



**EM**  
ELECTRIC  
MIRROR®

# LED Lighting Solutions

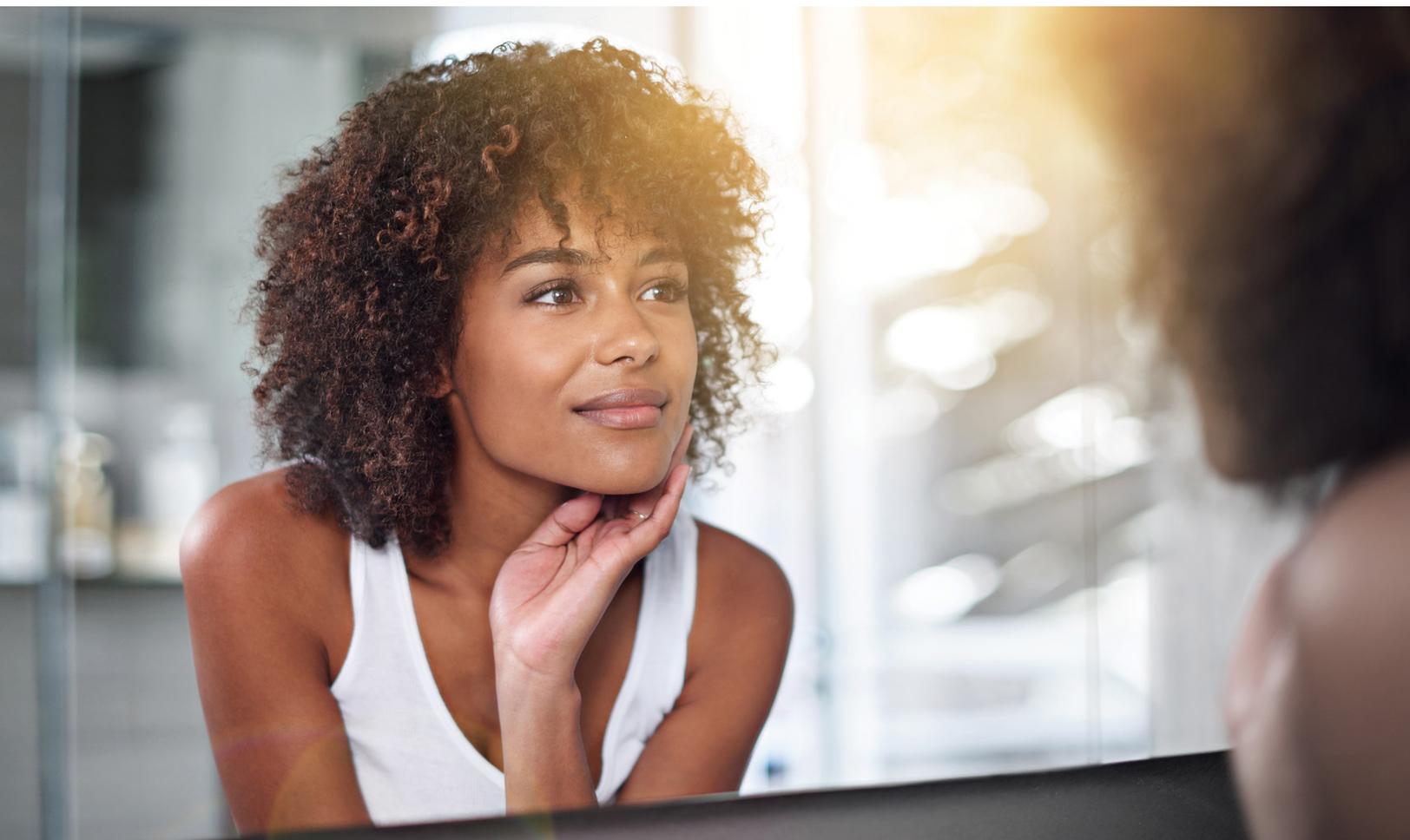
by **ELECTRIC MIRROR®**

The leader in ideal, natural-looking lighting that reflects true beauty.

