



ABYSS GLASS



PORTFOLIO

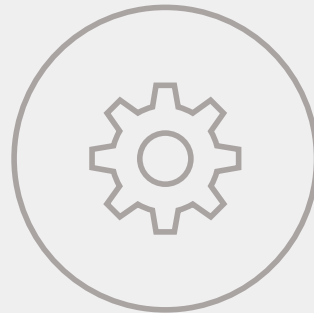
ABOUT US

We create modern and technologically advanced interactive mirrors.
We are leaders on the Polish and Eastern European markets.



PROJECT

We adjust mirror's projects to individual customers needs.



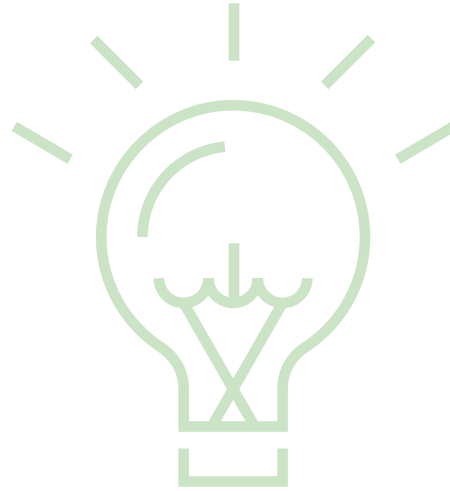
PRODUCTION

We take care of efficient functioning, and high resolution of display.



INSTALLATION

We are responsible for installing the mirror and presenting its functions.



INNOVATIVE SOLUTIONS

Abyss Glass interactive mirrors' technology and solutions distinguish you from the competition.
We are able to create an innovative project for every industry.

The following projects are non-standard solutions that have been shown to work effectively.

MEDICOVER

SELF REGISTRATION IN THE HOSPITAL

The interactive mirror in the hospital allows patients to make an appointment with doctors and pay for the visit. Also, the smart mirror shows the way to the office.

BENEFITS:

- cost reduction - no need to hire additional employees,
- no misunderstandings due to human error,
- a comfortable form of registration.



ALIOR BANK

ANALYSIS OF CUSTOMER BEHAVIOUR

In 30 branches of Alior Bank Abyss Glass installed 50 interactive mirrors that display promotional videos about bank's offers and products. Clients can approach the mirror and by using the touch surface, learn more about the offer.

BENEFITS:

- analysis of consumer response thanks to built-in camera,
- the possibility of collecting information about customers' age, gender and emotions,
- presenting offer in an attractive way,
- optical enlargement of the bank's area.



PWPW

PERSONALIZED, INTERACTIVE PROMOTIONAL TOTEM

The mobile, mirror totem is a showcase on promotional events. Modern shape and elegant, black finish makes it perfectly fit into many business interiors. It attracts attention with size and interactive graphics. Abyss Glass updates the displayed content on a regular basis.

SPECIFICATION:

- Distance sensors - content adapted to the distance, in which the recipient is located,
- 2.3 meters high,
- 60-inch, professional matrix,
- touch screen,
- recognizing the age, gender and emotions of the recipients,
- built-in camera for taking pictures.



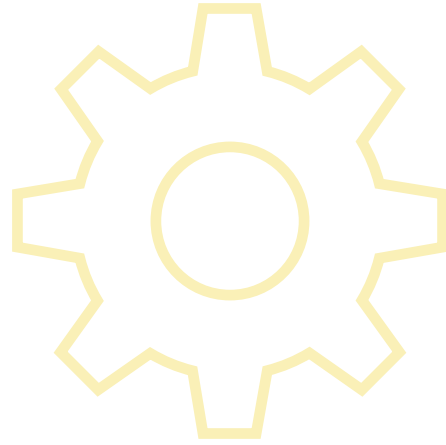
POLISH DEVELOPMENT FUND

PROMOTIONAL TOTEMS

Installation of totem mirrors in the reception of new PFR offices. On their surface information about new investments, participation in events or received prizes is displayed.

A mobile totem was also created to promote PFR during fairs and other occasional events.





ORIGINAL SOFTWARE

Abyss Glass creates applications on the mirrors from scratch. Team of our programmers and graphic designers try their best so that the product meets clients' expectations.

