



Technology for Retailing Marketing



MAGICVIU

MAGICVIU designs, engineers & supplies out of the box visual marketing technologies for various industries including retailing through authorized distributors worldwide.

With the increase in competition and the multiplicity of choices for customers, it has become imperative to think of modern, unconventional marketing tools that contribute to helping the customers make the right choice, and increase brand awareness.



Profile



Video



Advantages of Technology

01

Increasing awareness

03

Improving Self-Services

05

**Improving customers
satisfaction**

02

Engaging customers

04

Creating shopping fun

06

**Increasing customers
& sales**



Our **focus** areas

Stores



This aspect of focus sheds light on technologies that are suggested or that may be used within the store in general

Events



This aspect of focus sheds light on technologies that are suggested or that may be used during events, or related tradeshow/exhibitions



Technologies

1

Hologram
Displays

2

Rear & Front
Projection Films

3

LCD Displays

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LED Displays

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Interactive
Solutions

6

3D Projection
Mapping

1

Hologram Displays

A-Hologram Projection

Where to use

Annual & employees meetings,
Product launching event,
tradeshows & exhibitions



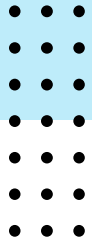
Video



Catalogue



Hologram Displays



Onstage Large Hologram

Spectacular 3D hologram projections are created easier than ever using the ultra-lightweight and innovative projection gauze. Highly transparent and extra-wide metallic scrim for large scale 3D hologram effects. Looks so real that 3D objects appear to float in mid-air or surround a performer on stage. Projection gauze is extremely lightweight and foldable and therefore very easy to transport. It's the perfect holographic projection screen material and can be set up in no time.



B-Hologram Showcases

Where to use

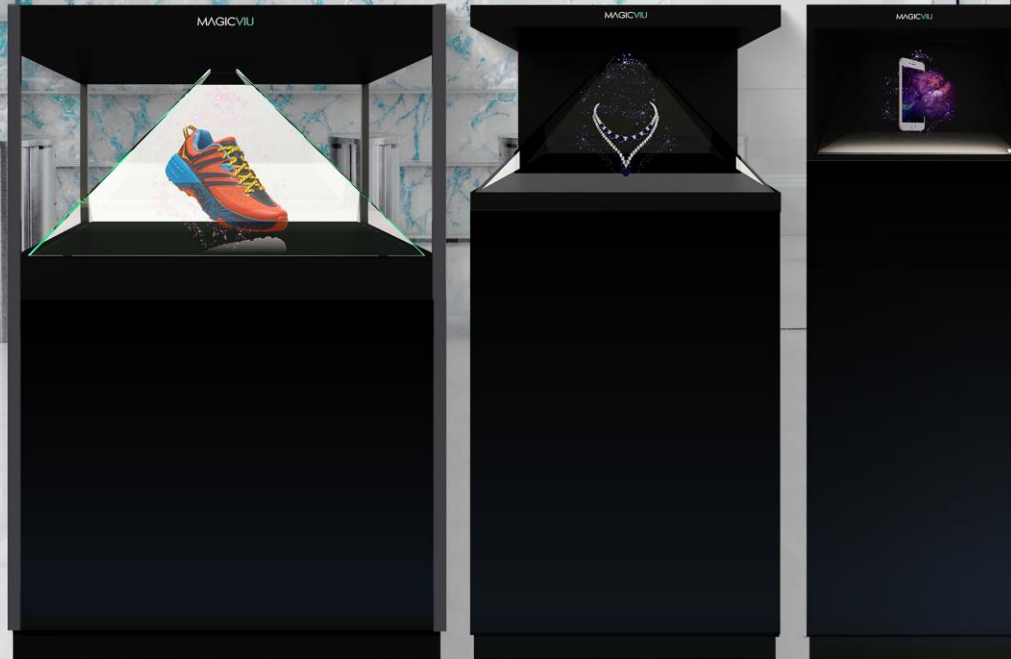
- In stores
- Store windows
- Events
- Tradeshows



