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An Electric Mirror experience at HD Expo 2016 in Las Vegas

Jim Mischel, President and CEO, Electric Mirror interviewed by Alissa Ponchione, Associate Editor at Hospitality Design Magazine— Electric Mirror is the global leader in lighted mirror and mirror TV technology

Everett, WA — (June 6, 2016) - - [Electric Mirror®](#), the global leader in lighted mirrors and mirror TV technology, reinforced its reputation as the industry's innovation leader by unveiling a collection of ingenious new products at HD Expo 2016 in Las Vegas. "These products will change how and what you think about mirrors and TVs," said Jim Mischel, President and CEO of Electric Mirror, during a filmed interview with Hospitality Design Magazine's Alissa Ponchione.

In the [interview](#) Mischel describes and demonstrates to Hospitality Design Magazine several new products. The first is the Eclipse™ TV Cover, which can transform any flat screen TV into a Mirror TV in minutes. "This product is great for hotels that have already invested in and installed flat screen TVs, and now want to hide the unsightly appearance of a big black screen." With Eclipse, hotels can experience the beauty and functionality of a mirror TV at half the cost of a typical mirror TV. "When the TV is off, Eclipse turns the TV into a beautiful mirror; when the TV is on, it shines right through the mirror glass and looks like a regular TV," said Mischel.

Mischel also demonstrates the Seamless™ LED Clock, a patent-pending technology that allows an illuminated digital clock to show through the mirror. Most mirror clocks come with an unsightly box or shadow surrounding the clock face. "With our exclusive Seamless technology, bathroom mirrors can now have a softly lit clock integrated harmoniously—and seamlessly—into the mirror," he said.

Rounding out the trio of new product introductions is Cameo™ Laser Designs, which use laser etching technology to create beautiful and luxurious mirrors. This technology allows for high resolution images and designs previously unachievable with older technology. "More than any other product we've released, Cameo allows for nearly limitless design options, giving designers the opportunity to have total creative license to create mirror masterpieces," said Mischel.

In the past, the bathroom was the most criticized part of a hotel guest experience; today it's the number one most appreciated aspect. "Our innovative approach to lighted mirrors and mirror TVs has

revolutionized the guest experience,” said Michel, adding “Cameo, Seamless, and Eclipse continue the tradition.”

About Electric Mirror

Electric Mirror is the premier manufacturer of luxury lighted mirrors and mirror TVs, offering an extensive product line that includes lighted mirrors, lighted mirror TVs, kitchen TVs, mirrored cabinets, makeup mirrors, and in-shower fog-free mirrors. The company also offers numerous options within their product lines like the Seamless LED clock – Technology in Every Mirror; Keen® - Energy Saving, Night Light, and Dimming with a Touch; Vive™ - Music in Your Mirror; and DuraMirror®- The Only Mirror Made for the Bathroom, and routinely creates custom mirrors to designers’ specifications. While serving the hospitality, healthcare, commercial, and residential markets for nearly two decades, Electric Mirror has developed a reputation for unsurpassed customer care and service, and is committed to delivering exceptional products to their clientele, which include well-known luxury brands worldwide.

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

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