Below, we present examples of the best softwares we created.

VISION EXPRESS

APPLICATION SELECTING FRAMES TO FACE SHAPES

The interactive mirror in the VISION EXPRESS salon allows you to adjust the frames of the glasses based on the gender and shape of the person's face. The installed application selects a model that matches a given type of beauty. The entire process takes only a few seconds.

ADVANTAGES:

- fast and efficient customer service,
- building a positive company image,
- a factor that prompts you to buy in the VISION EXPRESS showroom,
- an interactive and attractive element of the store's interior.



INGLOT

YOUR FACE IN INGLOT'S MAKE-UP

Interactive mirrors in INGLOT showrooms have a “photo-booth” application installed, which shows the client how they will look in a given make-up. The person in front of the mirror chooses the products that will be used to create virtual make-up. The effect is displayed in the reflection, and the photo can be sent via e-mail.

ADVANTAGES:

- an extremely original form of promotion,
- increased interest in the brand and its products,
- persuasive advertising - incurring sales,
- a tool for collecting e-mail addresses of clients,
- involvement of the target group.



ADIDAS

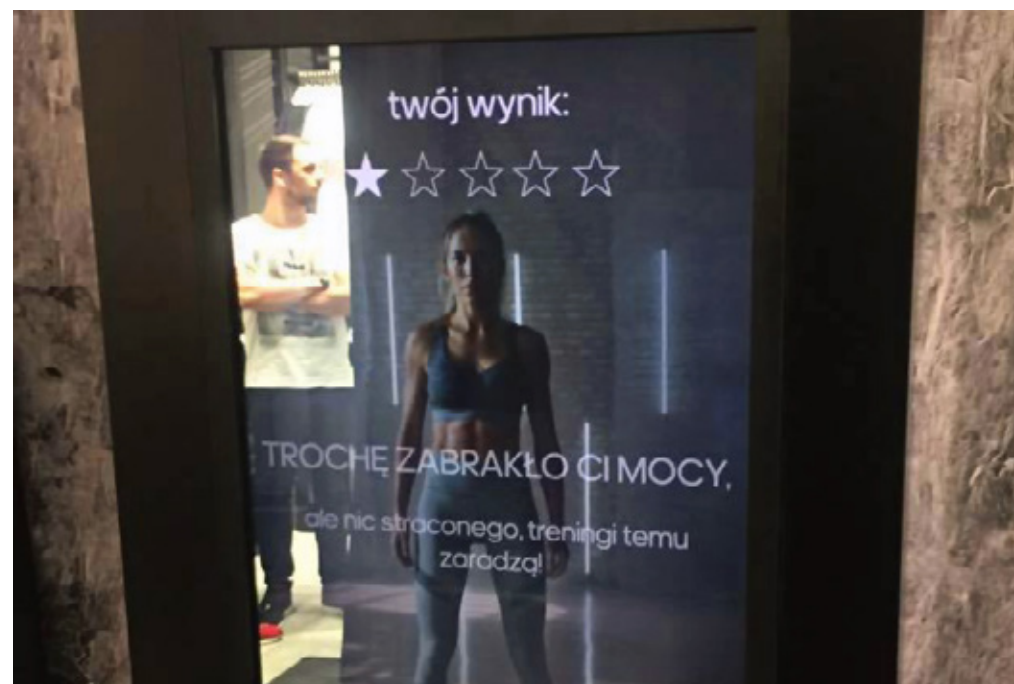
VIRTUAL TRAINING WITH PERSONAL TRAINER

Fitting rooms with Abyss Glass mirrors inside, are a part of especially prepared promotion for Adidas Women project.

Women during the workout with Ewa Chodakowska are able to test the comfortability and durability of Adidas clothes. In the meanwhile, sensors in mirrors measure the intensity of exercises and show the results at the end of the workout.

RESULTS:

- expanding the group of recipients: the mirrors attract also women who were previously not interested in the company's products,
- increased awareness and attachment to the brand,
- creating a prestigious company image,
- distinguishing the offer from the competition.



