

## INTERACTIVE MIRRORS



ABYSS GLASS  
BENELUX

ABYSS CLASS FOR GYMS



ABYSS CLASS  
**FOR GYMS**

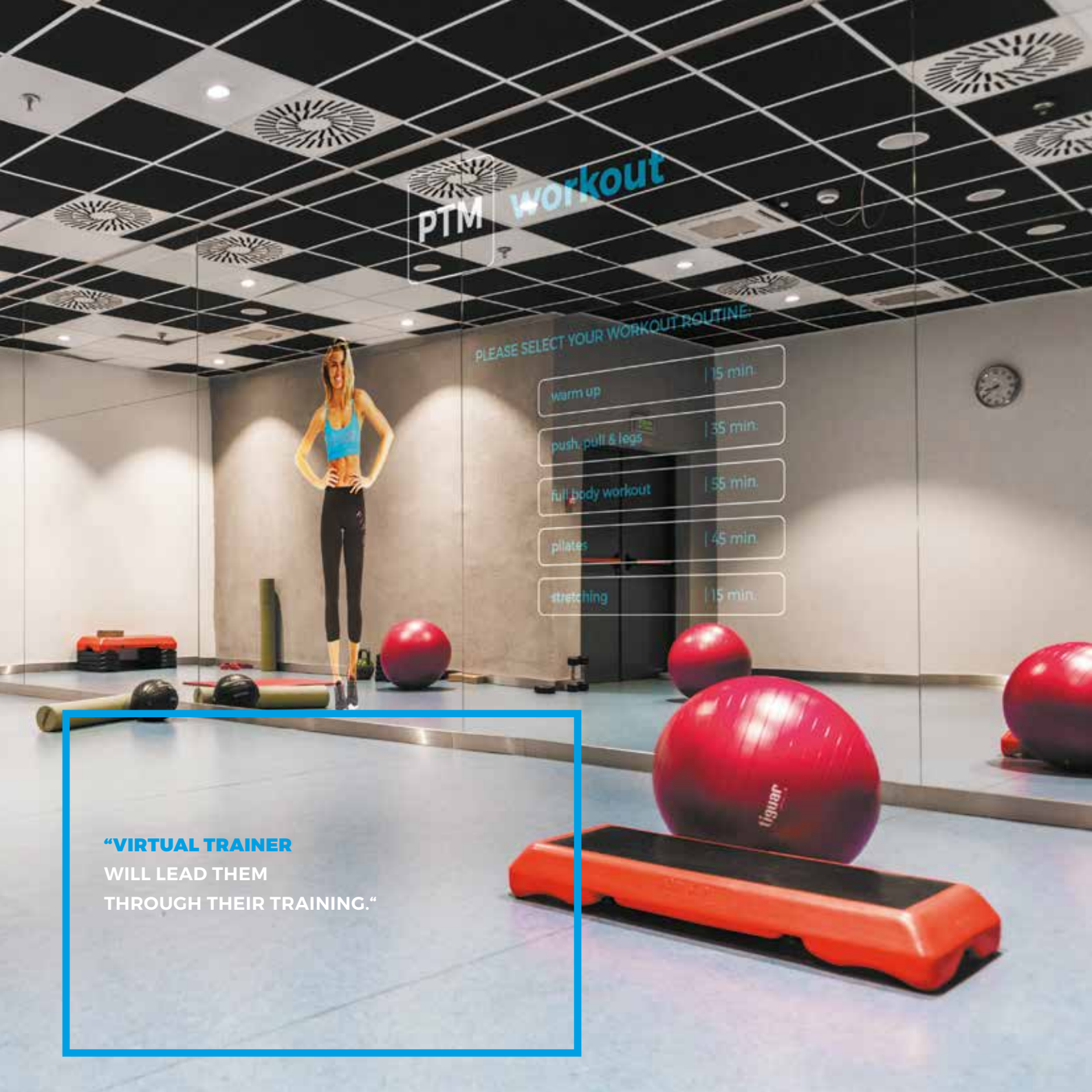


# PTM workout

PLEASE SELECT YOUR WORKOUT ROUTINE:

- warm up | 15 min.
- push, pull & legs | 35 min.
- full body workout | 55 min.
- pilates | 45 min.
- stretching | 15 min.

