

THERE'S ONLY ONE™ ELECTRIC MIRROR®

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NEWS RELEASE

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Hospitality Innovator Electric Mirror, releases Vive™, the first and only Bluetooth® Wireless Technology Enabled Mirror

(Seattle, WA) Electric Mirror, a U.S. technology development and manufacturing company known for its innovation and long line of industry 'firsts,' officially announced Vive™ today, its Bluetooth® wireless technology enabled mirror product.

Vive™ transforms any of Electric Mirror's Framed or Lighted Mirrors into a stereo system, allowing the mirror to wirelessly play any Bluetooth® smart ready device. The Vive™ technology is integrated into the mirror using capacitive touch; four integrated touch controls allow the user to power on, sync with a Bluetooth® smart ready device, and change volume up and down.

Electric Mirror CEO Jim Mischel, says, "With Vive™, a guest can link his or her cell phone to our mirrors and play any audio signal of their choice, wirelessly. Now, with a simple touch, your mirror becomes an interactive stereo that will stream any audio content from any Bluetooth® smart ready device," said Mischel. Vive™ works with all smart phone platforms, such as Apple, Android, Windows, Nokia, and Samsung.

According to Mischel, the Vive™ technology is very simple for a consumer to activate. "A hotel guest first touches the Pair button on the mirror, and then touches the Pair function on the phone. It's simple. It's as easy as using a Bluetooth® smart ready headset." Vive™ technology allows listeners to have access to their own personal music, books on tape, internet radio, or any audio signal a guest may wish to stream from a Bluetooth® device.

With the introduction of Vive™, Electric Mirror continues its industry-leading reputation of marrying innovation and technology into state-of-the-art products. Creating unique personalized customer experiences is a key trademark of Electric Mirror's design principles.

Electric Mirror will sell Vive™ mirrors into the hospitality, commercial, and residential sectors, globally.

To learn more about Vive™ technology, visit www.electricmirror.com/products/options/vive.html.



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About Electric Mirror

Electric Mirror® is the Leader in lighted Mirrors and Mirror TV Technology™, serving the hospitality and residential industries for over fifteen years. With product lines that include modern lighted mirrors, mirror TVs, waterproof TVs, medicine cabinets, sconces, and makeup mirrors, Electric Mirror's presence in the luxury hotel industry is known throughout the design community as simply unsurpassed.

As the pioneer of lighted Mirror and Mirror TV design, Electric Mirror's industry-leading reputation for product innovation, customization, and made-in-the-USA quality is unmatched. Strong design and surprising technology make Electric Mirror's products instantly communicate flawless luxury to discerning hotel guests and homeowners worldwide.

Learn more about Electric Mirror and Vive™ by visiting www.electricmirror.com. To request a quote for Electric Mirror products, please contact sales@electricmirror.com or phone 425.776.4946.

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