# Focus on **her**

**From her first impression to her last look,** the beauty of a hotel room is reflected in the eyes of the beholder. And there's no more important beholder than your female guest. She's the one who appreciates the extra amenities and special touches you provide. She's the one who spends time in front of the bathroom mirror to make sure she looks her best. And in this world of instant

social media posts and online reviews, she's the one who tells others about her experience. There's value in exceeding her expectations. Value in helping her look her best. And value in choosing Electric Mirror to create a hotel room experience she'll remember, tell others about, and choose again and again.



# Make it **natural**

**Our LEDs create ideal natural-looking lighting** that can be custom-tailored to any environment. By carefully selecting the right LED technology, and combining it with beautiful mirror design, we create lighted mirrors that not only provide the ideal lighting to help her look her very best, but that are long-lasting, eco-friendly, and energy-efficient. Offering unsurpassed quality and value, the beauty of the mirrors is rivaled only by the beauty she sees reflected back at her.





# Trust the **experts**

**We're proud to be recognized as the global leader** in lighted mirror technology. We understand the importance of creating natural-looking lighting, and while technical specifications are important, they alone don't determine the overall result. Natural-looking lighting requires an understanding of both the art and science of light. Electric Mirror lighted mirrors incorporate the classic portraiture

principles used by renowned photographers, cinematographers and artists to produce properly diffused facial lighting. The result? Lighted mirrors that show beautiful facial highlights, minimize wrinkles and shadows, and balance the proper softness of light and shadows to eliminate harsh reflections.

# Understand the nuances

All LED-lighted mirrors are not created equal, so it's important to understand the range of LED lighting options and mirror selection that ultimately combine to create an optimum guest experience. While many factors influence overall quality and effectiveness, we believe these are among the most important to consider.

## CRI

**Flatter your guest with the most natural light color.**

Color Rendering Index (CRI) is a measurement of how accurately a light source reflects true colors, and is expressed in a range from 0 to 100. A higher CRI indicates a more accurate color reflection off of a face. While most LED-lighted mirrors have CRIs of 80 or lower, Electric Mirror leads the industry with LED solutions with CRIs at 90 and above—creating the most natural color available.

## Lumen Output

**Get the amount of light you need.**

Each of our LED solutions provide varying amounts of light output. The type of mirror and position of LEDs will also affect overall lumen output of your mirror. Our LEDs range from 396 lm/ft to 869 lm/ft. Whether you are looking for soft ambient lighting or bright task lighting we have a solution to meet your needs.

