



**Case Study / Success Story**

# Digital Fitting Mirror: Well-known Men's Outfitter Deploys Interactive 65" Mirror by faytech® in its Stores.

## Introduction

Our customer is synonymous with exclusive bespoke suits. Pyramid is bringing their customer journey into the digital age with an interactive mirror product by our brand faytech®.

In the USA as elsewhere there is a rule in men's fashion: If you want to stand out, wear a tailored suit. Tailored suits combine a perfect fit, high-quality fabrics, custom details and traditional craftsmanship at the highest level. It takes weeks, sometimes months, from the initial measurements through fittings to the finished suit.

Our customer is an established name among upmarket menswear purveyors in the USA. Customers have high expectations, not only with regard to the quality of their suits, but also to the customer experience: it should be digital and still convey the philosophy of the company and its products.

This is why the company is breaking new ground and relying on a system by faytech® that combines a fitting mirror, touch display and integrated camera in a single solution.

Pyramid's faytech® brand specializes in standardized as well as customized touchscreen monitors and touchscreen computers. It also develops and produces OEM and ODM solutions for very detailed specifications.

### Customer's Advantages

- Better customer experience during the customization process.
- Easy-to-use all-in-one employee tool for presenting the brand.
- Elegant instore interior in perfect customer style.
- Combining modernity and tradition: measurements and fittings in the store using a digital mirror. Information travels directly from the mirror to the tailor's workshop.

## The 65" Fitting Mirror: 4K Touch Display and Fitting Mirror

The 65" fitting mirror by faytech® is already in use in approximately 25 showrooms. Technically, it is a 4K monitor with a mirror coating. The mirror is surrounded by an LED strip with adjustable color temperature, which perfectly illuminates the area in which the clothes shopper is standing. The 48 MP camera, which captures and measures the customer, is installed above the display.

The display is optically bonded for the highest optical quality, razor-sharp display and color brilliance, as well as mechanical stability. Optical bonding is a process in which the gap between the touch panel and the LCD panel is filled with an adhesive whose optical properties are defined precisely, so that light refraction and reflections are prevented. To achieve the best possible display characteristics, Pyramid Computer uses its own CLEAR-BOND adhesive for faytech® brand touch devices.

<b>Chassis</b>	Aluminum
<b>Mounting</b>	VESA 400-system
<b>Display</b>	faytech® 65" capacitive touch technology, optical bonding, 4K resolution
<b>Interfaces</b>	HDMI, DP, COM, USB-Touch, RJ45
<b>Computer Configuration</b>	Mini-ITX i5 Core, Intel H610, Windows 10 /11
<b>Certificates</b>	CE & FCC
<b>Additional peripherals</b>	Mirrored surface (> 85%), 360° LED-lightning, built-in 48 MP camera above LCD screen, integrated speakers 2x3 W / 8 Ω
<b>Additional accessoires</b>	HDMI, USB and AC cables



## The Tailor-Made Customer Experience

With the new 65" fitting mirror, our customer transforms the path to a tailored suit into an exclusive customer journey. It starts in the classic way in the showroom, with measuring, consultation and fabric selection. With the help of the high-tech mirror, customers can assemble and order their individual suit on their own, using a configurator, or with advice from an expert, choosing from a large selection of fabrics, cuts and stitches. The information is then used to sew the first sample in the in-house tailoring department, which is sent back to the showroom for the fittings. The fine-tuning occurs in front of the mirror again – in several stages if necessary. The path to the perfect article of clothing alternates between the analog tailor's workshop, where the work is mainly manual, and the state-of-the-art, digitalized showroom.

***„The interactive fitting mirror by faytech® offers our customers a completely digital customer experience, which is a revolution for our trade. With the interactive fitting mirror, our customers can see the actual suit before they order it. The result is happier customers and simpler processes for us.“***

Founder & CEO,  
of customer

## Outlook: Augmented Reality (AR)

Our customer will continue to roll out the interactive fitting mirror, both in existing and future showrooms. Additional features will make the customer journey even more unique. The integrated camera is currently being used to take measurements. On the hardware side, the interactive fitting mirror is capable of much more: The company is therefore planning to expand it with an AR application, in which customers will be able to see themselves in their future made-to-measure suit and experience it realistically down to the smallest detail in real time immediately after having been measured.

Conclusion: The fitting mirror by faytech® is a key component for in bringing traditional craftsmanship and digital exclusivity to customers. The success of this approach is reflected in higher visitor numbers in the showrooms and higher sales since the introduction of the fitting mirror.

Pyramid Computer GmbH and its brandAKHET®, faytech® and POLYTOUCH® offer solutions for the comprehensive digitalization of entire industries.

The faytech® brand specializes in the development, design and manufacture of touchscreen monitors and touchscreen computers