

MyVue® Smart Mirror

USES RFID
TECHNOLOGY &
INTEGRATED TOUCH
SCREEN

INCREASES SALES &
CROSS SELLING

PROVIDES PRODUCT
RECOMMENDATIONS

IMPROVES SHOPPER
EXPERIENCE

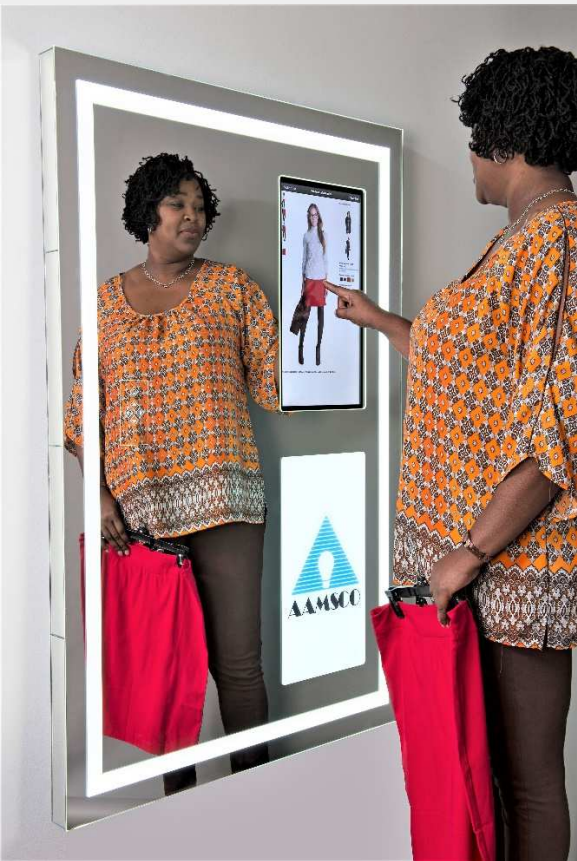
CONTENT & INTERFACE
CAN BE MANAGED
REMOTELY

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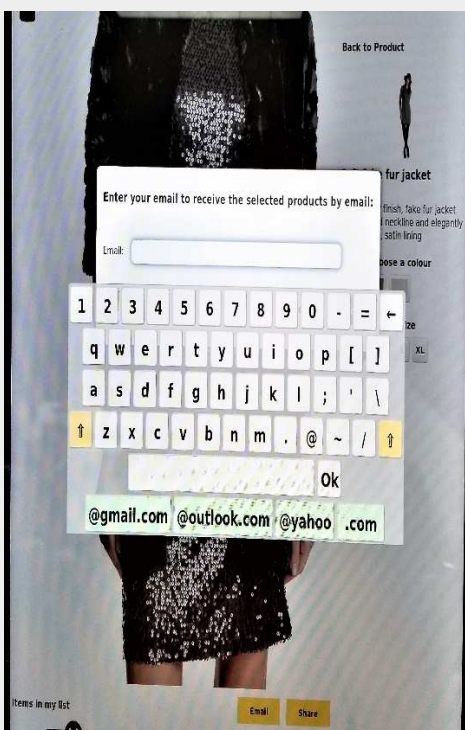
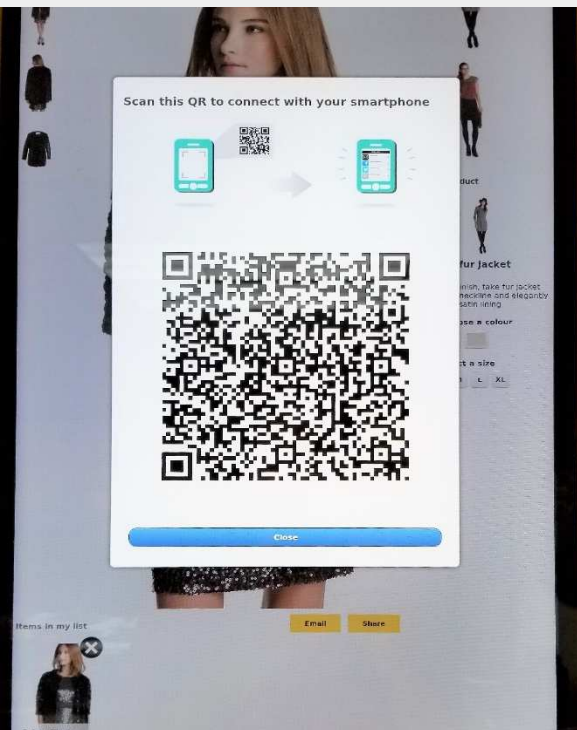
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HOW IT WORKS

- When the customer enters the fitting room, items are automatically detected by the RFID tag reader and displayed on the mirror.
- The screen shows images of the item indicating sizes & color options, along with matching items, such as belts, scarves, etc. that may be available.
- The shopper can interact with the touch screen on the mirror to select other items to view.
- The shopper can request a store associate to bring another size or color by touching the option on the screen.
- The store associate receives the customer request through an app on a mobile device and takes the item to the fitting room.
- The shopper can see how each item will appear in different light settings by touching the light control buttons, which change from warm white to cool white to daylight.
- The shopper has the option of sharing item favorites by emailing or scanning QR codes for future purchase.