**“VIRTUAL TRAINER**  
WILL LEAD THEM  
THROUGH THEIR TRAINING.”



## HEALTHY LIFESTYLE IS NO LONGER JUST A TEMPORARY FANTASY OR FASHION, IT HAS BECOME A SIGNIFICANT PART OF OUR LIVES.

We are becoming more self-aware, therefore, we want to nurse for our bodies and physical condition. Regular visits at the gym are becoming more and more popular and constitute an obligatory item on our everyday 'to do' list.

We'd been inspired by these facts to such an extent that we created an interactive 'smart mirror' that functions as an innovative personal trainer and it is able to motivate us during our training.

### PERSONAL TRAINER MIRROR (PTM)

Recent research carried out among clients of a gym has shown that about  $\frac{1}{3}$  of them are inexperienced and having no idea how their training should look like. Most of them cannot afford

a personal trainer so they sometimes become demotivated and finally give up. Personal Trainer Mirror will help them. Virtual trainer will lead them through their training. It will make it easier to overcome difficulties by being there and motivating all the time. Thanks to Personal Trainer Mirror the first visit at the gym will be the first step to their dream form.

### HOW DOES IT WORK?

Except for the reflection of a person standing in front of the mirror, there is also an effigy of a virtual personal trainer next to it showing how to do an exercise properly. The trainer can be seen from two different perspectives so that we can improve





**OF GYM CLIENTS IS INEXPERIENCED AND HAVE NO IDEA HOW THEIR TRAINING SHOULD LOOK LIKE.**

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every move during the training. Additionally, parameters like the workout type, the number of calories burned or the time left, are displayed on the mirror.

Wide choice of training routines and warm ups with three difficulty levels makes the mirror helpful for the beginners as well as advanced gym clients. The workout pace and the music played at the gym are synchronized so that the training is even more effective.

### **OVERTAKE OTHERS!**

Our mirrors will escalate the popularity and the prestige of your gym. Our mirrors will bring new clients in and keep the present ones on. The possibility to manage the displayed content will allow you to provide dedicated adverts with products and services selected by you.







ABYSS GLASS FOR GAS STATIONS





# ABYSS CLASS FOR GAS STATIONS



**HOT DOG  
& KAWA**  
PARA DOSKONAŁA



PRZY ZAKUPIE DOWOLNEGO HOT DOGA  
**KAWA GRATIS!**

**“ABYSS GLASS MIRROR WAS  
CREATED TO ENCOURAGE YOUR  
CLIENTS TO USE THESE  
ADDITIONAL OFFERS.”**

## **GAS STATION IS A PLACE WHERE WE DO SOMETHING MORE THAN ONLY FUELING A CAR.**

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People pull up to do the shopping, drink coffee, eat something or simply rest. That's why selling extra services is a significant part of every petrol station's income. ABYSS GLASS MIRROR was created to encourage your clients to use these additional offers. Interactive mirror is the combination of a traditional mirror with a high quality modern

technology. People who look at themselves in it will not only see their own reflection but also a personalized marketing form like graphics, text or video. A built-in motion detector activates the mirror once someone approaches it. It will make this 'wow' effect instantly.





**IF PLACED AT THE DOOR, IT CAN DISPLAY SPECIAL OFFERS OR COMMERCIALS.**

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### HOW DOES IT WORK?

Interactive mirror can be used in many different ways - it can be easily integrated into every interior. If placed at the door, it can display special offers or commercials. It will work out in a shop or toilet, encouraging clients to do the shopping. Additionally, your clients will get information about weather conditions, local or world news and interesting fact about a particular region.

ABYSS GLASS will help you promote given products or services in your shop.

Mirrors can also be configured in many ways - you can design an authorial application adjusted to your clients' needs. This product is an unmissable must-have.



