



## ELECTRIC MIRROR NEWS

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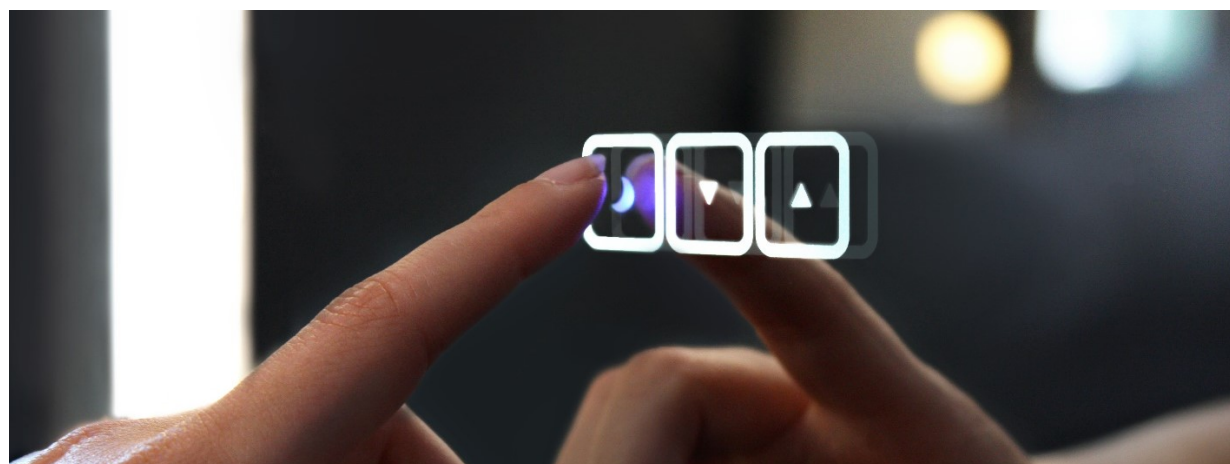
### FOR IMMEDIATE RELEASE

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## Greater Functionality and Lower Cost of Electric Mirror's Improved Keen Technology Means Huge Savings for Hotel Owners

**EVERETT, WA (August 2, 2016)** — Electric Mirror ([www.electricmirror.com](http://www.electricmirror.com)), the global leader in mirror technology, unveiled the next generation of its patented and energy-savings Keen™ Technology, which offers improved functionality and is now available at a lower cost.



Hospitality version of Keen with three capacitive touch controls in use on a Fusion™ Lighted Mirror.

Keen allows hotel end users to individualize their lighted mirror experience by choosing from eight different lighting levels, as well as a night glow mode, which serves as a night light. Keen includes a function that automatically reduces the light level by 50 percent after being on for an hour, offering significant energy savings.

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One of the biggest benefits of the new Keen technology is that it is significantly less costly than the popular original version, which means big savings for hotel owners over traditional dimming controls and wiring configurations. “Keen has been completely re-designed, allowing for easier installation and a dramatic reduction in the purchase price,” said Jim Mischel, CEO of Electric Mirror, adding, “The purpose of the re-design was to improve functionality but one of the benefits that came along with achieving that goal was that it has become less costly to manufacture.”

Keen is environmentally-friendly and is designed specifically for lighted mirrors with LED lighting. For hotel owners the benefits are robust. It is easy to install, easy to clean, can save up to 60 percent of a lighted mirror’s annual energy consumption, and uses soft start technology for an improved guest experience. “Including Keen in a hotel’s lighted mirrors gives owners a dimming solution that avoids the high costs associated with retrofitting wall dimmers. This is especially critical in states like California which have begun requiring dimming controls,” said Mischel.

“Hotels are always looking for ways to provide luxury experiences to their guests in a less costly manner. Our next generation of Keen allows any hotel to affordably add valuable technology to their lighted mirrors,” said Mischel.

## **ABOUT ELECTRIC MIRROR**

Electric Mirror® is the premier U.S. manufacturer of luxury lighted mirrors and mirror TVs, offering an extensive product line that includes lighted mirrors, lighted mirror TVs, kitchen TVs, mirrored cabinets, makeup mirrors, and in-shower fog-free mirrors. The company also offers numerous options within their product lines like the Seamless™ LED clock for mirrors, Keen™ — energy saving, night glow mode, and dimming with a touch, Vive® — music in your mirror, and DuraMirror™, the only mirror made for the bathroom, and routinely creates custom mirrors to designers’ specifications. While serving the hospitality, healthcare, commercial, and residential markets for nearly two decades, Electric Mirror has developed a reputation for unsurpassed customer care and service, and is committed to delivering exceptional products to their clientele, which include well-known luxury brands worldwide.

To request a quote for Electric Mirror products, please contact:

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