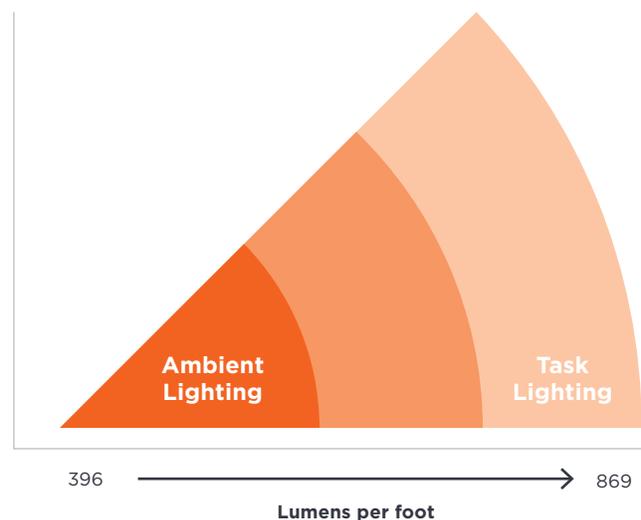
### CRI and Color Accuracy



CRI 60  
Color Deficient Reflection

CRI 90  
Natural Color Reflection

### Lumen Output Range

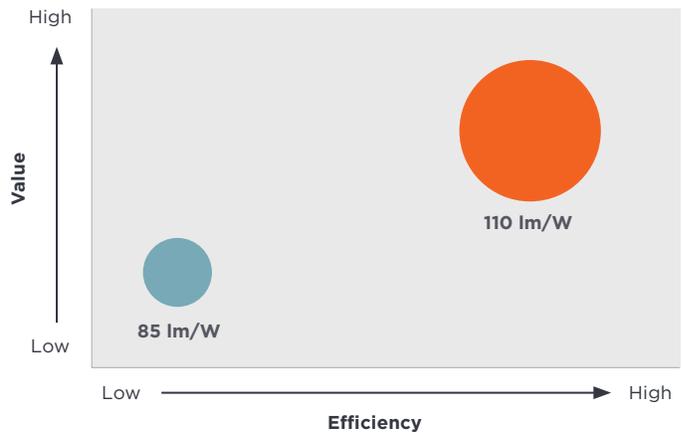


## Efficacy

### Save money while creating the best light output.

Efficacy is a measurement of how efficiently a light source produces visible light, and is expressed by lumens per watt (lm/W). A higher efficacy ratio indicates that light is produced more efficiently, providing greater value and ROI. While most LED-lighted mirrors have efficacy ratings averaging 85 lm/W, Electric Mirror LED lighted mirrors boast efficacy ratios ranging from 100 lm/W to 110 lm/W.

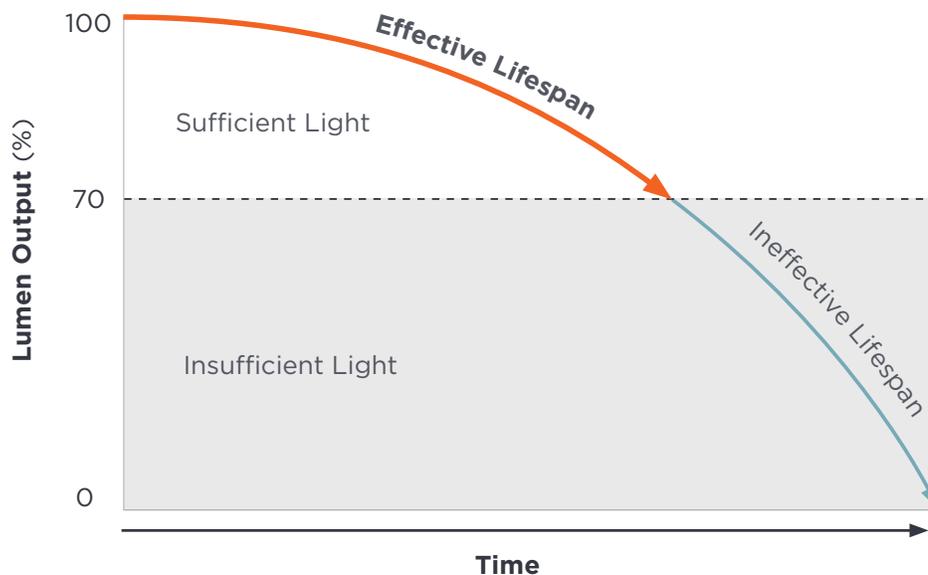
### Efficacy and Cost



## Effective Lifespan™

### Ensure sufficient light for your guests.

Lifespan, expressed in hours, is an estimate of the expected life of an LED light source. Since lumen output typically diminishes over time and anything less than 70% is likely to be considered insufficient by guests, it's important to be wary of exaggerated claims and verify the effective lumen output at the end of the stated lifespan. Electric Mirror selects LEDs that have a calculated  $L_{70}$  effective lifespan of at least 124,000 hours for standard-output LEDs and 52,000 hours for high-output LED's, providing years of high-performance LED light without compromise.



## Longevity

**Rest assured your mirror will stand the test of time.**

Some mirrors, especially those using lower quality glass, can be affected by the environment in which they're used, with damp bathrooms posing a particular challenge that can lead to unsightly mold-like corrosion and undesirable desilvering. Electric Mirror's DuraMirror™ is the only mirror engineered specifically for the harsh bathroom environment, and has been proven to outperform other mirrors, lasting up to three times longer.

## Reflection

**See a superior representation from anywhere in the room.**

Viewed from near or far, the image reflected in a mirror should look realistic. Some mirrors, especially when viewed from a distance, distort proportions. With Electric Mirror, what you see reflected is an accurate representation.