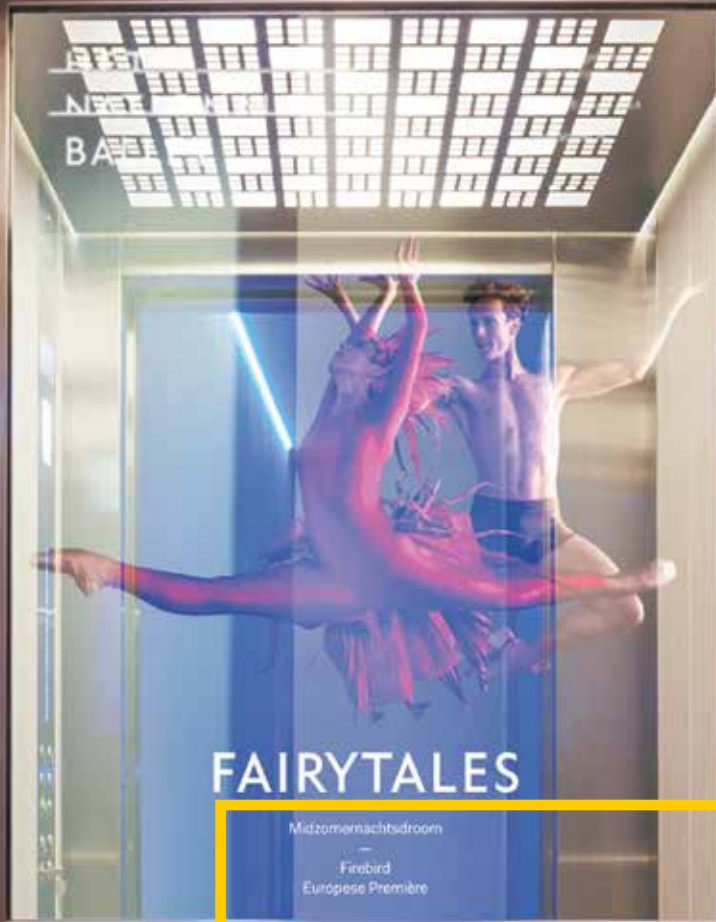




ABYSS CLASS  
**FOR HOTELS**







**"THE MIRROR WILL BE AN  
INTERACTIVE PANEL USED BY GUESTS  
TO MANAGE THEIR HOTEL ROOM."**

## **RUNNING A HOTEL ON A HIGH STANDARD IS A BIG CHALLENGE. IT IS ESSENTIAL TO BE UP TO DATE WITH THE LATEST TRENDS IN TECHNOLOGY.**

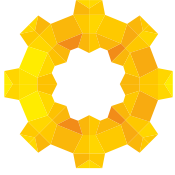
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### **EXTRAORDINARY PANEL**

Interactive mirrors, created with the HORECA branch in mind, will help you to beat the competition and, most importantly, they will intrigue new clients. Interactive ABYSS GLASS MIRROR gives you amazing possibilities. It will bring extra entertainment, making the communication with the client and the administration much easier. It will make clients want to visit your hotel again. Mirrors

with diversified contents such as photos, animations or videos, can be placed almost everywhere. ABYSS GLASS in a hotel room will give the opportunity to order a drink or a dinner and use many different room service options. The payment can also be done easily. The mirror will be an interactive panel used by guests to manage their hotel room, it can even replace a TV or a computer.





