



#### Company

Mirum

#### Retail experience

Virtual mirror

#### Solution focus area

Omnichannel store

#### Providers

Intel

Samsung

#### Technologies and services

- Intel RealSense
- Samsung\* OLED mirror display
- Quotation per project

#### More information

[mirumagency.com/hong-kong](http://mirumagency.com/hong-kong)

# A magic mirror encourages customers to engage in whole new ways

Intel® RealSense™ technology lets customers try on jewelry virtually

## Solution overview

The Magic Mirror is a new way for customers to shop in-store. This innovative, immersive shopping experience allows customers to create looks and try on different things without the help of an in-store employee. Utilizing new no-backlight OLED displays, it creates a realistic mirror experience while being able to add and modify elements of the image. Adding jewelry, changing the color of a shirt, even trying something on that is out of stock are all now in the realm of possibility. And of course, you can snap a picture and share it with friends.

## Benefits

- Reduces operational costs for services on low-margin but high-volume products
- Frees up sales personnel to service customers focused on high-margin products
- Makes self-service more fun and interactive

## Market readiness

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