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FIRST MAJOR HOSPITALITY ROLLOUT OF SMART MIRRORS USES ELECTRIC MIRROR'S SAVVY SMART MIRROR

*Savvy SmartMirror chosen for upscale Sinclair Hotel,
paving the way for smart mirror deployment in hotels*

EVERETT, WA (August 30, 2018) – Electric Mirror (www.electricmirror.com), the global leader in mirror technology, will ship its first large order of the Savvy™ SmartMirror™ this fall. Over 150 Savvy SmartMirrors will be installed in guest room bathrooms in the upscale new Sinclair Hotel in Fort Worth, Texas. Part of the Marriott Autograph Collection® luxury hospitality brand, the Sinclair Hotel has been billed as the first “Intelligent Building” in Texas. The decision to use Electric Mirror’s Savvy SmartMirror at the Sinclair establishes the product as a preferred IoT platform for the Smart Hotel.

“Savvy is the first smart mirror designed specifically for hotels,” said Jim Mischel, Electric Mirror CEO. “Offering personalized communication, information and entertainment, Savvy creates a level of luxury and pampering for guests that’s never before been seen.”

Like an in-room concierge, Savvy provides information on hotel services and nearby events and attractions, and allows guests to make dinner reservations, retrieve their car, and even request extra pillows or a late check-out. Through the mirror, guests can set a lighting scene, lock the door, open the curtains, and play their favorite music. The on-mirror display streams real-time news, weather, and sports, and can broadcast favorite TV shows or movies.

Because Savvy is built into the guest room mirror, there’s no need for special apps or in-room devices. It’s available in both a 10” and 22” interactive touch-screen display, as well as with or without artificial intelligence (AI) voice capability, for even greater guest convenience and clarity.

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Savvy offers hoteliers a powerful tool to enhance both the guest experience and hotel revenue. It can be customized to offer unique features and showcase the hotel brand. Hotel management can send individualized messages to guests to personalize their experience, conduct guest surveys, respond to feedback, and incorporate user analytics into hotel planning. Content, including special offers and promotions designed to boost hotel revenue, can be created or updated at any time. And new features and enhancements can be added as soon as they're available. "This flexibility keeps the hotel relevant and ahead of guest expectations," said Mischel, "delivering an experience that delights guests and hotel management alike."

Savvy's proprietary cloud-based platform is easy to integrate, quick to implement, simple to manage and intuitive to operate, and allows for continual software updates and upgrades. Made in America, Savvy boasts an expansive suite of hospitality-specific features not available in other smart mirrors. Hoteliers will appreciate the proprietary Hospitality Management Software for provisioning and analytics; remote power cycling for troubleshooting, maintenance and monitoring; PoE (Power over Ethernet) for low-voltage installation and energy efficiency; and Pro:Idiom encrypted TV content. Built-in security features include full end-to-end encryption, real-time device monitoring with automatic lock-out, and restricted access to protect against malicious applications.

"We've been confident from the beginning that Savvy would be in high demand because of the way it was designed specifically and intelligently for hospitality," said Mischel. "Both domestically and internationally, upscale hotels and luxury vacation properties are clamoring for proposals to partner with us to bring Savvy to their guests."

Savvy will be on display at upcoming industry tradeshow, including CEDIA, September 4 - 8, in San Diego, California, and BDNV, November 11 - 12, in New York. Electric Mirror CEO Jim Mischel will be available to provide personal demonstrations of Savvy to industry media. To learn more about Electric Mirror and Savvy, visit

<https://www.electricmirror.com/savvy/>

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 hospitality, commercial, healthcare, senior living, multi-family and residential 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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