**ONE OF THE BIGGEST ABYSS GLASS MIRRORS ADVANTAGES IS THE FACT THEY CAN BE CONFIGURED INDIVIDUALLY.**

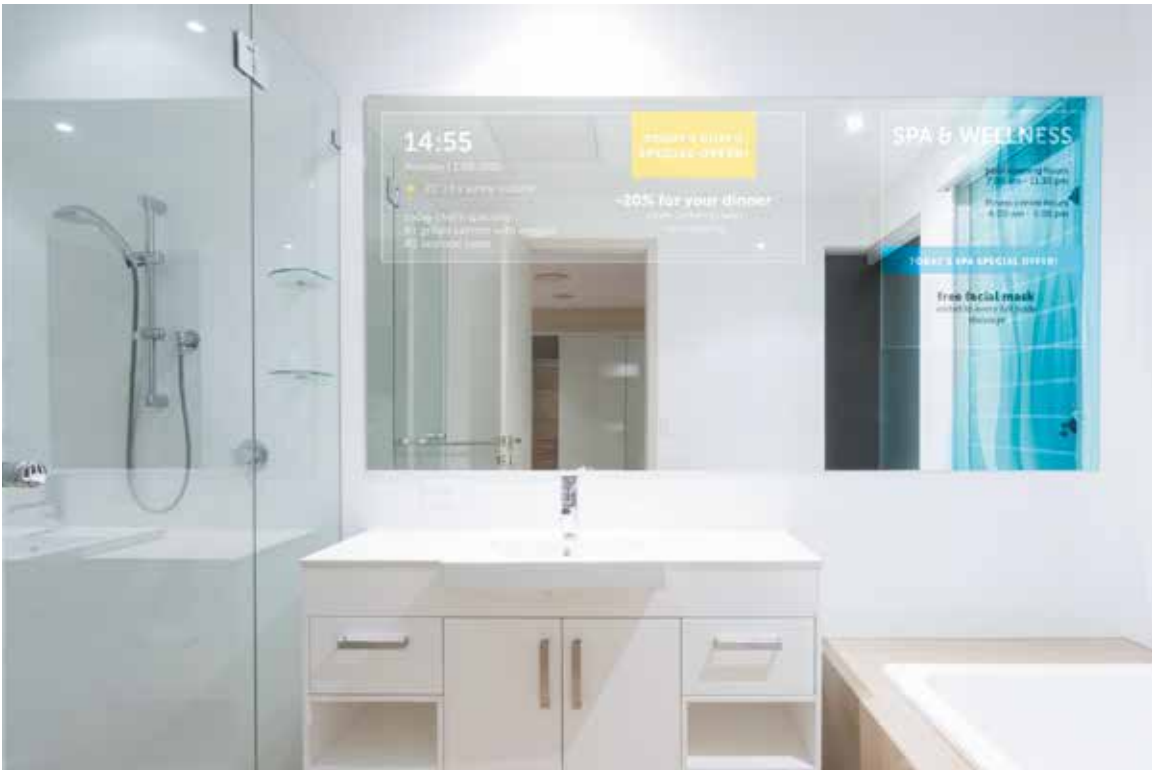
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It will entertain your guests in a lobby or at the hotel bar. It will show them places worth visiting and tell where they should go in the city.

An integrated software of the mirror with the booking program installed will help you display personalized adverts connected with clients' previous purchases.

You will decide which of these solutions will help your hotel become unique.







ABYSS CLASS  
**FOR CINEMAS**



WSZYSTKIEGO NAJLEPSZEGO  
Z OKAZJI

DNIA DZIECKA!



"ABYSS GLASS IS A MIRROR AND  
AN INTERACTIVE SCREEN  
**AT ONCE**".



## **CINEMA AND THEATRE HAVE ALWAYS BEEN CAPTIVATING MILLIONS OF PEOPLE. THEY LET YOU FORGET THE REALITY FOR A MOMENT.**

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But it is no longer just a play or a movie we are planning to watch. Today it is an amazing experience that is present before and after the show. It is also a café visited by the viewers or popcorn bought by them and even contests they take part in. That's why all novelties are so significant and multiplexes, cinemas and theatres are still making their offers more and more attractive with different forms of entertainment. We created our mirrors to help you beat the competition!

### **SCREEN YOU CAN LOOK AT YOURSELF IN**

ABYSS GLASS is a mirror and an interactive screen at once. This is a modern source of entertainment and information that easily draws the attention of people being around it. Moving statement, graphics or video appearing on the mirror won't be ignored.





**THIS MIRROR CAN BE AN INTERACTIVE  
VERSION OF POSTERS THAT ARE  
INTRIGUING FOR THE VIEWERS.**

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### ENTERTAINMENT FOR EVERYONE

Interactive mirror will display a repertoire, trailers, or information about new plays and upcoming cultural events. It will help you organize contests and games for all visitors.

There can be a superhero displayed on the mirror that the youngest spectators can take a photo with. There can be an option of a 'selfie' in a superhero disguise for the adult ones. ABYSS GLASS is a source of an endless number of solutions for

you and for the facility itself. This mirror can be an interactive version of posters that are intriguing for the viewers. It is also a new type of an advertising space with information about products and services offered by the cinema or offers of selected trade partners. An option of designing new applications and different configuration is the reason why ABYSS GLASS will be able to meet the expectations of the developing market.