Catalogue

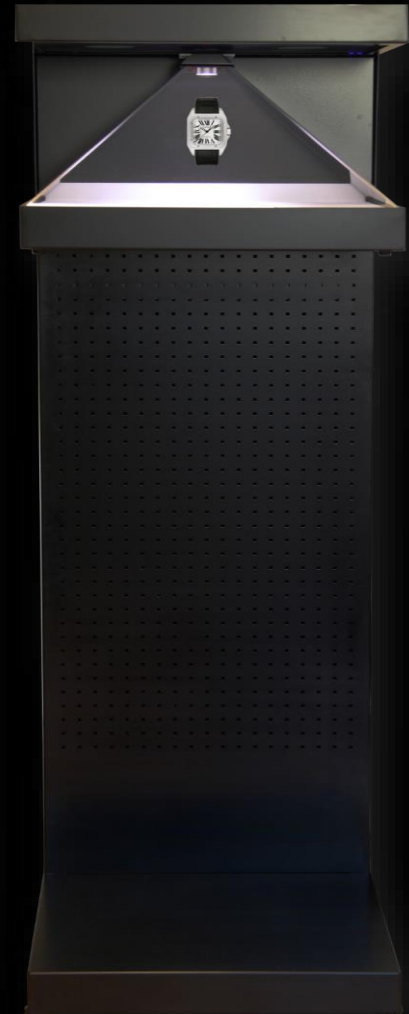


Video



Designed as portable hologram machines that feature 3D content as if it were floating in air. The holographic display showcase/cabinet is a 3D platform fully integrated that combines the most advanced technologies of processing of image with a modern showcase. This allow focus the attention on the product and show to your costumer in a unique way. There are not only models of hologram, but combination of real output with projections of holograms inside the case. Available in different sizes and different types of number of viewing angle.





Hologram
Displays

C-Stores Window Hologram



Turn your store window into a hologram display

If you are looking to impress audience by creating a **holographic video display on your store window**, **UGO CLEAR transparent rear projection film** is the most economical solution to create an amazing hologram screen right on your store's glass window.

The 3D holographic Projection Screens are a powerful tool to drive visitors to your store. The system works with a see-through film (**92% diffuse transmission**) pasted on the store window glass, that has the capability of transforming the black into transparent, the video image comes from a projector installed at the back of the screen.

MAGICVIU 3D production artists can help you create the WOW factor and **develop out of the box 3D holographic contents** making you stand out of the crowd.



1m image size Hologram LED Fan

3D Holographic fan produces an illusion of 3D objects floating in the air. The fast spinning fan becomes nearly invisible to the naked eye and the projected object thus gets a see-through background. The fans are mainly intended for use in advertisement and marketing in stores, shopping malls, airports or other public areas.

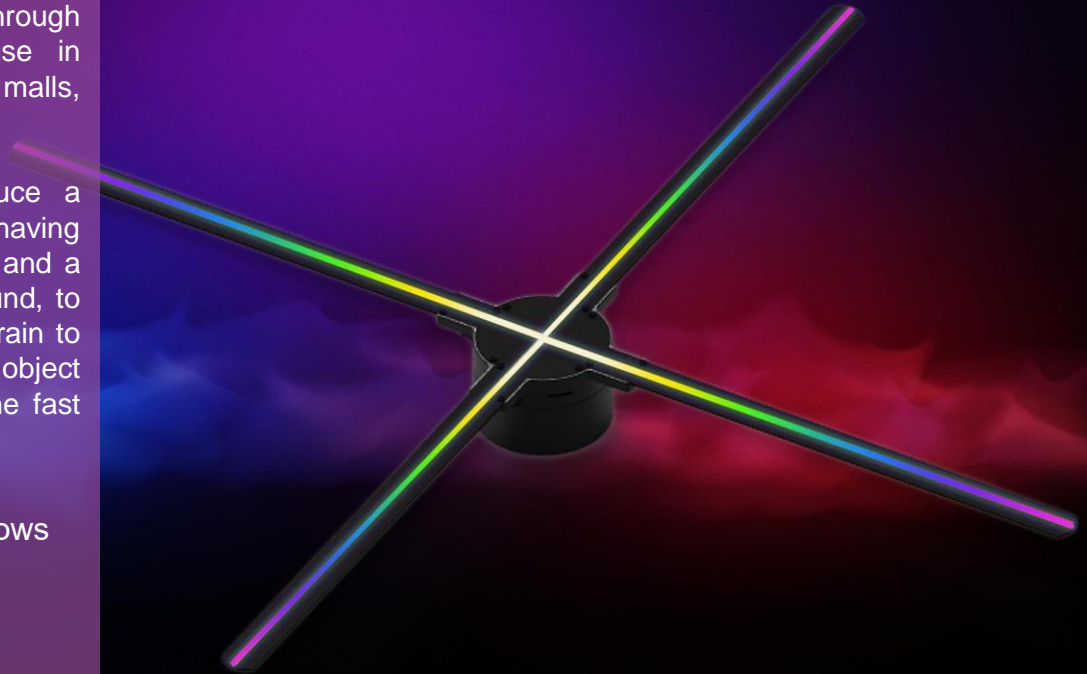
Holographic fans are types of displays that produce a holographic-like image seemingly floating in the air, by having strips of RGB LEDs attached to the blades of the fan and a control-unit lighting up the pixels as the fan turns around, to produce the full picture. This will trick the observer's brain to see the image as a whole and perceive the displayed object floating in the air as the observer can see through the fast spinning display.

Where to use

In-Store messages, tradeshows
& exhibitions



Catalogue



2

Rear & Front Projection Films

Rear or front projection film is a paper-thin projection surface with integrated application adhesive for installation on glass and acrylic surfaces. All Screen Solutions rear or front projection films are designed to be projected onto with any projector type other technology that may be used as a projection source. One of many advantages of rear projection is that you can stand in front of the screen without blocking the light from the projector and casting a shadow on the screen. This gives more options for stage and room layouts and provides a more professional presentation setup. Rear projection film has a better performance in high ambient light environments than front projection screen



Catalogue



Video

Self-Adhesive rear projection film

Projector



Rear projection film

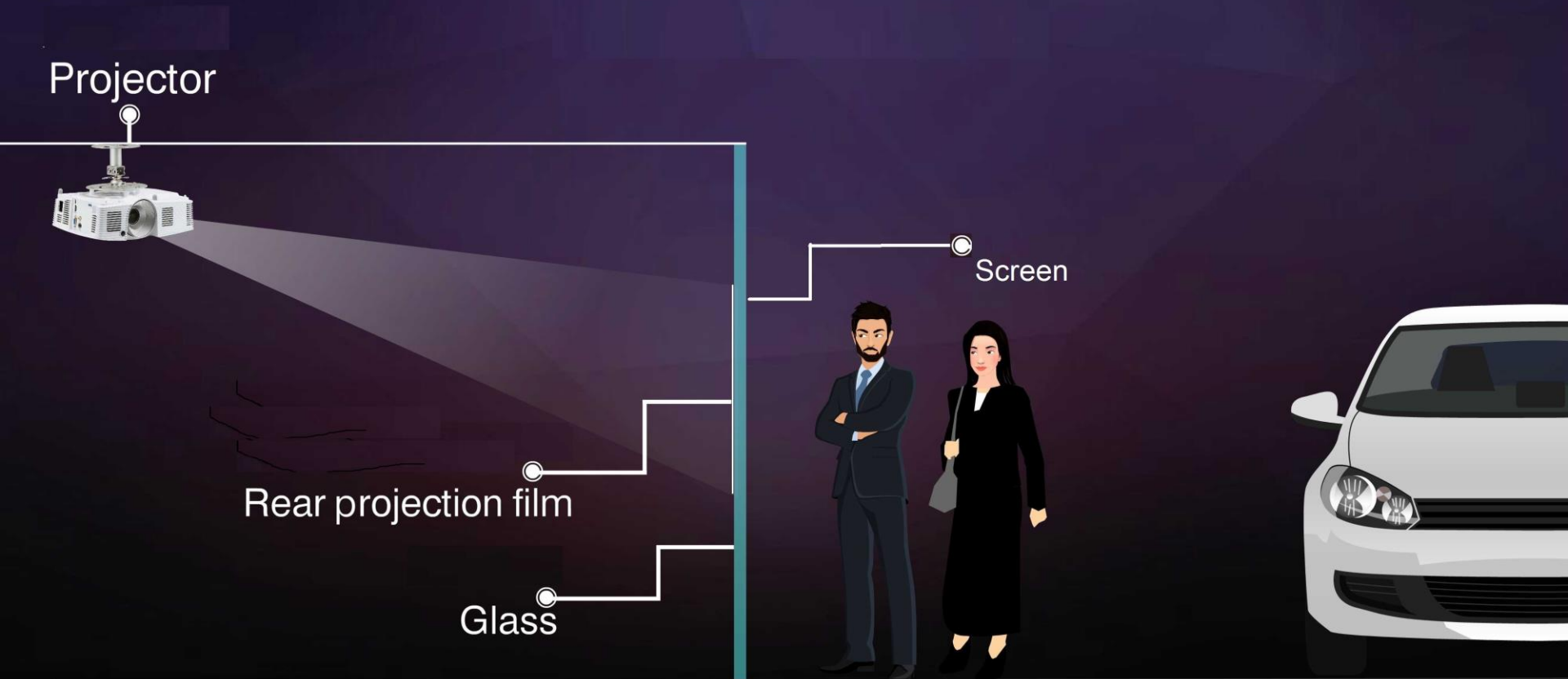
Glass

Screen



Indoor

outdoor





Our 360 rear projection film (viewed from both sides) using one side projector (Rear) is used here on glass room walls to create an amazing show viewed from all angles & sides

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Our rear projection film contributes in making our virtual presenter that can act like your customers service agent, speaking and delivering messages 24/7 with no mistakes or greeting your visitors up on arrival



Catalogue

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Video

Store's window video screen

Turn any transparent surface (Glass/Acrylic) into giant media screen including your store's window using our rear projection film and a rear projector.



Where to use?



Use acrylic panel together with our film and a rear projector and create any portable or ceiling mounted video screen for the store or during tradeshows at economical cost.

