

# ELECTRIC MIRROR® HOTEL LUXURY

## SmartMirror™ Touch Control Dimmer A sustainable and affordable dimming option

For Immediate Release

### PRESS CONTACT:

Media Relations  
media@electricmirror.com

### PRODUCT INQUIRIES:

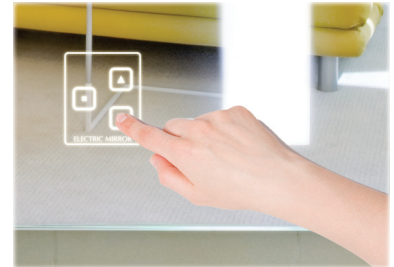
Doug Finebrock  
Project Manager  
consultants@electricmirror.com

### WORLD HEADQUARTERS:

11831 Beverly Park Rd.  
Building D  
Everett, Washington 98204  
USA

t. +1 888 218 9238  
t. +1 425-776-4946  
f. +1 425-491-8200

www.electricmirror.com



**THE SMARTEST THING YOU CAN DO FOR THE GUEST, THE HOTEL AND THE ENVIRONMENT**

### Smarter for the Guest

Lighting is commonly the most complained about problem in the bathroom. With SmartMirror, hotel guests now have the convenience of controlling the light levels in the bathroom with a simple touch.

- Maximum lighting to prepare for the day
- Subtle nightlight to guide
- Subdued lighting to relax and wind down

### Smarter for the Hotel

Imagine a dimmable lighted mirror without the cost of expensive wall controls. Add to that dramatic energy savings and elimination of lamp replacement costs.

- Affordable dimming
- Elimination of lamp replacement costs
- Energy costs reduced up to 85%

### Smarter for the Environment

Hotel lighting, especially guest room lighting, accounts for up to 40% of hotel electricity consumption. SmartMirror technology contributes to environmental stewardship in the following ways:

- Eliminates lamp landfill waste
- Reduces carbon emissions up to 85%
- Helps in LEED Certification

**THE WORLD LEADER IN LIGHTED MIRRORS AND MIRROR TV TECHNOLOGY**  
www.electricmirror.com