

Smart mirrors

Drive sales with a more engaging, interactive shopping experience.



The first person who turned the fictional idea of a magic mirror into a real device was Max Braun, the Google software engineer who transformed his bathroom mirror into a smart one back in 2016.

The technology has moved on since then. Today's 'smart' or 'virtual' mirrors use advanced connectivity and augmented reality (AR), combining images with real-world objects, while using Artificial Intelligence (AI) and machine learning to recognise gestures and respond to verbal commands. They connect via Wi-Fi and Bluetooth and can communicate with apps and cloud-based platforms.

A smarter way to try before you buy

Smart mirrors are becoming increasingly popular in the retail industry, particularly in apparel stores, where customers can virtually try any outfit. These clever devices – also known as SMFT (smart mirror fashion technology) – measure the dimensions of the person standing in front of them. They then display outfits that fit their body type, giving a 360-degree view of how they look, without needing to go near a changing booth.

The mirror can be programmed to display additional information about the clothing, such as materials, provenance and care instructions. It's also an ideal way to showcase new collections or products currently out-of-stock.

Then, when a customer finds what they're looking for, there's no need to queue at the till. They can check product availability and buy items direct from the mirror's touchscreen.

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Your virtual fashion adviser

To give customers an even more personal shopping experience, these mirrors can serve as advisers, providing style and make-up recommendations, suggesting accessories, and helping people discover available offers and customised marketing information.

That means you can offer discounts, encourage customers to sign up for newsletters and get valuable feedback. Indeed, by tracking customer behaviour, it's possible to make personalised recommendations and promotions based on individual preferences and previous purchases.

In short, this most interactive of technology helps to increase sales by providing customers with a more engaging and relaxed shopping experience. It helps your store to become a venue—a fun, exciting place that makes shoppers more likely to buy. And it helps you offer the increased level of personalisation that retail psychologist Shakaila Forbes-Bell says today's shoppers are looking for. It can also generate additional revenue streams—such as selling ad space to third-party advertisers.

How Verizon can help

Smart mirrors need advanced in-store connectivity. The use of apps, sensors and cameras requires a robust infrastructure that can handle large amounts of data in real-time. High-speed internet connections and reliable wireless networks are also essential to support the use of connected technologies.

By providing that connectivity, as well as the solutions and expertise to back it, Verizon is enabling the connected stores of the future—helping retail businesses work smarter and deliver unique customer experiences that differentiate their brand.

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