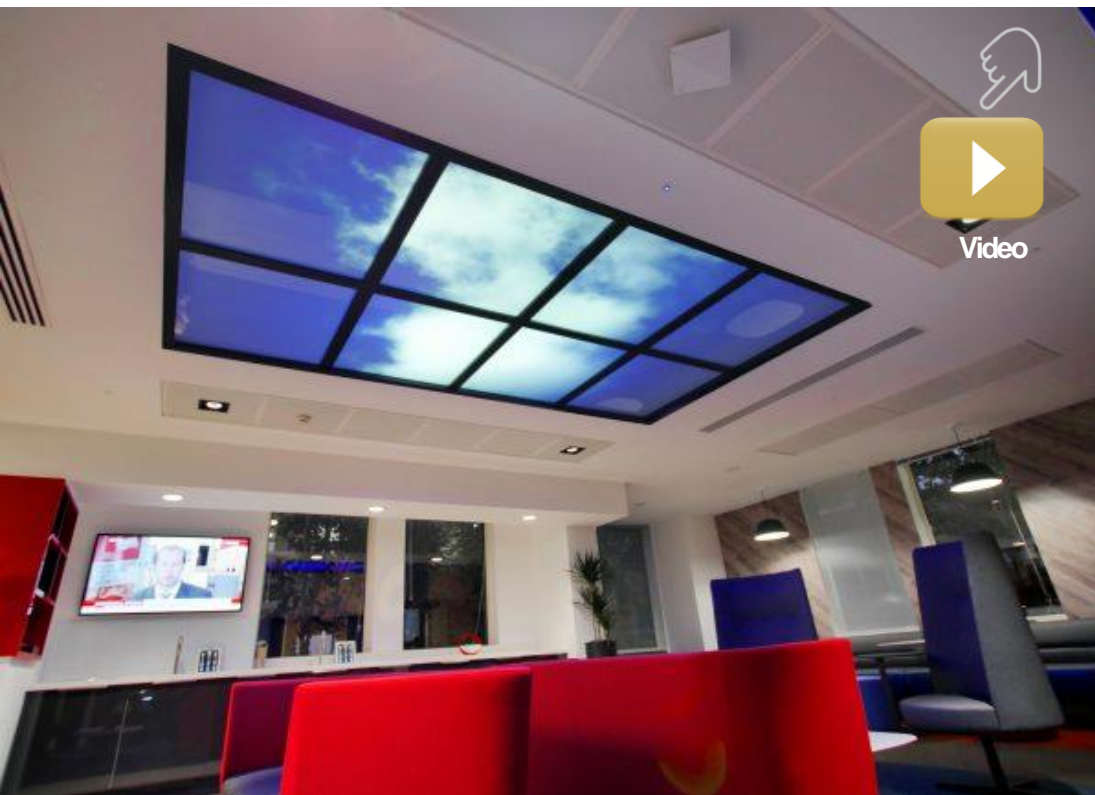
**Stores & events
Signage/Screens**

Video



Purely Projection

Real sky at real time



Using ultra short projection technology we are able to fit the screen into a very low ceiling void with only 450mm between the screen and the slab above.

The projection is extremely lifelike, we can also add a 4K camera mounted on the roof of the building to show the sky outside in real time as well as 4K media player content, we can go too far and add IP cameras in other areas of Saudi Arabia and show the sky from other locations on the skylight.

The benefits of projection is that pricing is cheaper than led and the image quality is very good. Also the mounting is simpler. With LED laser light sources you can now install projection without worrying about lamps or filters needing to be changed.

Rear projection shelf mini virtual promoter

Mini virtual promoter from MAGICVIU using the holographic rear projection technology is an outstanding eye level marketing tool in supermarkets or stores. This tool can be shaped to your product and project your video/image or flashing marketing message turning the crowds head.

This amazing advertisement tool from MAGICVIU is a one week return on investment Advertising tool.

Available in 2 shapes:

A. standard shape for any beverage can 330ml.

B. Custom designed shape to match customer's product.

The system is supplied with 700 lumens projector with LED lighting projecting high resolution image, mostly used as an eye's level advertising tool on supermarket's shelf.

Our services including the video production of the client's product.



Video

3

LCD Displays



Take a step to the digital age



