



Multi-touch Smart Mirror



Retailers are increasingly seeking to harness the power of the latest technologies to boost sales by getting more from their engagement with customers.

Innovation is being channelled into enhancing the retail customer experience and revolutionizing the way shoppers interact with brands.

Creating a More Personal Shopping Journey for Customers

The trend in upgrading the traditional bricks-and-mortar model with technology is giving rise to breakthrough innovations that help retailers in specialist areas of the industry.

One such advancement is the Multi-touch Smart Mirror from PCCW Solutions, which is making a significant difference to retailers focusing on products connected with the weddings market, such as apparel and cosmetics.

Our system enables shoppers to interact in real time with physical merchandise and virtual information – all in a meaningful and helpful way.

After exploring the latest smart mirror technology, PCCW Solutions has developed a system that can be integrated into a conventional mirror, enabling customers to interact directly with displayed information.

Such data can include descriptions of items, color options and available sizes. At the same time, the solution links shoppers with sales staff at the blink of an eye, so they can summon physical assistance.

Features and benefits



Facilitate lucrative cross and up-selling of merchandise



Enhance the overall shopping experience



Allow shoppers to interact with item information and check a store's inventory without needing to involve sales staff



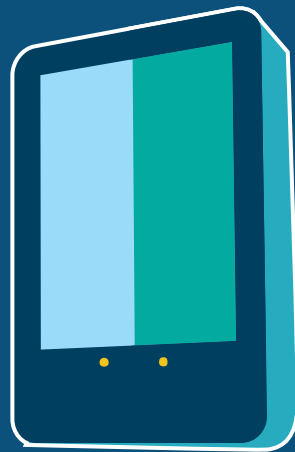
Enable shoppers to analyze try-on items intelligently with RFID technology



Enable customers to share their shopping experience via social media channels, thereby providing retailers with powerful marketing tool



Deliver a more personal experience to shoppers, particularly when adopting iBeacon and membership systems



About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data centers, hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals.