

PROJECT OVERVIEW

Freetail were asked to support TRU Inc with the deployment of their Magic Mirror system across Europe, the Middle East and Africa working directly with the owned TRU estate and their franchise markets. "Magic Mirrors" allows shoppers to become Mickey Mouse, Optimus Prime, Leonardo, The Teenage Mutant Ninja Turtle, and Toys R Us' own Geoffrey the Giraffe. As you approach the mirror the character comes to life and mimics your movements. The Magic Mirror experience used a proprietary software, detailed 3D models designed for each character, and a Kinect sensor.

OUR SOLUTION

As a partner role freetail managed the manufacture, hardware sourcing, software commissioning, delivery and installation, and with our network of technicians we locally supported each of the installations.

SCOPE OF WORKS

- ✓ Concept design & development
- ✓ Manufacture
- ✓ Installation
- ✓ Technical Support
- ✓ Global supply & installation
- ✓ Project Management

