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ELECTRIC MIRROR EARNS 45TH PATENT, SECURING EXCLUSIVE USE OF WIRELESS ENABLED CONTENT DELIVERY SYSTEM

*USPTO recognizes and rewards innovative design and method
to enable wireless content delivery from user's mobile device.*

EVERETT, WA (August 21, 2017) - Electric Mirror (electricmirror.com), the global leader in mirror technology, announced today it has been awarded a patent from the United States Patent and Trademark Office that safeguards the company's innovative solution for streaming audio and video. The company's 45th patent protects the company's right to solely utilize this American-made technology.

Officially titled "Apparatuses and Methods for Streaming Audio and Video," Patent US 9,686,673 B2 protects any mirror, lighted mirror, mirror TV or lighted mirror TV that wirelessly streams audio or video signals from a user's mobile device, such as a cell phone or tablet.

"This technology was originally introduced under the product name Vive™ in 2013, and has been a favorite of hotel guests and homeowners ever since", said Jim Mischel, a patent attorney and President and CEO of Electric Mirror. "With Vive, you can pair your mobile device with our mirror and play any audio signal of your choice, enhancing your enjoyment of our product as it becomes a virtual stereo sound system."

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Vive technology is integrated into Electric Mirror's products using capacitive touch, offering a seamless, elegant and intuitive user interface. Vive works well with virtually all smart device platforms.

"Patenting this wireless enabled content delivery system protects the intellectual property we've invested in," Mischel said. "This recognition reinforces our reputation for offering the best mirror technology products in the world."

To learn more about Electric Mirror, specifically Vive, visit electricmirror.com/vive.

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
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