MAGICVIU digital signage encompass a wide range of solutions from video wall mounts, LCD screens or interactive kiosks to outdoor displays. Whether you need digital signage for advertising, information or entertainment, our sleek look and high-quality products at affordable prices will transform your environment with the right message at the right time



Catalogue

PREMIUM THE MODERN GLOW MAM
TRENDS AWING OFFES TODAY
PREMIUM THE MODERN GLOW M



10/29 am

EARLY SUMMER OUTFIT IDEAS 2018

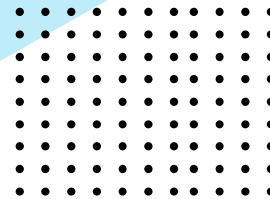
OPENS

AUGUST 13!

FASHION

A vertical advertisement for a fashion event. It features a close-up of a woman's legs wearing a blue dress and red high-heeled shoes. A red handbag is also visible. The text includes '10/29 am', 'EARLY SUMMER OUTFIT IDEAS 2018', 'OPENS AUGUST 13!', and 'FASHION'.

LCD Ultra-Wide Signage



SHELF EDGE DISPLAY



LCD Ultra-Wide stretched digital signage is designed for advertisement, such as the supermarket goods Ads, taxi ads etc. The ultra wide screen makes it easy to display your advertising ideas and give you a good visual effect. Stretched signage can also be used as a normal monitor.



Wi-Fi



HD



USB



Ultrawide



High
Brightness

Affordable LCD Video Wall Solutions for Every Industry



Bring the wow factor to your business and create an experience your customers will never forget. Whether you want tiled displays with multiple screens, large single unit systems or a solution in between, **MAGICVIU** has you covered with everything you need to make a lasting impression. **MAGICVIU** provides super & ultra-narrow bezels 3,5mm, 1,8mm, 0,88mm and 0,00mm bezel on request



Catalogue

Transparent LCD Displays




Catalogue



Video

 RUGGEDIZED METAL CASE

 SINGLE POWER SUPPLY

 RJ45 ETHERNET CONNECTOR

 USB INPUT

 LOW ENERGY USE

 LOCKABLE BACKDOOR

 SEE-THROUGH SCREEN

 PREMIUM HOUSING

 QUALITY LED LIGHTING

 ADJUSTABLE VOLUME

 SINGLE POWER BUTTON



MAGICVIU

Transparent LCD Display Cases offer exciting new ways to engage your audience.

