

SOLUTION BRIEF

Retail Technology



MemoryMirror*



Background

Digital fitting room mirror that captures and augments the experience of trying on and buying fashion apparel.

Functional capabilities

Comparison of try-ons, 360-degree views, virtual garment changes, client registration.

The MemoryMirror* from MemoMi is an omnichannel platform that is helping Neiman Marcus increase customer loyalty and sales. Through gestures or the mobile app, customers can get a 360-degree view and see previous selections. Sales staff can also promote hot new items through social media; customers can then see these items and try them on virtually, sharing favorite outfits with friends. MemoryMirror boosts sales conversion rates and brand awareness with a rich set of tools to easily engage with customers' mobile devices in the store and on the go.

Benefits

This platform provides a unique user experience, converting otherwise anonymous, in-store visitors into connected customers. By breaking down current retail boundaries, shoppers can take their in-store experience with them. This solution also arms sales associates with valuable information used for customized offerings and promotions.

What to buy

MemoMi Digital Mirror*	65- to 70-inch commercial-grade digital mirror
MemoMi MirroRunner*	Digital mirror software player based on the latest-generation Intel® Core™ i7 processor with Iris® Graphics Control Panel

Intel® technologies—end to end

Latest-generation Intel Core i7 processor-based with Iris Graphics Control Panel running the platform software.

Learn more

intel.com/retailsolutions | memorymirror.com

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