AdvanMirror ™

Interactive product recommendation system with screen-mirror integration

keonn
sense, know, act

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:

1. The customer picks an item he finds interesting
2. The customer approaches the product to AdvanMirror, and the RFID subsystem of AdvanMirror detects the item
3. 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
4. With AdvanMirror touch screen, the customer can browse through other products, request that an employee brings one product, etc.

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

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

AdvanMirror **comprises**:

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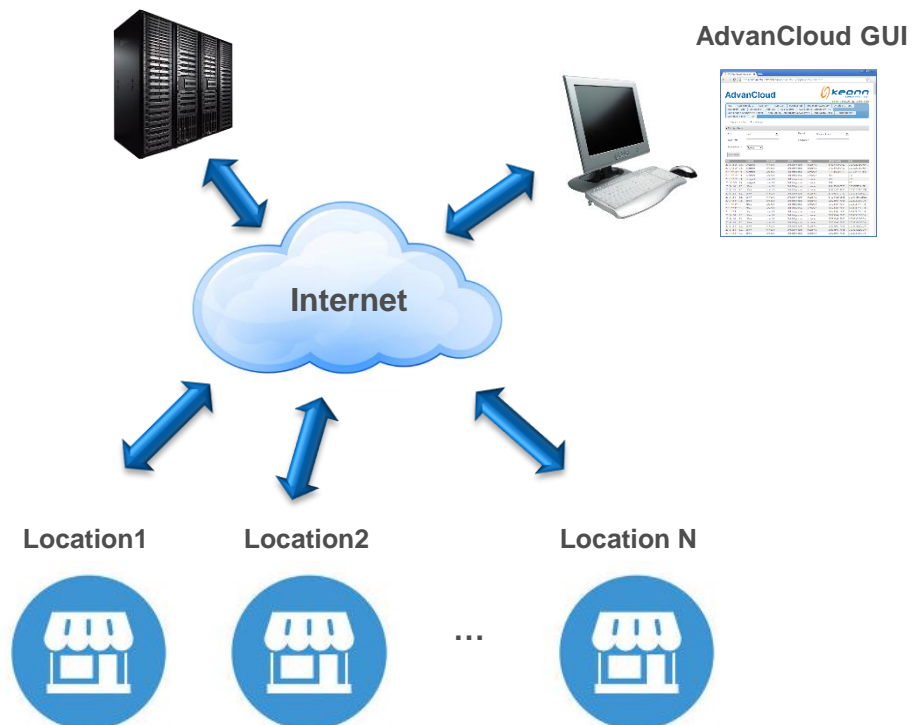
Connection to AdvanCloud

The content and user interface of AdvanMirror can be updated remotely very easily, by means of the **AdvanCloud cloud-based software**.
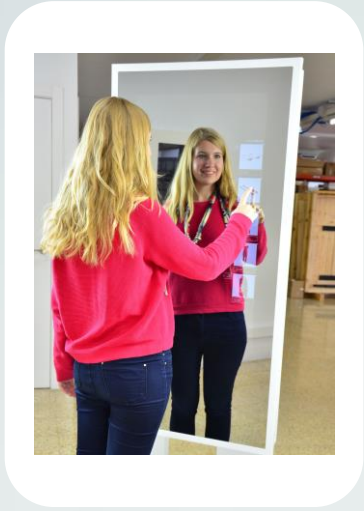
All the events are registered and stored in AdvanCloud. This information can then be analysed for **business intelligence** purposes:
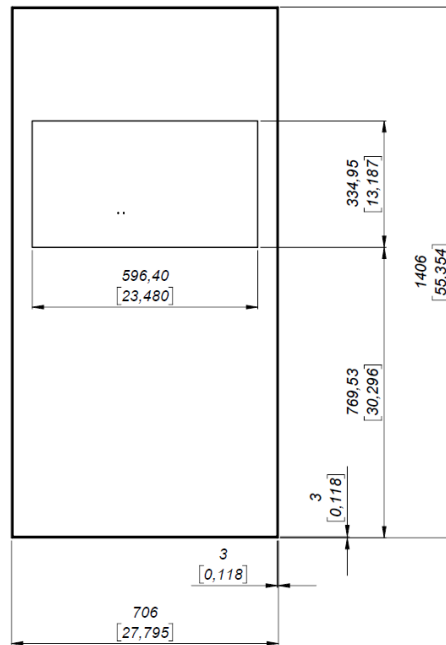
- Number of users that use AdvanMirror
- Products that customers bring to AdvanMirror
- Recommended products that customers select on the screen
- Products that the customers request to be brought by an employee
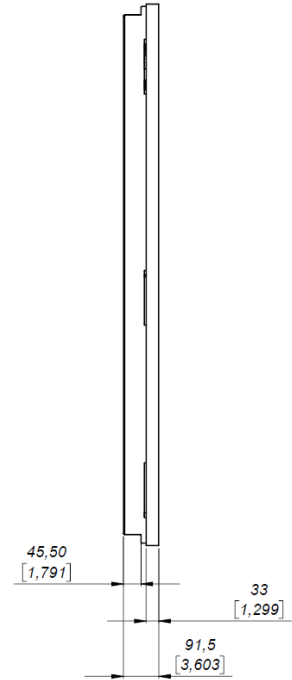- Etc.

AdvanCloud servers

AdvanCloud GUI

Internet

Location1   **Location2**   **Location N**

...

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Mechanical specifications

334,95 [13,187]

596,40 [23,480]

1406 [55,354]

769,53 [30,296]

3 [0,118]

3 [0,118]

706 [27,795]

Front view

45,50 [1,791]

33 [1,299]

91,5 [3,603]

Side view

200 [7,874]   200 [7,874]   200 [7,874]

402 [15,827]

1350 [53,150]

1375 [54,134]

1253,05 [49,333]

15,55 [0,612]

697 [27,441]
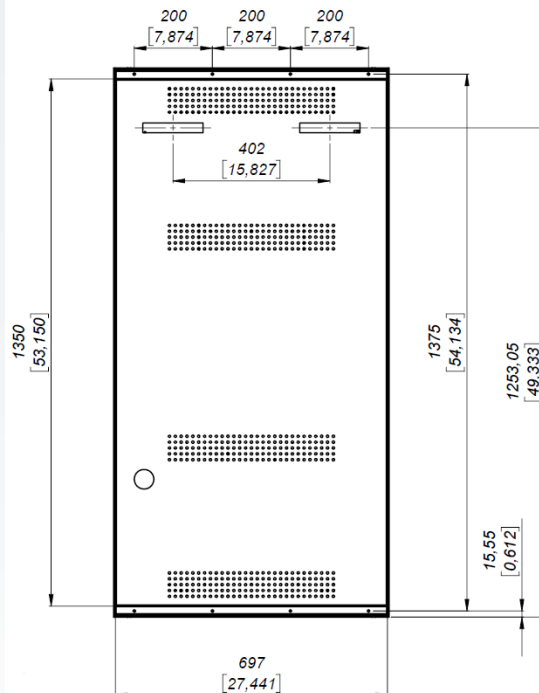
Rear view

Units in millimeters

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Technical 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	35 kg (77.16 lbs)

Product codes for ordering

ADMR	-	SS	O	-	FF	-	mmm	
								SS = Screen size
		27						27 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

Example:

- **ADMR-27T-US-300:**

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

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