



## FOR IMMEDIATE RELEASE

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## HOSPITALITY-GRADE SMART MIRROR TECHNOLOGY NOW AVAILABLE TO THE RESIDENTIAL MARKET

*Mirror technology leader translates smart mirror experience and expertise to consumer segment with launch of Savvy™ Home*

EVERETT, WA (August 30, 2018) – Electric Mirror ([www.electricmirror.com](http://www.electricmirror.com)), the global leader in mirror technology, is set to debut the Savvy™ Home SmartMirror, the Residential counterpart to its industry-leading Hospitality smart mirror. The technology industry will get its long-awaited introduction to Savvy™ Home at CEDIA, September 4 – 8, in San Diego, California.

Savvy Home will help consumers make the most of every day. With Savvy, they can check the time, the weather, and the traffic. Review their email, their schedule, and their account balances. Get updates on the news, their friends and their health. Enjoy their favorite music, movies, and sports. Even control their lights, their thermostat, and their security system. Savvy lets them do all this and more, making their day easier and their life better.

Savvy lets users download virtually any Android app. From home automation leaders like Nest and Control 4, to social media mainstays such as Twitter and Instagram, to music and entertainment favorites like Spotify and Netflix, homeowners can install as many apps as they'd like, and link their favorites to the Savvy dashboard icons so they're never more than a touch away.

“Once we perfected Savvy for hospitality, we expanded our commitment to smart technology to also include the important residential segment”, said Jim Mischel, Electric Mirror CEO. “Now, the same insight and expertise that made Savvy the preferred hospitality smart mirror brand is available in a residential product.”

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One big difference that sets Savvy Home apart is the intelligent and elegant user interface. Unlike other smart mirrors that present a clutter of information on a large display that can interfere with using the mirror, Savvy lets the user link their favorite apps to tiles on the home dashboard that are easy to interact with across the depth of a vanity counter. Consumers can call up the app they want when they want it, without taking up the entire mirror.

Another benefit of Savvy is that it can be configured for virtually any room in the house – a bathroom, office, living area or even the entry. Consumers can choose a back-lit or non-lit mirror. Choose the size that best fits their space. Choose a horizontal or vertical orientation. Even choose the lighting pattern. Whereas most smart mirrors are limited to bathroom use, Savvy offers consumers an unprecedented level and variety of options. Proprietary and patent pending, Savvy will create a level of luxury and pampering at home that's never before been seen.

Savvy joins the Electric Mirror Inspired Technology collection of products, which also includes Vive™, a Bluetooth-enabled music mirror; Keen™, an automatic dimming and energy-saving mirror; Polaris™, a wire-free nightlight; Ava™, a color-changing mirror for make-up application; Seamless™, an embedded LED clock; and Mirror TVs, which display a television in the mirror.

Savvy, along with a number of other industry-leading mirror technology products, will be on display at upcoming industry tradeshows, including CEDIA, September 4 – 8, in San Diego, California. Electric Mirror CEO Jim Mischel will be available to provide personal demonstrations of Savvy to industry media.

To learn more about Electric Mirror, specifically Savvy Home, visit <https://www.electricmirror.com/savvy-home-smartmirror/>

## ABOUT ELECTRIC MIRROR

Electric Mirror is the global leader in mirror technology, and the preferred choice of well-known luxury brands world-wide. It offers an extensive array of products that includes lighted bathroom mirrors, lighted makeup mirrors, lighted wardrobe mirrors, and lighted mirrored cabinets; lighted mirror TVs, bathroom mirror TVs, entertainment mirror TVs, and waterproof TVs; plus fog-free mirrors and corridor lighting.

The company, based in Everett, Washington, has served the residential, hospitality, commercial, healthcare, senior living, and multi-family markets for over two decades. Electric Mirror is proud to be a USA Manufacturer, and its products have earned the company a global reputation for superior quality and unsurpassed customer care.

To request a quote for Electric Mirror products, please contact  
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