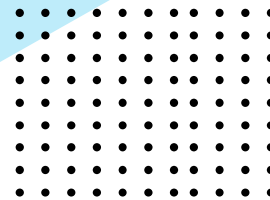
The HD LCD technology combined with a transparent screen substrate opens up creative avenues that have never been an option with traditional LCD screens. Presenting solid black pixels on a transparent background can offer intriguing ways to deliver visual information to your audience, being used to reveal or conceal whatever is behind the screen.

The uses for this technology are limited only by your imagination. Retail windows, interactive booths, display cases, interactive games, vending machines, drinks coolers, this list goes on..

Sizes: **MAGICVIU** offers transparent box display in dimensions of from 21.5" to 86", giving you great convenience to instantly showcase your star products at diverse occasions like museums, exhibitions, and boutique window decorations with the captivating motion graphics played on the outside screen. **Customized** sizes for special applications can be supplied on request



LCD Smart Mirror



A Smart Mirror or sometimes called Magic Mirror is a two-way mirror with an inbuilt display behind the glass. The display can show anything you want on the mirror's surface such as the current time, weather forecast, news feed, upcoming appointments, and more.

Smart mirrors can come in different sizes and designs. Smart mirrors are sometimes called 'Magic' Mirrors, but they both refer to the same thing.



Catalogue Video

What Can A Smart Mirror Do?

What makes a Smart Mirror 'smart' is the ability to display any information you want on it. A smart mirror can be customized to display local weather forecasts, news bulletins, your upcoming calendar schedule, social media feeds, etc.

It's possible to even add voice commands using Amazon's Alexa or Google's Home Assistant. With voice commands you can ask your mirror questions, set reminders, or control other smart devices in your home.



Some uses of the smart mirror



Virtual Try On



Virtual Makeup



Virtual Fitness



4

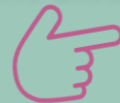
LED Displays



Get noticed day & night with LED screens



MAGICVIU supplies a large variety of LED displays that can help create nearly any size and shape screen your desire. Our LED display systems are seamless, providing clear and detailed imaging. We have a large range of creative solutions ranging from indoor, outdoor, for rental, interactive floor, stadiums, posters and curved LED screen configurations. Our high-resolution products, ability to create customized LED screens help us stand out from the rest. Whether you are looking to increase curb appeal, target impulse buyers or simply attract attention, our LED quality at affordable prices is the answer