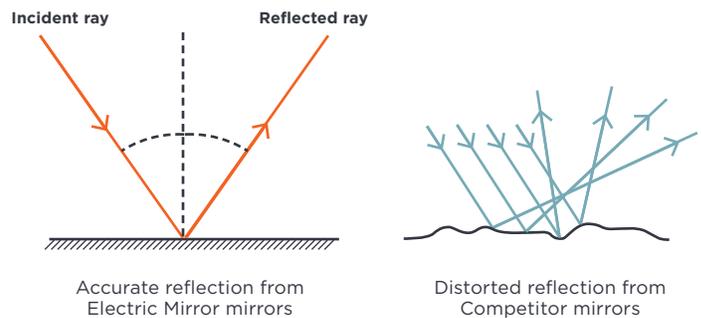
### DuraMirror™ in Typical Damp Environment



DuraMirror in a typical damp environment

Standard glass imported from China

### Accurate vs. Distorted Mirror Reflection



Accurate reflection from Electric Mirror mirrors

Distorted reflection from Competitor mirrors

**At Electric Mirror, we work closely with you** to understand your needs, and together develop a solution that focuses on both the art and science of lighted mirrors. We expertly pair the best LED solution to premium-quality mirror, and provide maximum natural-looking light output for every watt of power consumed, providing the greatest lifetime return on your investment.

# Discover the options

**Electric Mirror provides a variety of LED solutions,** because we recognize that one size does not fit all. Our lighting experts will work with you to evaluate the advantages of each LED option, and determine the best one for your particular application.

## Beautiful World™ Channel LEDs

This technology pairs the best of both worlds: easily-removable LED custom length channels with built-in diffusers. Our channel LED technology provides enhanced design flexibility not typically possible with T5 tubes. With a superior 90+ CRI, these channel LEDs are a preferred choice for custom lighted mirror applications.



## Beautiful World™ Flex LEDs

This flexible LED technology is perfectly suited for unique shapes and form factors, as it allows for better control of light output and eliminates potential dark spots in the frosted areas of a mirror. With a strong CRI rating of 90 or higher and an excellent energy efficiency of up to 100 lumens per watt, the Flex LED provides outstanding color retention for a vivid and long lasting experience.



## Beautiful World™ LED Tubes

Up to 20 percent more efficient than many tubes currently on the market, our T5 low-voltage, flicker-free LED tubes are designed to maximize light output for illuminated mirrors, sconces, and other fluorescent tube applications.





<b>Feature</b>	<b>Beautiful World Channel LED</b> <i>(Standard Output)</i>	<b>Beautiful World Channel LED</b> <i>(High Output)</i>	<b>Beautiful World Flex LED</b> <i>(Standard Output)</i>	<b>Beautiful World Flex LED</b> <i>(High Output)</i>	<b>Beautiful World LED Tubes</b>
<b>Designation</b>	L7CSD	L7CSDH	L7	L7H	L6
<b>CRI</b>	≥90	≥90	≥90	≥90	≥90
<b>Efficacy</b>	Max. 100 lm/W	Max. 100 lm/W	Max. 100 lm/W	Max. 100 lm/W	110 lm/W
<b>Lumen Output</b>	483 lm/ft	695 lm/ft	604 lm/ft	869 lm/ft	396-478 lm/ft*
<b>Lifespan</b>	124,000 Hours**	52,000 Hours**	124,000 Hours**	52,000 Hours**	55,000 Hours**
<b>LED Driver</b>	Basic or Dimming Driver	Basic or Dimming Driver	Basic or Dimming Driver	Basic or Dimming Driver	Basic or Dimming Driver
<b>Energy Efficiency</b>	6.7 W/ft	10 W/ft	6.7 W/ft	10 W/ft	4.0 W/ft
<b>Service</b>	Easily replaceable	Easily replaceable	Replaceable	Replaceable	Easily replaceable

