

Beautiful World™ Initiative Green technologies for lighted mirror TVs

For Immediate Release

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Electric Mirror's Beautiful World Initiative is a commitment to create products that make economic and environmental sense. Our new line of environmentally friendly technologies capture hotel guest's attention, reduce maintenance and energy cost and protect the environment.



Maintenance-Free* Eliminate lamp landfill waste and maintenance cost.

The Electric Mirror maintenance-free option provides products that have a service life 3 to 5 times longer than a standard lighted mirror. In addition to saving the hotel money, this technology dramatically reduces lamp landfill waste. A typical 300-room hotel will save on average \$42,000 in maintenance and lamp replacement costs.

Low-Mercury Lamps Reducing the impact of mercury on our environment.

Low mercury lamps protect our environment by greatly reducing the negative impact of mercury associated with fluorescent lighting.

EnergyLite™ Greater light output with half the energy and carbon emissions.

Energy usage with lighting accounts for up to 40% of many hotels energy costs. This not only costs hotel owners money but also has a negative impact on the environment through the emission of green house gasses associated with energy production.

Electric Mirror's new EnergyLite technology reduces the energy usage and carbon emissions of a typical lighted mirror by half while increasing the light output. A typical 300-room hotel will save on average \$71,000 over a 7-year period and reduce carbon emissions 50% on average by switching to the new technology.

SmartMirror™ Affordable touch dimming with 85% energy reduction.

Smarter for your hotel. A dimmable lighted mirror without the cost of expensive wall controls that reduces energy usage up to 85%, eliminates lamp maintenance* and associated costs, and contributes to your LEED certification while producing a lasting impression on your hotel guest.

Smarter for the environment. Hotel lighting, especially guest room lighting, accounts for up to 40 percent of hotel electricity consumption. High rates of energy usage combined with lamp landfill waste dramatically increase a hotels carbon print. With SmartMirror Technology a typical 300-room hotel over 7 years will save \$134,000 in energy and maintenance costs, eliminate lamp landfill waste, and reduce carbon emissions up to 85%.

*Over a 7-year renovation cycle

THE WORLD LEADER IN LIGHTED MIRRORS AND MIRROR TV TECHNOLOGY
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