

## Opportunities and applications of the Interactive Smart Admirror:

- Plan your reservation at the restaurant, breakfastservice, tennis court and many more options;
  - Give your experience/feedback about the quality of hospitality, kindness of staff;
  - Rate your experience of the store regarding assortment, experience, appearance;
  - Do a survey as desired;
  - Digital scale coupled to the mirror;
  - Integrate gesture recognition;
  - Install voice recognition;
  - An automatic link to social media or other accounts by means of an app or RFID token to interact with the appropriate platform (posting content on Facebook or Instagram, purchases of selected products, etc.);
  - Playing a mini-game;
  - A link between mirror and smartphone, using a special app to interact with the content on the mirror;
  - An AR (augmented reality) mirror, lowering a content about the user's image;
- A link to Google Maps, with hotspots in the area, provided with an interactive filter;
  - Specifying the user by giving interest / answering questions. Get an overview of corresponding locations / activities incl. Price information, reviews and opening hours;
  - A link to a weather satellite, showing the weather at a specific location;
  - Record video messages on a mirror and show them to other visitors;
  - Real-time video connection with another mirror.

### Good to know:

- Rate all of your guests what you want to measure;
- Specify the target group, among other things, based on: male, - female relationship, age.

# ADMIRROR

a unique way of communication



### Admirror head office

De Valkenberg 6  
6301 PM Valkenburg aan de Geul  
The Netherlands

### Telephone

0031-43-458 1340  
0031-6-2481 0566

### E-mail

info@admirror.eu

### Web

www.admirror.eu

A truly innovative way to **inform**,  
**motivate** and **inspire** your customers

Custom made Smart Admirror



**The Smart Admirror**

We are proud to present to you the Smart Admirror. Because this certainly is a smart mirror! From anywhere where there is internet access you easily determine what messages your mirror displays. By means of a personal login on our Content Management System (CMS) you are able to go online and control the mirror's messages. These message can be still images, videos but also news streams (using RSS feeds) or social media messages. The Smart Admirror enables you to communicate with your target audience in a truly unique way.

**Custom Made Smart Admirror**

We can create a custom made Smart Admirrors for your company or brand. The custom mirror will have a size, frame style and frame colour of your choosing and can be additionally completed with your company logo thus creating the perfect representation of your company or brand.

**Purchasing Smart Admirror**

The digital Custom Made Smart Admirror you buy through a one-time investment from our company. Then you pay a low monthly amount in licensing fees. You decide whether you place your own communications or other brands or companies advertise on the Smart Admirror. Create your own business model.

**Made in the Netherlands**

We manufacture the Smart Admirror ourselves in the Netherlands. Our Dutch partners supply our custom-built hardware. We assemble the mechanical and electronic components in-house to produce the finished product. We also develop the CMS and the mirror's firmware in-house.



**Unique advantages**

- Innovative way to communicate;
- Visualise your message on trendy mirrors;
- A platform that effectively brings across your message to your target group;
- Positive entertainment;
- Forced exposure: the visitor cannot avoid the message you are showing;
- Behind counter promotion of brands/products;
- Creating the right experience for your business.

**Different configurations**

The Smart Admirror is available in several different configurations:

**Stand-alone:** the mirror shows messages from a connected USB memory stick. No additional software is required;

**LAN network connection:** LAN network connection: the mirror is connected to our Content Management System using an existing LAN by means of standard network cables and equipment;

**4G network connection:** the mirror is connected to our CMS using a 4G modem. This configuration requires a data SIM and corresponding subscription;

**Wi-Fi connection:** the mirror is connected via an existing Wi-Fi network.

