
- Etc.



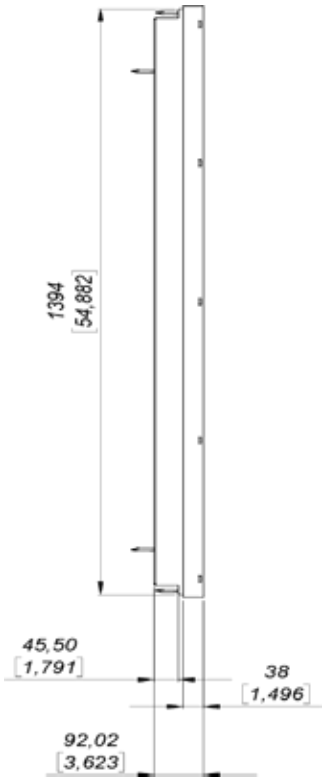
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Mechanical specifications: 27” touch screen

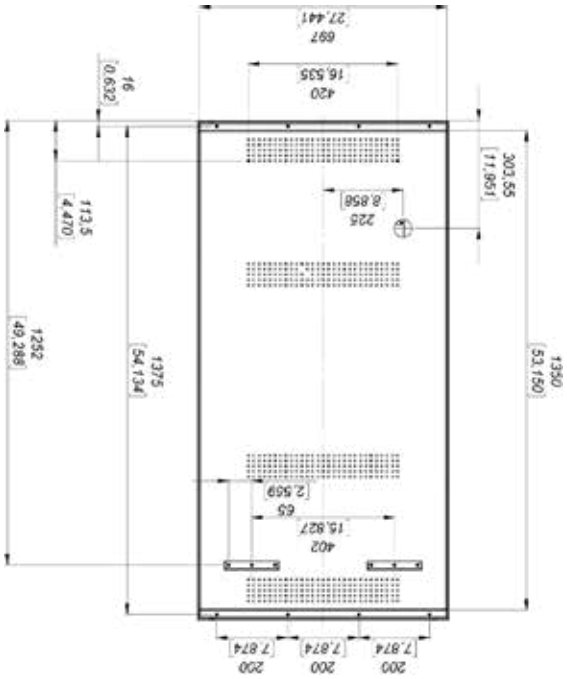
Front view



Side view



Rear view

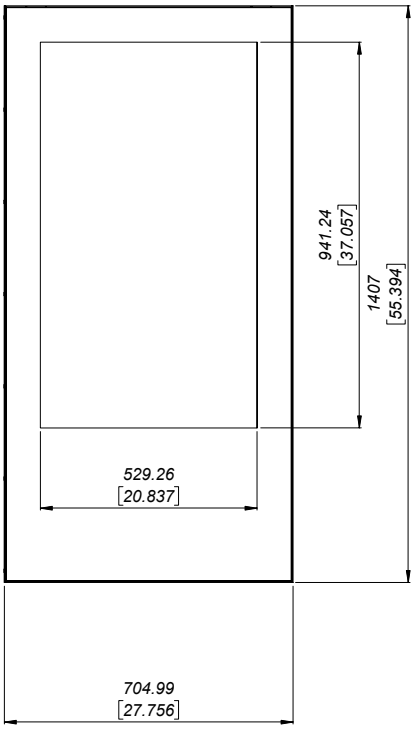


Units in millimeters and [inches]

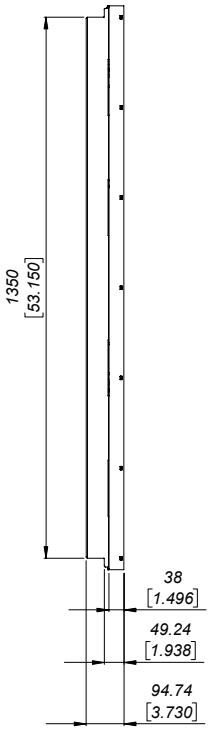
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Mechanical specifications: 43” touch screen

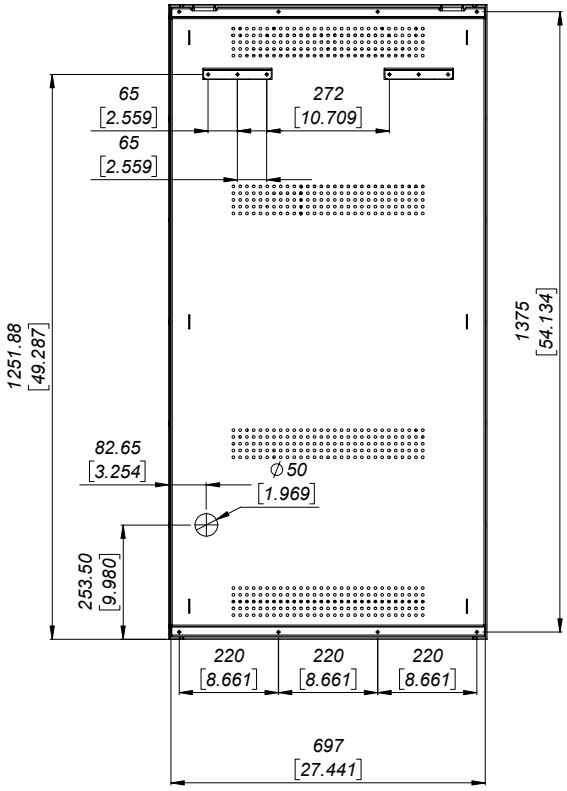
Front view



Side view



Rear view



Units in millimeters and [inches]

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Tecnical specifications

Touch screen technology	Projected capacitive
RFID frequency EU Version	865,6 - 867,6 MHz (ETSI EN 302 208)
RFID frequency US Version	902 - 928 MHz (FCC part 15)
RF Power output	Programmable from -5 dBm to 30 dBm in 0.5 dBm steps
Standard Compliance	EPCglobal Gen2 (ISO 18000-6C)
RFID Antennas polarization	Circular
Temperature range	0°C to +40°C
Dimensions	708 mm x 1408 mm x 100 mm (27.9 in x 55.43 x 3.93 in)
Weight (27inch screen)	35 kg (77.16 lbs)
Weight (43inch screen)	45 kg (99.21 lbs)
Power consumption	Up to 65W

Product codes for ordering

ADMR	-	SS	O	-	FF	-	mmm	
								SS = Screen size
		27						27 inch
		43						43 inch
								O = Options
			T					touch screen
								FF = Frequency Band
					EU			865,6 MHz - 867,6 MHz
					US			902,0 MHz - 928,0 Mhz
								Model
							300	Model number

Examples:

ADMR-27T-US-300:

- AdvanMirror
- 27" touch screen
- Frequency band : 902,0 MHz - 928,0 Mhz
- Model 300

ADMR-43T-EU-300:

- AdvanMirror
- 43" touch screen
- Frequency band : 865,6 MHz - 867,6 MHz
- Model 300

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