SEDERMA

YOUR FUTURE IN MIRROR'S REFLECTION

For french pharmaceutical company, producing anti-aging cosmetics, Abyss Glass created an application called "Aging". Its purpose is to show the users how older their face will look in 30 years, so they are encouraged to take care of their skin. It also shows the information about the rejuvenating properties of the product.

EFFECTS:

- suggestive promotion of the company's products,
- increase in brand awareness thanks to the original advertisement,
- distinguishing the company's offer from the competition.





MORE PROFIT

Our interactive mirrors are marketing and information mediums. Contents that display on their surface not only engage clients in interaction, but also are a tool of modern advertisement.

The projects below are successful implementations that guaranteed an additional profit for our clients.

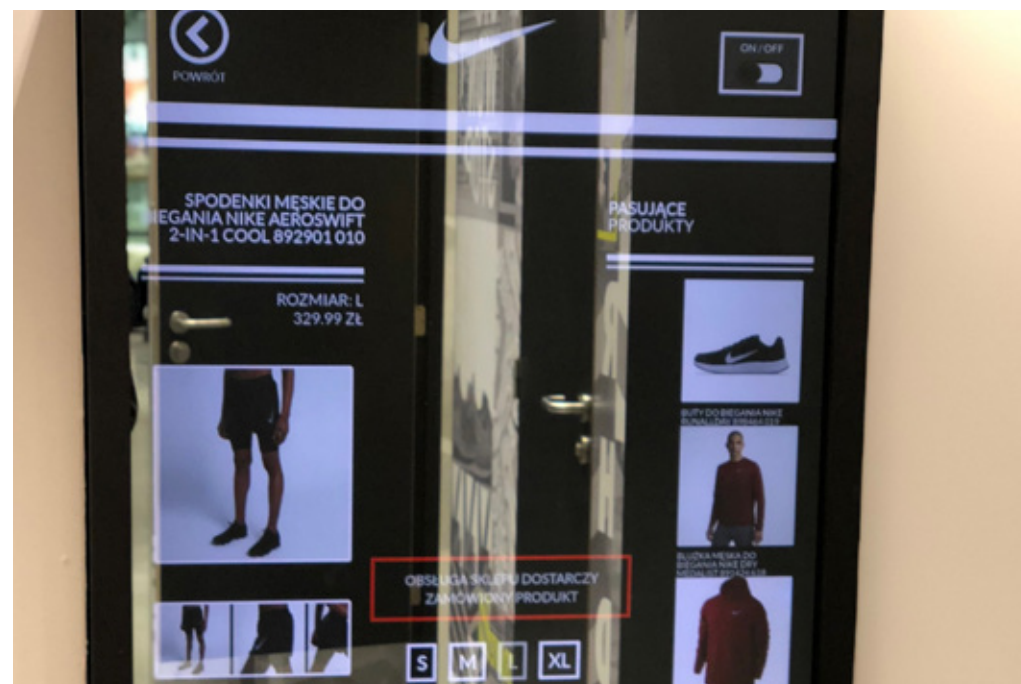
NIKE

INNOVATIVE FITTING ROOMS

Interactive mirrors, installed in the Nike's salon in Wroclaw, has the modern technology, allowing the customer to see all of the information about the products they brought inside the fitting room, on the mirror's surface. Within one touch, customers can ask the staff to bring different size, or colour of the product they are interested in. All you need to do, is to scan the label, and the content will automatically display on the screen.

RESULTS:

- increase in conversion thanks to the built-in system product recommendations,
- increasing the comfort of shopping,
- innovative, eye-catching shop decor,
- increased customer satisfaction,
- possibility to promote selected clothing models.