ABYSS GLASS FOR STORES



ABYSS CLASS  
**FOR STORES**





**„ INTERACTIVE ELEMENTS WILL SURPRISE AND INTEREST THEM BY EVOKING POSITIVE FEELINGS „**

**Doucal's**

Oxfordki  
1.200,00 zł



**Lloyd**

Oxfordki  
799,00 zł



**Royal Republic**

Oxfordki  
599,00 zł



**Lloyd**

Oxfordki  
799,00 zł



**Doucal's**

Oxfordki  
1.200,00 zł



## NOWADAYS, A WIDE RANGE OF CHOICE IS NOT ENOUGH FOR SHOPS TO REMAIN ATTRACTIVE AND POPULAR.

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Shops are trying to catch the interest of potential clients and encourage them to come regularly. Loyalty programs, sales, marketing actions or even developing staff's competence is not enough. Sometimes it is inevitable to do something more innovative to beat the competition. That's why we created an interactive ABYSS GLASS MIRROR.

### THE POWER OF MIRROR IMAGE

Mirror is naturally drawing the attention of about 99% of people being around. You can easily

encourage these people to visit your boutique by combining the natural potential of the mirror with interactive elements such as graphics, text or video. Passing by the mirror, the only thing people expect to see is their own reflection.

Interactive elements will surprise and interest them by evoking positive feelings that will be associated with this place and people will simply remember your shop for a long time. That is an additional element of persuasion.







## ABYSS GLASS MIRROR WILL BE PERFECT IN THE FITTING ROOM.



### HOW DOES IT WORK ?

Interactive mirror will attract attention. Clients will see the text encouraging them to buy something or graphics showing a new collection. The mirror will tell your clients what are the must-have items of the season, what are the best offers and promotions. It is also possible to try new clothes on without putting them on! It is possible due to the virtual options of the mirror, clients will see themselves wearing new clothes in the reflection.

ABYSS GLASS MIRROR will be perfect in the fitting room. The only thing they need to do is to put the barcode of the product to the reader and information like available sizes, colors, matching accessories and many more can be displayed on the mirror. Clients can also get extra discounts on the whole sets. All of it will make the visit in your shop very attractive and unforgettable so that people will come again.







ABYSS GLASS  
**HAIR SALONS**





**“ YOU NEED TO BE DIFFERENT  
AND MORE CREATIVE TO  
BEAT THE COMPETITION.”**

## IT IS EXTREMELY DIFFICULT FOR A HAIRDRESSING SALON TO STAND OUT.

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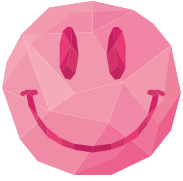
Salons are offering discounts and promotions by advertising itself on many portals or by organizing events. You need to be different and more creative to beat the competition. You need new technologies! Visits at the hairdresser's are rather pleasant experience for most of us. Unfortunately, not for everyone. The youngest clients are sometimes very fidgety which makes cutting their hair an impossible task. Kids sometimes treat this visit as an necessary evil they hate.

### NEW GENERATION MIRROR

Mirrors are an indispensable element of every hairdresser's salon. Clients are forced to look at themselves in the mirror if they want to cut their hair or dye it. ABYSS GLASS MIRRORS were created to make a difference!

Let your clients relax and have fun by playing them their favorite serial. You can play a tale for the youngest ones. You can display offers with different hairstyles, services or products available at your salon.





## **CARTOONS OR SUPERHEROES DISPLAYED ON THE MIRROR CAN BE AN AMAZING FUN FOR KIDS, SO THEY WON'T BE BORED AGAIN!**



### **HOW DOES IT WORK?**

If placed at the door or in the waiting room, ABYSS GLASS MIRROR will intrigue your clients. It will entertain them and give an opportunity to whip through the latest trends or even play absorbing game or read interesting articles.

Don't forget about the youngest clients! Cartoons or superheroes displayed on the mirror can be an amazing fun for kids, so they won't be bored again! No matter how the ABYSS GLASS is used, it can display all kinds of adverts all the time, constituting a significant part of your hair salon's income.