Catalogue

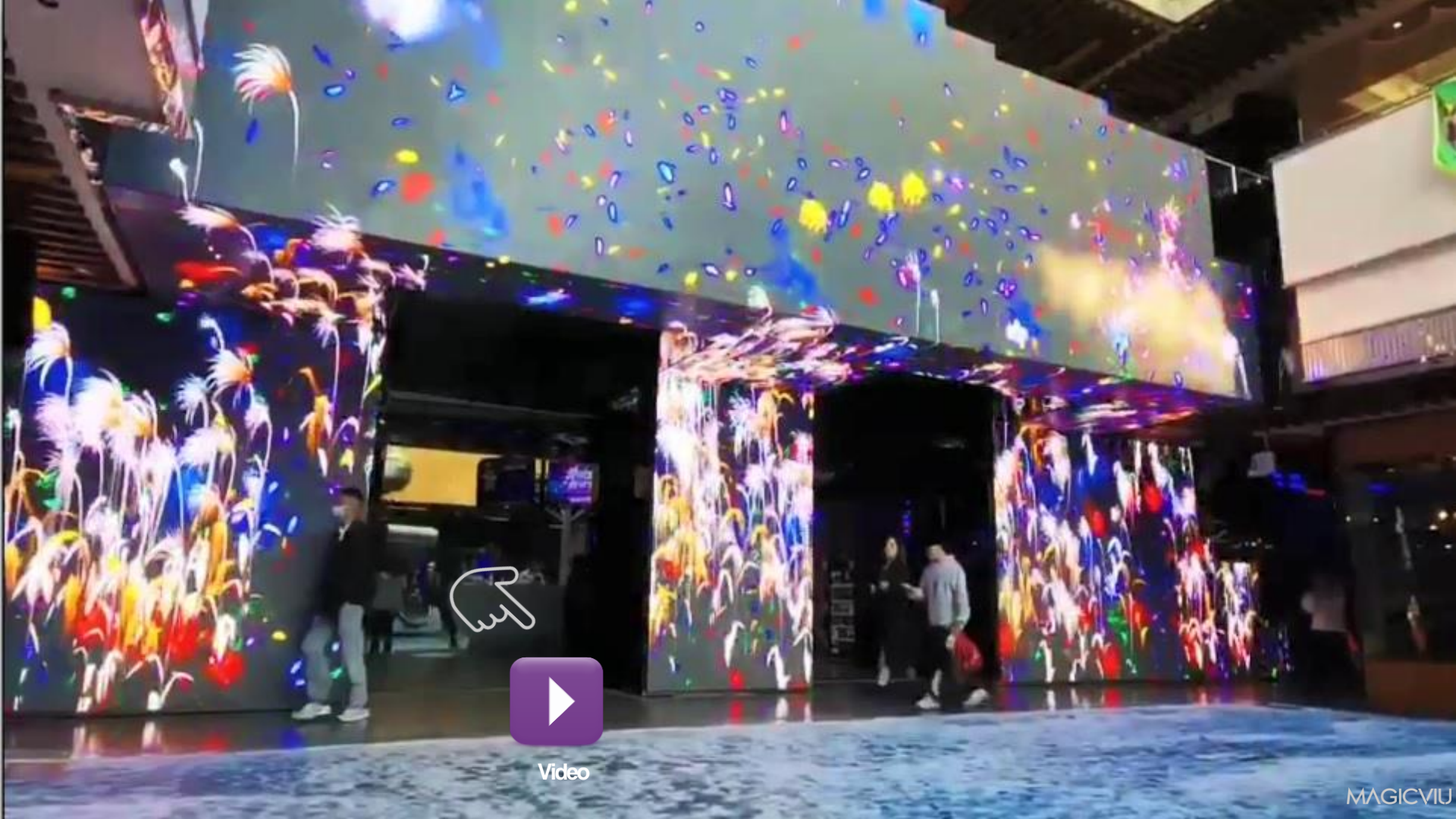


Video

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Video

Where to use LED Screens

In-Store

**Store
windows**

**Infrastructure
Glass Façade**

**Events &
Exhibitions**

Transparent LED Screens

Where to use

In-Store

**Store's glass window
indoor or outdoor**

**Structure glass façade &
Panoramic elevator**



Video



Catalogue

Transparent LED Screen is a type of LED display screen that is clear like a glass (60%-85% transparency) and has functions of an LED. It enables the viewers to see whatever is shown on the glass along with providing a complete coverage of its background as well. Since it enables audience to see what is happening behind the screen, it is also referred to as a see-through screen.



VESTITI DRESS

25,99€

,99€



Hanging LED Poster

High quality plug and play hanging type LED poster.

This poster can be hang right behind the store's glass window and display any video message.

Easy to operate (Plug & Play) and portable.

Indoor transparent
LED Screen for
store's window



Indoor transparent
LED Screen for
structure glass facade



Transparent LED
Screen for ceiling



Revolutionary Technology

2mm thickness Transparent

LED FILM SCREEN



Transparent LED film is a high-end revolutionary self-adhesive thin film easily attached to any glass surface transforming a normal window or building façade into an eye-catching display quickly and with minimum efforts.

The ultra-light-weight and 1,2mm -2mm thickness film requires no complicated construction or structure, flexible and can be deployed on any curved glass or window.

MAGICVIU supplies a wide range of transparent self-adhesive LED film from 6,5mm - 60mm pixel pitch with different transparencies ranging from 50%-95% depends on application and desired pixel pitch.

If you have a glass window or façade that is over 60 square meter and want your brand or message brightly noticed day or night, **MAGICVIU** transparent LED film is the perfect solution.

