



## ELECTRIC MIRROR NEWS

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### FOR IMMEDIATE RELEASE

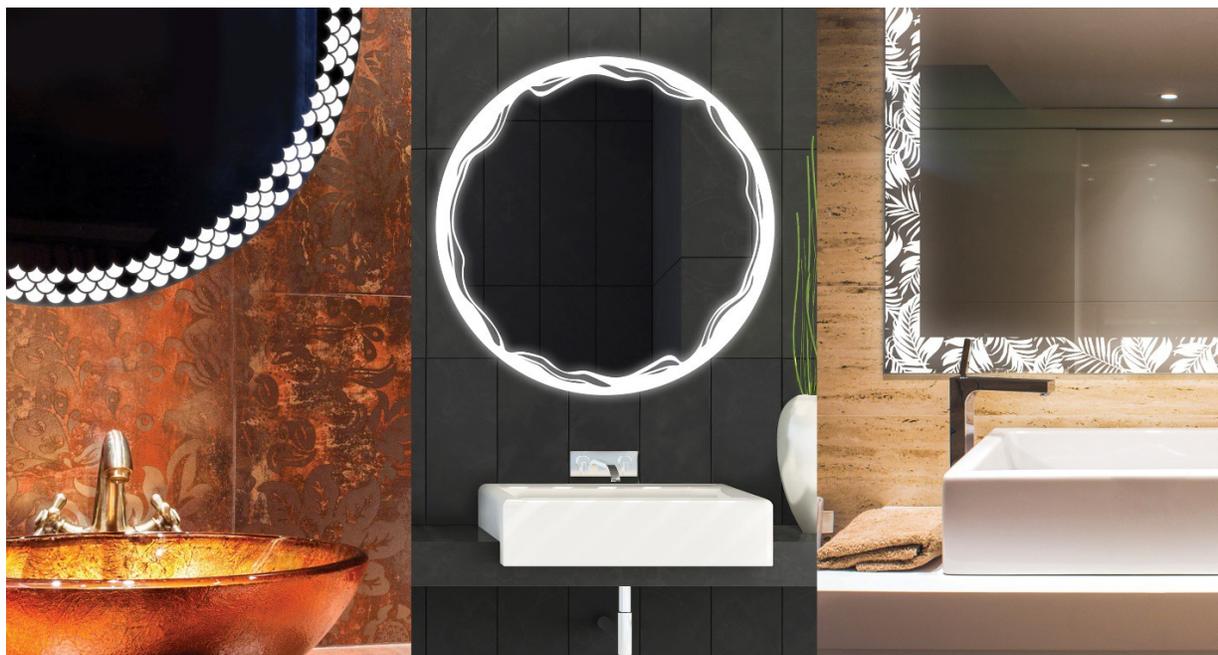
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## Electric Mirror launches major contest to solicit designs for its lighted mirrors.

*Cameo laser design contest offers \$5,000 and national publicity for winning design.*

**EVERETT, WA (November 9, 2016)** — Electric Mirror ([electricmirror.com](http://electricmirror.com)), the global leader in mirror technology, announced today it is launching a world-wide contest to solicit Cameo™ Laser Designs for its lighted mirrors. Cameo is a patent-pending process that uses proprietary laser technology to etch decorative patterns into the lighted areas of the mirror surface, creating unique and luxurious lighted mirrors.



**Pictured above, from left to right: Fish Scales, Urban Pulse, and Falling Fronds.**

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The Cameo Laser Design contest is open to virtually everyone, and will award cash prizes of \$5,000, \$1,000 and \$500 to the first, second and third place finishers. The first place mirror will be produced and showcased, along with its designer, in Electric Mirror's tradeshow booth at leading hospitality trade shows in 2017, including HD Expo in Las Vegas, BDNY in New York, and BD West in Los Angeles. In addition, top finishers and their designs will be featured on the Electric Mirror website and social media pages. Contest information is available at [www.electricmirror.com/cameo](http://www.electricmirror.com/cameo).

"We're excited about the opportunity that Cameo Laser Designs offer to hotels, restaurants, commercial venues, and even homeowners to express their personal style and taste through beautifully-etched lighted mirrors," said Jim Mischel, Electric Mirror President and Chief Executive Officer. "The Cameo Laser Design Contest is an opportunity for people to show us what types of designs they like and want to see us produce."

Electric Mirror has already created numerous Cameo Laser Designs, featured in a Cameo Gallery on their web site. New designs submitted through this contest have the potential to become part of Electric Mirror's Cameo Collection, which is available for use by hospitality and residential customers.

The deadline to submit contest entries is November 30, 2016.

## **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. It also offers innovative technology that can be incorporated into these products, including Seamless™, a lighted LED clock; Keen™, which offers energy savings, dimming and nightlight; Vive™, which transforms mirrors into wireless stereo systems; and DuraMirror™, the only mirror made specifically for the harsh bathroom environment. The company, based in Everett, Washington, has served the hospitality, healthcare, commercial, and residential markets for 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](mailto:sales@electricmirror.com)**

**425.776.4946**

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