An interactive mirror is a great potential with numerous technological options. You decide how to use it!







ABYSS CLASS FOR CLUBS



ABYSS CLASS  
**FOR CLUBS**





**“MIRRORS WILL ENABLE YOU TO KEEP YOUR  
PRESENT CLIENTS ON BY GIVING THEM  
EXTRA ENTERTAINMENT...”**

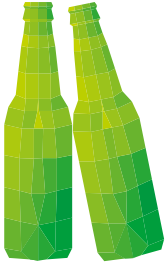
## **IF YOU ARE MANAGING THE CLUB, YOU NEED TO BE AWARE OF THE FACT THAT CLIENTS ARE GETTING MORE AND MORE DEMANDING.**



### **USE THE POTENTIAL**

ABYSS GLASS MIRROR will make your club distinctive. It will launch innovation, modernity and even the element of surprise. ABYSS GLASS MIRROR will be something different, something new that your clients will talk about and it will draw the attention of others. Mirrors will enable you to keep your present clients on by giving them extra entertainment and engrossing fun. Although they look like traditional ones, mirrors will function as an interactive surface that can be filled with the content you choose to display.





**GUESTS WILL TAKE PART IN MANY CONTESTS SO THEY CAN WIN SOME DISCOUNTS ON THE BAR.**

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### HOW DOES IT WORK?

Adverts, menu, special or exclusive offers, teasers of upcoming performances, events or parties. Located in different places in your club, mirrors will remind clients about happy hours. Guests will take part in many contests so they can win some discounts on the bar. They will try their hand at new drinking games with visualizations that will be synchronized with the music played in your club.











ABYSS CLASS  
**FOR PUBLIC SPACES**



# BUILDING PLAN

BUILDING 4A  
SECOND FLOOR

● YOU ARE HERE



- 1 CONFERENCE ROOM
- 2 PRINTER OFFICE
- 3 RESTROOM
- 4 NETWORK OFFICE
- 5 ROOM 01
- 3A ROOM 02
- 3B CORRIDOR
- 3C CONFERENCE ROOM 02

„SO CALLED BANNER BLINDNESS IS THE REASON WHY THE NUMBER OF POTENTIAL CLIENTS IS **RAPIDLY DECREASING.**”

## THESE DAYS COMMUNAL AREAS ARE FULL OF ADVERTS THAT CAN BE SEEN EVERYWHERE.



Potential customer is no longer interested in this type of commercials. Ads are present everywhere so we just stop noticing them. So called banner blindness is the reason why the number of potential clients is rapidly decreasing.

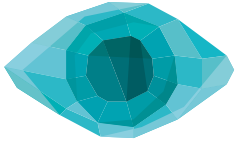
It is very difficult to create something really catchy in the face of banner blindness. Sometimes it is inevitable to use the latest technologies. That's why we created ABYSS GLASS MIRROR, that will change the way of your thinking about commercials.

### NEW ELEMENT OF A COMMUNAL AREA

Modern form of an advertising present in an interactive mirror will be the best option not only in the open space like park or city center but also in the shopping malls, museums or at the station. It can be an inseparable element of an office building or modern estate.

ABYSS GLASS is a common, everyday object on one hand and unlimited opportunities and novel usage on the other.





## ABYSS GLASS GIVES YOU AN ACCESS TO MANY ATTRACTIONS THAT WILL DRAW THE PASSERBY'S ATTENTION.

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Mirror is naturally drawing the attention of about 99% of people being around. An option to display animations, graphics, videos or a combination of all these elements can escalate this effect and the mirror won't be unnoticed.

### HOW DOES IT WORK?

Interactive mirror will make a message noticeable. A text on the panel is an effective alternative for a billboard or a traditional LCD screen. This mirror can display adverts, information about tourist

attractions, weather forecast or a timetable of the public transport.

ABYSS GLASS gives you an access to many attractions that will draw the passerby's attention. This mirror can replace a photo booth where tourists can take a photo and share it on many social networks. Available games can entertain people waiting for a bus or a train. It is possible to create a virtual walk with a virtual guide through a given area or in any building by using a few mirrors. An interactive mirror has a great potential. And you decide how to use it!







ABYSS GLASS  
BENELUX

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