



Product overview

AdvanMirror is a smart mirror that works as a virtual fitting room. It combines RFID technology and augmented reality in order to improve the customer shopping experience and increase sales at retail stores.

Watch a video of AdvanMirror on Youtube: http://youtu.be/WM5_ePKkNU

By using AdvanMirror, shoppers can try on garments like shirts, jackets, trousers, blouses, skirts, dresses, etc. in a virtual way, that is, without the need to go to a fitting room and undress. Customers can make a first selection on the garments they prefer, and then go to the fitting room to verify which size fits them better.

The process is the following:

1. The shopper places the products he/she likes on the smart shelf, and the system immediately recognizes those products and shows them on the screen.
2. The shopper looks at the screen and sees himself/herself with some augmented reality menus and options.
3. By using gestures, the shopper selects which of the products wants to try on first, and immediately after that, he/she sees himself/herself with that garment on.
4. The shopper can select several products simultaneously, for instance a shirt and a jacket, or a skirt and a blouse.
5. The shopper can take photos of him/her with the products on, save them in a virtual wardrobe, and then review them to take a purchase decision
6. The employee uses a web-based application running on a tablet to show other garments to the shopper and to help the shopper trying them on virtually

AdvanMirror can overlap garments in an intelligent way, that is, a jacket will be shown overlapping a shirt, a blouse, or trousers.

AdvanMirror includes:

- A smart shelf RFID system: antennas, multiplexers, reader, RF cables, control cables
- 46" screen
- Screen frame
- 3D camera
- Embedded computer
- Augmented reality software, with gesture recognition

The colour and material of the frontal frame can be selected.

Benefits:

- Sales increase
- Reduction of queues at traditional fitting rooms
- Improved customer shopping experience
- Easy and fast conversion of garment pictures in the retailer's catalogue into 3D images
- The frame colour and material can be chosen

Applications:

- Virtual fitting rooms



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