



ABYSS GLASS

INTERACTIVE MIRRORS



INCREASE SALES AND PRESTIGE OF YOUR STORE

WE ARE **CHANGING RETAIL**

Abyss Glass produces modern information and marketing mediums in the form of interactive mirrors.



Our luxurious mirrors change the customer shopping experience.



Discreet advertising is effective marketing tool that increases sales.



PROBLEM OF **LOW CONVERSION**

Searching for the right colour or desired models. Visiting the fitting room several times. Choosing wrong size. Wasting time. Discouragement. Eventually, the customer resigns from the purchase.

That is a reality of stationary clothing stores, where the conversion rate is currently as low as 20-40%.

This is a problem we solve.



ONE SOLUTION TO MANY PROBLEMS

Interactive mirrors technology allows customers to:

- look for different sizes and colours of products available in the store,
- request an employee to bring other models of product.

Whole process takes a few seconds. Customer does not waste the time, neither you the selling opportunity.



HOW DOES **SMART MIRROR** **WORK?**

Our smart mirrors use RFID technology, which detects what products customers took to the fitting room, and offer other examples of clothes that might match them.

Also customers will see which kind of fabrics clothes are made of, their price, and brand.



1.

Every product that customer takes inside a fitting room has a RFID tag.



2.

Thanks to the tag, smart mirror receives information about your product range.



3.

The mirror displays information about products, suggests alternatives and informs staff members about what customer requests.

STORE INTERIOR DECORATION

Mirrors installed on the walls of the store make it look innovative and luxurious.

In addition to the attractive visual effect they create, mirrors may be also used for advertising new collections, shop sale or clearance.



SMART MIRROR IN A FITTING ROOM

Such application increases comfort of shopping and makes you stay ahead of your competition.

Mirror inside a dressing room evokes positive customer emotions and increases brand loyalty. This reflects itself in your sales growth.





SYSTEM OF **RECOMMENDATIONS**

Purchase recommendations may be displayed in the fitting room on the mirror's surface.

They match customers preferences, since they are based on what customers brought to the dressing room. It is a simple way to generate additional sales.

The solution is particularly effective when advertising new or expensive collections.

NEW GROUPS OF CUSTOMERS

Innovation in the form of interactive mirrors is a marketing force you can use to gain new customers.

Modern technology naturally attracts attention and prompts people to get acquainted with the store's offer, and increase brand awareness.





OUR **TECHNOLOGY**

● **SCREEN**

It can display the product range available in your store.

● **INTERACTIVE CONTENT**

Our product can engage your clients with content tailored for them.

● **RFID SENSORS**

The mirror detects products in front of it, and suggests other alternatives.

● **CUSTOM FRAME**

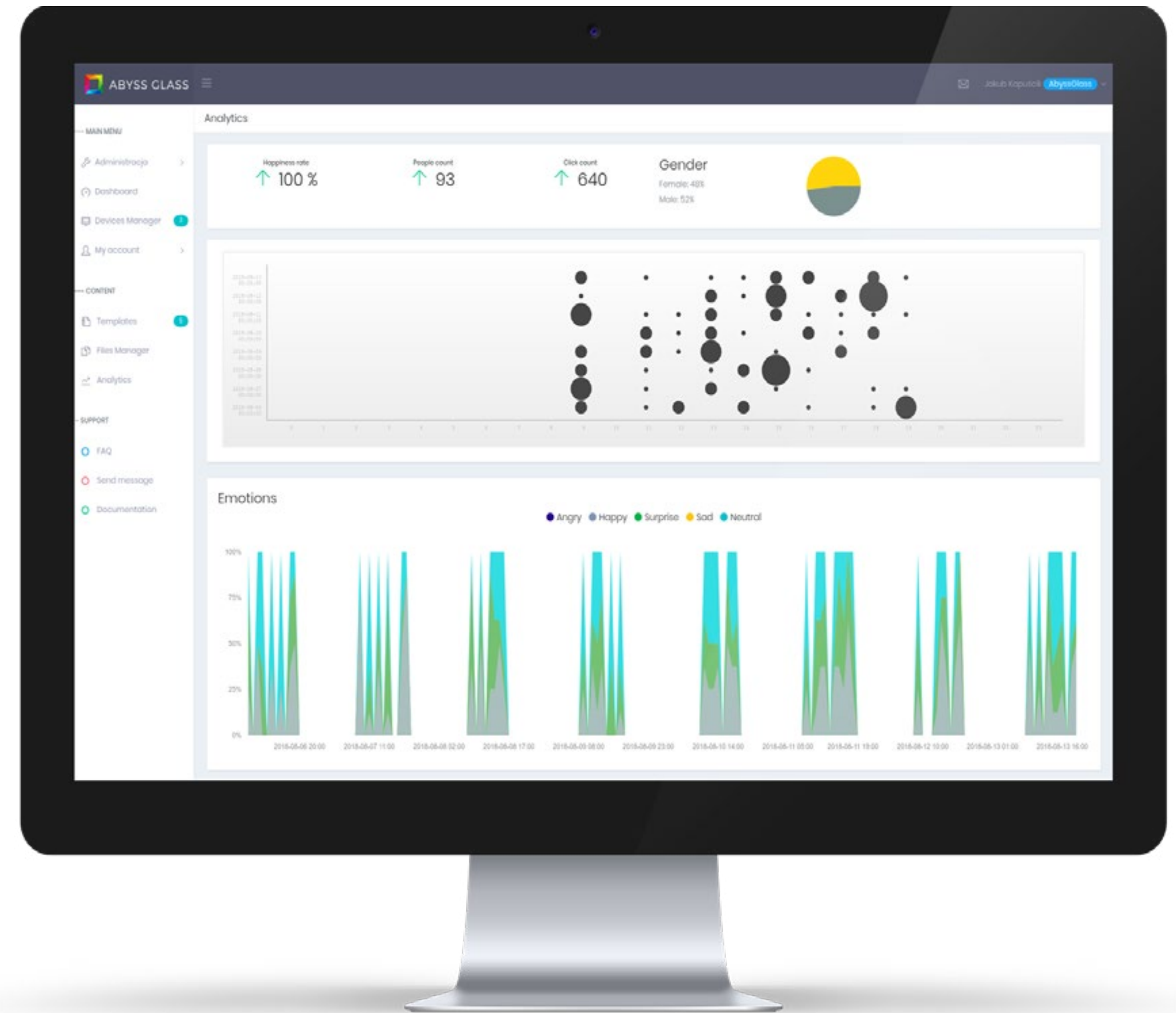
Discreetly fits into your store fitting rooms.

ADVANCED DATA ANALYSIS

With our cloud based software you have remote access to all data generated by your clients.

The data include:

- total amount of users,
- gender and age,
- satisfaction rating,
- emotions range,
- time of usage,
- preferences and interests.



ADVANTAGES OF YOUR OFFER

- **Time saving** – without much effort, customers will know available sizes and colours of clothing models they are interested in.
- **Entertainment** – mirrors are an innovation, which arouses customers' interest and outshines your competition.
- **Satisfaction** – mirrors solve typical customer problems associated with finding proper sizes or models.



WHILE YOU WONDER **OTHERS GO FORWARD**

Customer's requirements in the clothing industry are growing and growing. Price of the product is no longer a key factor during shopping. Now the user experience is as important.

Brands care about the atmosphere and comfort of the entire sales process by offering assistants' help, discount codes or loyalty cards.

Would you copy schemes or rather introduce innovation?



DO YOU WANT **MORE EFFECTS?**

Do not hesitate to contact us,
if you have any questions.

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