



FOR IMMEDIATE RELEASE

CONTACT

Teresa Wenta
Executive Director of Global Marketing
Electric Mirror
425.776.4946
t.wenta@electricmirror.com

ELECTRIC MIRROR REVOLUTIONIZES HOTEL GUEST EXPERIENCE WITH LAUNCH OF SAGE, THE WORLD'S FIRST VOICE-CONTROLLED MIRROR FOR THE HOTEL INDUSTRY

Sage™ becomes latest addition to company's industry-leading Inspired Technology collection of products

EVERETT, WA (August 15, 2017) - Electric Mirror (electricmirror.com), the global leader in mirror technology, introduces Sage, a new voice-controlled mirror available for specification in the global hospitality market beginning Fall, 2017.

Sage is the first-ever mirror technology with embedded voice-control capabilities designed specifically for the hotel industry. Sage connects guests to a variety of hotel services; provides news, sports, and weather updates; audibly answers any question discoverable via the Internet, and even pairs with the hotel guest's phone to play their favorite music.

"With Sage, Electric **Mirror** offers hotels a unique and memorable must-have technology for their guests," states Electric Mirror CEO Jim Mischel. "Sage will allow a guest to unleash a host of functionality with the simplicity of the spoken word. With Sage, guests can easily control all aspects of their room, such as dimming the lights, changing the temperature, or closing the shades. In essence, Sage becomes the hotel guest's new BFF."

Sage is proprietary and patent pending, and includes functions and features built specifically for hotels. Designed by Electric Mirror, Sage can be customized for each hotel, allowing it to provide personalized welcome messages, communicate checkout times, and much more. This smart device will be transformative for both hoteliers and their guests.

--More--

Sage joins the Electric Mirror Inspired Technology collection of products, which also includes the Savvy™ SmartMirror™; Vive™, a Bluetooth-enabled music mirror; Keen™, an automatic dimming and energy-saving mirror; Ava™, a color-changing mirror for makeup application; Seamless™, an embedded LED clock; and Mirror TVs, which display a television in the mirror. Sage technology can be added to any of Electric Mirror's products, including both wall-mounted and desktop mirrors.

Electric Mirror Inspired Technology products, including Sage, will be on display at upcoming industry tradeshows, including BDNY in November. Electric Mirror invites attendees to visit its booth to personally try out Sage and the other Inspired Technology products.

To learn more about Electric Mirror, specifically Sage, visit electricmirror.com/sage.

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.

Electric Mirror also offers innovative technology that can be incorporated into these products, including Savvy™, the world's smartest mirror; Sage™, the world's first voice-controlled mirror; Ava™, the color-changing mirror for flawless makeup application; Keen®, the brightest way to dim; Vive™, which transforms mirrors into wireless stereo systems; Seamless™, an elegantly integrated LED clock; and DuraMirror™, the only mirror made specifically for the harsh bathroom environment.

The company, based in Everett, Washington, has served the hospitality, commercial, healthcare, senior living, and residential markets for over two decades. Electric Mirror's 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
sales@electricmirror.com
425.776.4946

###