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5

Interactive Solutions



Multitouch Solutions

Engage Your Audience



Hardware & Software

Promultis multitouch solutions, bespoke interactive experience with limitless possibilities. High brightness, durable quality indoor and outdoor products for various business and advertising applications. The Promultis ultimate Suite with over 42 apps including presentation, creativity and productivity tools, as well as games and puzzles. Check our multitouch complete solutions



Video 1



Video 2



Video 3



Catalogue

Children Interactive Games

INTERACTIVE Floors & Walls

Interactive floor & wall projection is a multimedia visual display system that projects incredible **interactive floor** or **wall** special effects, **floor** games or **floor** advertisements directly onto an **interactive floor** displays. Users control dynamic multimedia **interactive** displays with simple gestures and body movement. It's an engaging full-body interactive experience that immerses users in your message and endears them to your brand.

We offer a wide range of children interactive games including complete project design and installation anywhere in the world.



Video 1



Video 2



Video 3



Catalogue



INTERACTIVE LED FLOOR

Interactive floor display is the ideal choice for dance floor or brands, sellers to interact with customers. Among all the similar products, **I series** stands out with its unique competitive advantages. Extremely short response times, high stability and wide viewing angles enable I series to offer customers a truly amazing experience. With the load capacity exceeding 2000kg/sqm, with excellent load-bearing performance.



Video 1



Video 2
Load Test



Catalogue



MAGIC4U

INTERACTIVE Store's window



Use our rear projection film together with touch foil or IR frame and turn your showroom window into a sales opportunity during off-working hours.

Let your customer browse your website or app, book order their products, show interest in buying or get any information they are looking for.



Video 1



Interactive Sports & Games

For Shopping Malls & Flagship Stores



Make Any Wall An Interactive Sales Promo Area

MULTI
BALL

MAGICVIU

Breathtaking Gameplay

Real Gaming - Real Sports

MultiBall is an interactive sports and gaming system combines digital games with real sports.

More than 25 applications were developed a part for **MultiBall**, which offer a variety of effective gaming and training experiences, through visual and auditory elements, different levels of difficulty and easy-to-understand gameplay.



Watch Video



How can MultiBall help to drive more traffic in your shop?

Brand-activation events (sometimes called experiential marketing) have been used by large brands and scrappy startups to attract users and to get attention on social networks. While still a relatively new marketing channel, events can be extremely effective at delivering both in-store traffic and online accolades.



Customized Games

Provide your clients with a unique playful shopping experience and interact with your brand and products. We design your own customized games with brand visuals and products according to your Corporate Design.

Content Creation

People love to play and they will spend time doing it in your retail space. Once somebody started to play, the crowd will grow and attract more and more people. A full house in your store looks good on your online platforms.

MultiBall developed, produced and built in Germany with highest industry standards covered by 5 years warranty on frame & sensor hardware components.



MADE IN
GERMANY

5

YEAR
WARRANTY



Sales Promotion

MultiBall is an eye-catcher that helps you to draw attention. Sample voucher and ask your customers for newsletter sign-ups or generate awareness to promote your newest products and get them to interact with.



Video



Augmented & Mixed Reality

Augmented Reality- A technology that blurs the line between what's real and what's computer-generated by enhancing what we see and hear

MAGICVIU was born out of the same seed of thought, Visual Marketing!

“With our Augmented Reality, we have started our journey with a vision to connect people with products virtually by placing virtual products in the real world.

Using Microsoft HoloLens 2 we can develop 3D holographic AR resulting in an unforgettable experience for your clients.



Video

Augmented reality uses the world around the customer. They can place products in their home or even on their bodies. **AR** technology allows users to play with merchants' products and see how they would look and fit in a room or on themselves. Customers can capture and share content with virtual products.

Augmented reality is a way of how retailers can generate more **sales**. **Augmented reality** is much more than just overlaying camera images with generated three-dimensional objects. It's an instrument that can help retailers significantly improve their marketing strategies and ensure a higher **revenue**



6

3D Projection Mapping

On any object



3D Projection mapping

By projecting beautiful imagery over complex architecture and surfaces we create immersive content for advertising, sponsorship, national day celebrations, and other special events, as well as in permanent tourism attractions. We work with reliable projectors leasing companies in different countries to provide our customers with a full package service.



Video



MAGICVIU

Hologram Displays LCD & LED Displays Projection & Smart Films
Interactive Surfaces Virtual & Augmented Reality Projection Mapping