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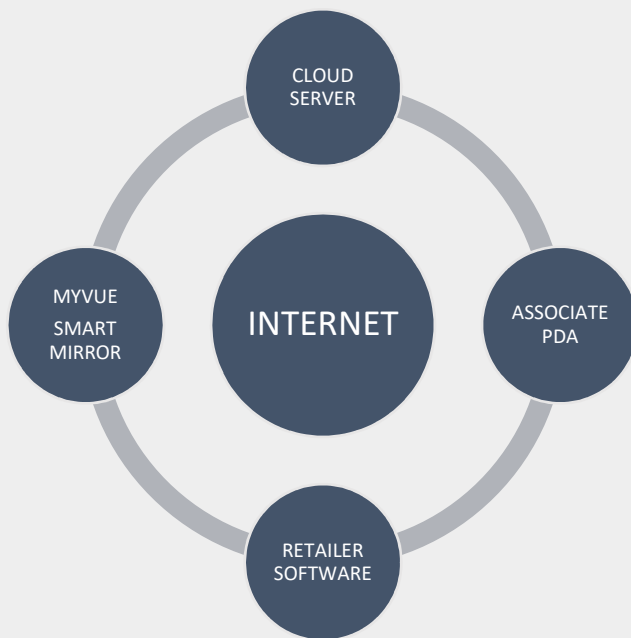
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CLOUD BASED SOFTWARE PLATFORM

ALL EVENTS ARE RECORDED & STORED IN REAL TIME



- All detected RFID tags are recorded & stored.
- All interactive events between the shopper & the **MyVue®** are recorded & stored.
- Real time inventory can be managed.
- All data stored can be used to generate reports.
- Associated apps can be downloaded to store associates' mobile devices.
- New content (images, videos, product descriptions, etc.) can be easily uploaded.
- User interface allows shoppers to interact with social media within the fitting room by scanning QR codes.
- Is easily customized for each retailer.
- Can be managed remotely.

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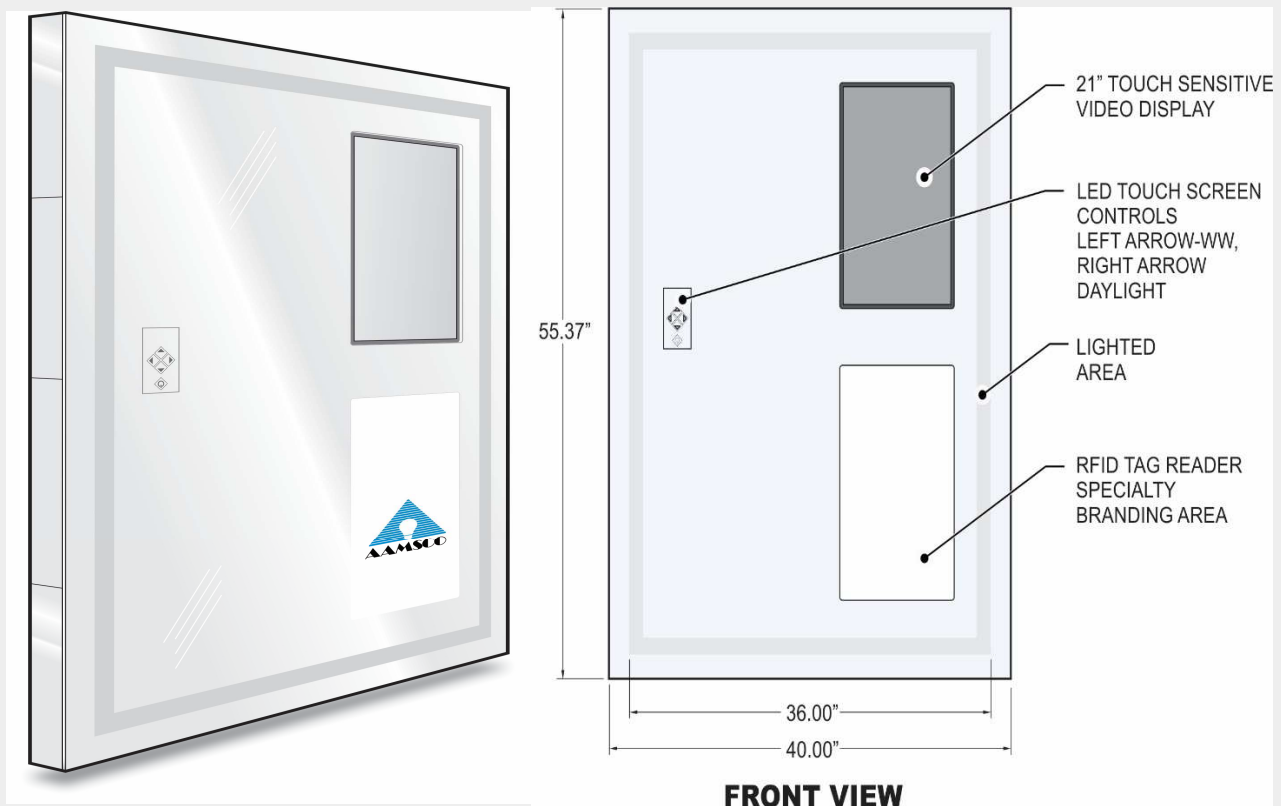
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TECHNICAL SPECIFICATIONS

Touch screen technology	Projected capacitive
RFID frequency	902 -928 MHz (FCC part 15)
Standard Compliance	EPCglobalGen2 (ISO 18000-6C)
RFID Antennas polarization	Circular
Operating Temperature	0°C to +40°C
RF Power output	Programmable from -5 dBm to 30 dBmin 0.5 dBmsteps
Screen size	21"
LED	40W, average 2625 lumens
Color Temp Range	2700K warm white – 5000K daylight
LED Touch Screen Controls	Up arrow=WW, Down arrow=daylight Left side arrow=lower intensity Right side arrow=higher intensity



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