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NEWS RELEASE

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Electric Mirror® Awarded Patent for Keen™ Technology, Dimmable Mirror Invention

(Everett, Washington) The United States Patent and Trademark Office granted Electric Mirror® patent US 8,835,789 B2 for its invention of Keen™ Technology.

Keen™ is an energy-saving, environmentally-friendly technology that can be incorporated into any of Electric Mirror's Lighted Mirrors. Keen™ has three capacitive touch buttons that give hotel guest full control over eight light dimming settings, including a Night Light. Keen™ has an intelligent sensor that causes the mirror to automatically dim after being on for one hour, offering almost a 60% reduction in lighted mirror energy costs.

Officially titled, "Apparatuses And Methods For Using A Capacitive Touch Controller With A Conductive Surface," the recently awarded patent was filed in 2011, and now represents a welcome addition to Electric Mirror's lighted mirror patent portfolio.

"Innovation is paramount to us at Electric Mirror®," said Jim Mischel Jr., Electric Mirror® President and CEO. "Our priority is to provide the best Lighted Mirrors and Mirror TV technology in the world. Keen's patent, like many of our others, represents a tremendous amount of engineering work, man hours, capital, and lastly, and maybe most importantly, jobs here in America."

Keen™ Technology, when added to any of the company's Lighted Mirrors, can save hotels thousands of dollars a year in lighted mirror energy costs. "In addition to energy savings, hotel owners love Keen™ for its functionality," said Jon Johnston, Electric Mirror® Senior Vice President, "Guests are blown away by having the ability to control the light level of their mirror with a simple touch."



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THERE'S ONLY ONE™ ELECTRIC MIRROR®

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. Electric Mirror® has numerous options within each of the lines, and routinely customizes them to designers' specifications. Electric Mirror® has been serving the hospitality, healthcare, commercial, and residential markets for over 16 years, and during that time has developed a reputation for unsurpassed customer care and service. Electric Mirror® 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 sales@electricmirror.com or phone 425.776.4946.

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