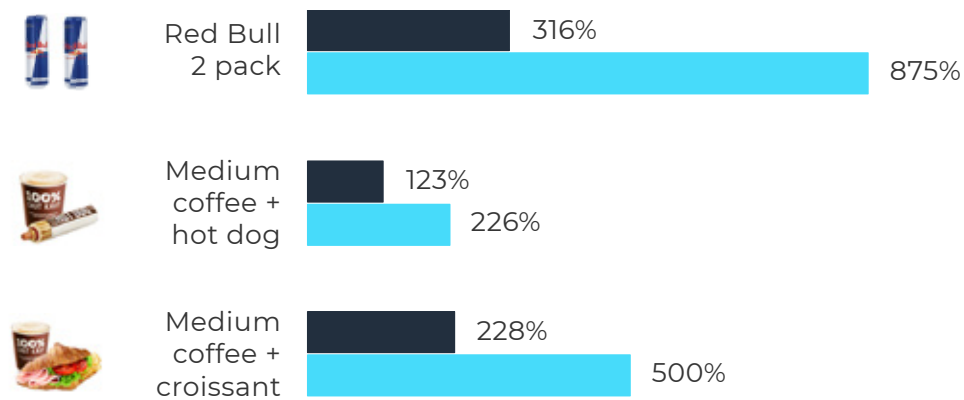


BENZINA

SEVERAL HUNDRED PERCENTAGE INCREASE IN SALES

Increased sales thanks to personalized content displayed on the surface of the mirror. In the toilets, after the approach to the toilet sink, advertisements of individual products tailored to the time of day were presented.

The effects after two months of using mirrors:



IN COMPARISON WITH MAY AND JUNE 2016

■ MAY ■ JUNE



MAXI COSI

INNOVATIVE SHOPPING

The company's offer is displayed on the mirror surface and after approaching a cart, you can see detailed parameters of a given model, available colour versions and additions. The built-in camera allows you to make photos and sending it to an email or sharing on Facebook.

Advantages:

- free brand promotion on the internet thanks to shared photos,
- building a positive image in the target group,
- a tool for collecting e-mail addresses of clients,
- luxury attraction and distinction of the offer from the competition,
- customer satisfaction with high quality of the shopping process.



PRO-INVEST

COLLISION BETWEEN TECHNOLOGY AND TRADITION

One of our most original installation is located in a modern office building that was rebuilt from a historic tenement. Modern form of marketing mediums fit perfectly this environment and presents very well in both elevator and toilets.

THE FUNCTIONS OF MIRRORS IN THE BUILDING:

- generate additional profits from the advertisements displayed,
- attract new customers to the restaurant - a non-standard presentation of menu arouses interest,
- increase the level of security in the building thanks to displaying administrative information.





ELEMENT OF SURPRISE

Interactive mirrors surprise with interactive content where users do not expect it. The passerby will not walk by such a carrier indifferently and the mirror will catch their attention.

Below we present examples of implementations that constantly surprise recipients.

KATOWICE MAIN SQUARE

ADVERTISING FOR 3000 PEOPLE EVERY DAY

Advertisements on the mirrors mounted in public toilets in the city centre of Katowice, reach up to 3,000 people each day. It is an interactive marketing medium, which immediately attracts the attention of visitors.

FUNCTIONS:

- promotion of the city among tourists and residents,
- information about current events in the city,
- generating income thanks to the promotion of a nearby menu AIOLI restaurants.



MUNICIPAL OFFICE

EFFECTIVE PROMOTION OF KATOWICE CITY

The purpose of the President was to arouse the residents' interest in city development and presenting its modern image. The interactive mirror replaced the original, little display case with medals that did not look too good.

People, who are waiting for their appointments, can be engaged with content promoting the city and get to know interesting facts about Katowice.

EFFECTS:

- popularization of the modern image of Katowice,
- arousing interest of residents in the development of the city,
- promotional materials presented in interesting way.



POLISH ECONOMIC EXHIBITION

PROMOTION OF POLISH INVENTORS

Interactive mirror with content promoting Polish inventors naturally attracted the attention of the exhibition's guests. Passerby after approaching, had the opportunity to get acquainted with additional information about the inventors, thanks to three-dimensional and friendly graphic design.

EFFECTS:

- educational content presented in interesting way,
- popularization of the modern image of the country,
- friendly form of learning.



WARSAW

APARTMENT WILANOW

2 IN 1 - A PROJECT FOR INDIVIDUAL CUSTOMERS

Installation of an interactive mirror in private apartment. The device perfectly matches the raw decor and white walls, it presents itself modern and luxurious. Technology allows turning the mirror into a TV screen at any moment.

INTERACTIVE MIRRORS GUARANTEE:

- style,
- comfort,
- innovations.