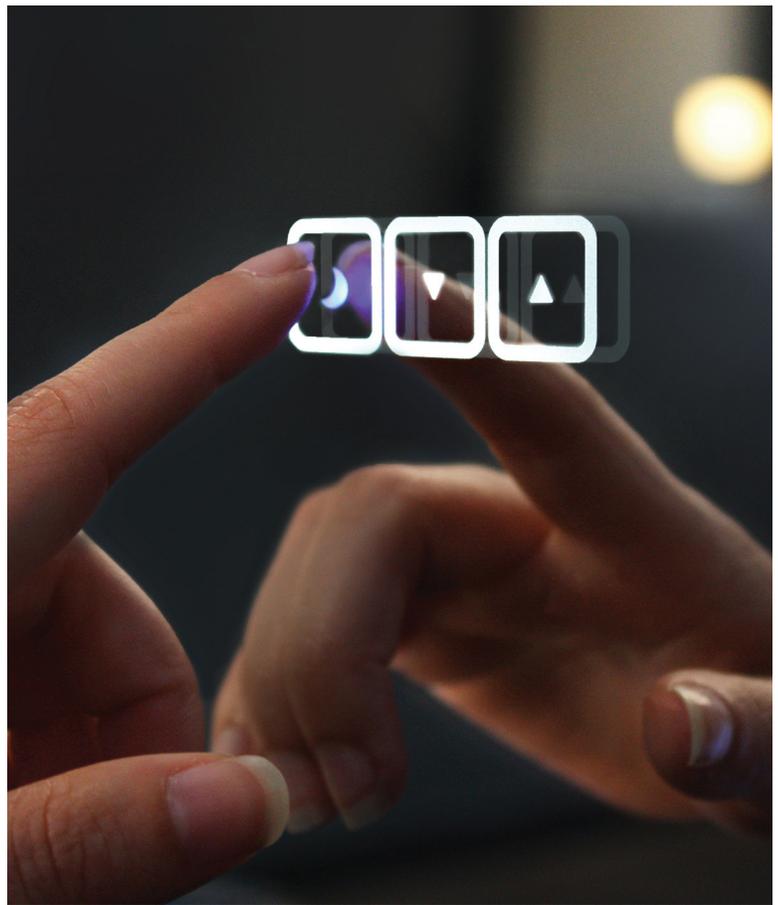
\*Based on 2' and 4' length.

\*\*Calculated L<sub>70</sub> LED lifespan

# Achieve significant savings

## Smart soft start, dimming and nightlight solutions

all contribute to energy savings, and are available with our patented Keen™ Technology. Because Keen comes pre-installed and need no extra wiring or expensive remodeling, it offers up-front installation savings. And because Keen's intelligent sensor automatically dims the mirror after an hour of non-use, it reduces energy consumption by 60 percent, lowering energy costs on an ongoing basis. With seamlessly-integrated on-mirror touch controls, Keen is simple and easy to use and dramatically improves the guest experience.



Keen™ on-mirror capacitive touch buttons control dimming and night light functions

## Estimated Product and Installation Savings

Product	Device Cost	Install Cost	Finished Cost	# of Rooms	Total Cost	Savings \$	Savings %
<b>Lighted mirror</b> <i>with added wall dimmer and night light</i>	\$125 wall dimmer	\$150	\$275	300	\$82,500	\$0	0%
<b>Lighted mirror with Keen</b> <i>incl. built-in dimming and night light</i>	\$150 Keen	\$0	\$150	300	\$45,000	\$37,500	45%

## Estimated Energy Savings

Mirror	Size	Wattage	Quantity	Location	Annual Savings	7-Year Savings \$	7-Year Savings %
<b>Integrity</b>	42" x 42"	74 W	300	San Francisco	\$5,352	\$37,463	60%
<b>Silhouette</b>	60" x 36"	83 W	500	New York	\$7,007	\$49,045	60%
<b>Triple Fusion</b>	72" x 40"	60 W	800	Las Vegas	\$9,616	\$67,313	60%

## Wall-Mounted Dimmer Compatibility

Electric Mirror also offers compatibility with popular wall-mounted dimming control technologies including 0-10V and Phase Dimming. Integration with automated lighting systems is also available.



# Choose the **leader**

**Electric Mirror is the global leader in LED lighting solutions, with more lighted mirror installations world-wide than all other companies combined. Here's why:**

## **Unsurpassed Expertise.**

With over 400 employees, including 25 experts dedicated to research, development and engineering, we're at the forefront of continually developing the industry's most innovative and sophisticated lighted mirror solutions.

## **Custom Capabilities.**

We understand the importance of art and science, and the importance of light and glass, in creating the perfect mirror for every application. Our unique ability to combine and customize these factors create the optimal finished product and user experience.

## **Made in America.**

Our products are made with pride in America, where quality is not only our goal, it's our passion. We bring engineering, electronic assembly, sheet-metal production, mirror fabrication and wood crafting together in our 125,000 square foot state-of-the-art manufacturing facility and employ rigorous quality standards every step of the way.

**Ensure the beauty, quality and value of your investment with Electric Mirror, the unparalleled choice for LED solutions.**



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Made in the USA

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