

## Introducing Chris Bruce New Vice President of Sales, Europe

For Immediate Release

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Electric Mirror is proud to announce Christopher Bruce as Vice President of Sales for Europe.

"I am thrilled to be part of this exciting and innovative-thinking company and I look forward to the opportunities ahead," says Mr. Bruce. "Electric Mirror is a market leader within their sector and it is an honour and a privilege to work for them."

Mr. Bruce joins the company from UK-based bathroom television manufacturer Videotree Ltd. where he was responsible for overseeing the the development and implementation of the sales strategy for the bathroom retail, custom installation and hospitality sectors.

During his time at Videotree, Mr. Bruce has driven sales into the hospitality sector by liaising with major hotel brands, architects, interior designers and M&E consultants that are key to the industry. Familiar with all aspects of interactive Hospitality TV infrastructure, Mr. Bruce has established links with the leading IPTV providers in his previous role and was a key player in the integration of the bathroom TV and the IPTV system.

"I'm excited that Chris is now working for us, he has solid industry experience that will continue to strengthen our sales support in Europe and our leadership in providing Hospitality TV solutions for our mirror TVs," says Jon Johnston, Vice President of Sales.

Electric Mirror's most recent project in Europe is Le Royal Monceau Paris. Renown industrial designer Philippe Stark worked with Electric Mirror's engineering team to create custom lighted mirrors for the palace renovation.

For product inquiries please contact Chris Bruce at chris@electricmirror.com or Electric Mirror at consultants@electricmirror.com. For press inquiries please contact media@electricmirror.com

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