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**ELECTRIC MIRROR® AWARDED PATENT FOR INNOVATIVE  
VANISHING MIRROR TV TECHNOLOGY**

***COMPANY'S 40TH PATENT SUPPORTS ITS ONGOING INVESTMENT  
IN RESEARCH AND DEVELOPMENT AND AMERICAN JOB CREATION***

**EVERETT, Wash.** (March 23, 2016) – Electric Mirror, the premier manufacturer of Lighted Mirrors and Mirror TVs and the global leader in mirror technology, announced today the award of their 40th patent from the United States Patent and Trademark Office. The patent safeguards their vanishing Mirror TV innovation and protects Electric Mirror's right to solely produce the technology.

The patent, US 9,173,509, officially titled "APPARATUSES AND METHODS FOR CHANGING THE APPEARANCE OF AN OBJECT MOUNTED BEHIND A MIRROR," allows a media display device, such as a flat screen TV, to vanish when the device is off and appear within the mirror when on.



*Vanishing Mirror TV technology incorporated into a framed Stanford Entertainment TV, with TV off and on.*

"Securing this patent substantially supports the long term investment that Electric Mirror continues to make in research and development to create top-tier products like our Mirror TVs and Entertainment Mirror TV," said Patrick

Erickson, Chief Engineer at Electric Mirror. “This patent is truly a game changer for us because this innovation is fundamental to many of our core products and it allows our team to build on the technology we’ve created without infringement.”

Since developing Vanishing Mirror TV technology the company has applied it to numerous product lines including the Mirror TV, Lighted Mirror TV, Entertainment Mirror TV, Kitchen TV, Waterproof TV, and custom design products. The vanishing effect allows the mirror to have a two-fold functionality: To maintain its superb reflectivity when the media device is off and serve as a convenient media port when the device is on. Vanishing Mirror TV products are ideal for application in hotel suites and guest rooms, hotel lobbies, restaurants and bars, residences, and spas.

“We are extremely pleased with the achievements of our design and engineering teams who have worked hard to develop quality U.S. manufactured products like the vanishing Mirror TV,” said Jim Mischel Jr., a patent attorney and CEO of Electric Mirror. “Patent-protected products enable us to keep our costs competitive and, by protecting technology like the vanishing Mirror TV, we can preserve U.S. jobs and consistently deliver quality products faster than overseas competitors.”

Electric Mirror’s latest patent is part of a growing portfolio of over 50 patents and patents pending covering Lighted Mirrors, Mirror TVs, Bluetooth® enabled smart mirrors, touch control mirrors, and other innovative designs and technology.

## **About Electric Mirror**

Electric Mirror is the premier US 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 Light, 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.

# ELECTRIC MIRROR®

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To request a quote for Electric Mirror products, please contact [sales@electricmirror.com](mailto:sales@electricmirror.com) or phone (425) 776.4946.

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