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NEWS RELEASE

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Electric Mirror's Vive™ Wins "I Need That in My Hotel" Award
Several HIConnect Design 2014 Vignettes Include SmartMirror™ Technology

(Everett, WA) Electric Mirror®, the global leader in Lighted Mirrors and Mirror TV Technology, won the *"I Need That in My Hotel"* award at the HIConnect Design 2014 show in Nashville, Tennessee, April 2nd through 4th. Selected for its Vive™ SmartMirror™ technology, this People's Choice award honors the supplier with the product voted most wanted by hospitality professionals at the event.

The show is unique in that HIConnect Design brings together hospitality executives, designers, architects, and other providers to create fully built out hotel vignettes rather than traditional booths. This year there were 39 hotel guestroom and bathrooms with additional vignettes that included a café, restaurant, hotel kitchen, fitness center, and bar/lounge.

Vive technology transforms any of Electric Mirror Lighted Mirrors into a premium sound stereo system. Vive allows any smart phone or tablet to wirelessly connect to a bathroom, guestroom, or wardrobe mirror using Bluetooth® technology and create a streaming audio experience.

"We are honored to have Vive recognized by our hospitality partners and selected over so many other great products at the show," said Jim Mischel, President and CEO of Electric Mirror. "We are the pioneers of the Lighted Mirror and Mirror TV industry and are always striving to enhance our products with smart technology that brings a new guest experience to every hotel we serve."

The Luxury Guestroom vignette by Samuelson Furniture, of Paterson, New Jersey included a Mirror TV and two Wardrobe Mirrors by Electric Mirror. One of the Wardrobe Mirrors included Vive. "People kept asking, 'where is the music coming from?'" said Michael Chalfin, Vice President of Samuelson. "I had the Rat Pack playing for the entire show – everybody loves Frank Sinatra."

THERE'S ONLY ONE™ ELECTRIC MIRROR®

Electric Mirror products and technology were in several other vignettes. [See the photos of the vignettes and read more about them here.](#)

Votes for [People's Choice awards](#) are cast by attendees in real time, using a special app created exclusively for HI Connect. For more information on the HI Connect Design show, go to www.HIConnectDesign.com.

About Electric Mirror:

Electric Mirror® is the leader in Lighted Mirrors and Mirror TV Technology™ serving the hospitality, healthcare, commercial and residential industries for more than 16 years. This family-owned and operated, company began in a garage pioneering the first high-end defogging mirror. An American success story, Electric Mirror continues to lead the market in design and innovation, holding more than 33 industry-leading patents with dozens more pending. Product lines include a wide variety of modern Lighted Mirrors, Mirror TVs, Waterproof TVs, Mirrored Cabinets, Corridor Lighting, and Makeup Mirrors. Electric Mirror is the industry standard for major luxury hotel chains with a reputation for product innovation, customization and made-in-the-USA quality. Electric Mirror is on the forefront of eco-friendly manufacturing with its Beautiful World™ Initiative: To reduce the carbon footprint by producing the most energy-efficient and longest-lasting products in the world. The company headquarters and factory are located just north of Seattle in Everett, Washington.

To request a quote for Electric Mirror products, please contact sales@electricmirror.com or phone 425.776.4946.

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