

### Made in the Netherlands

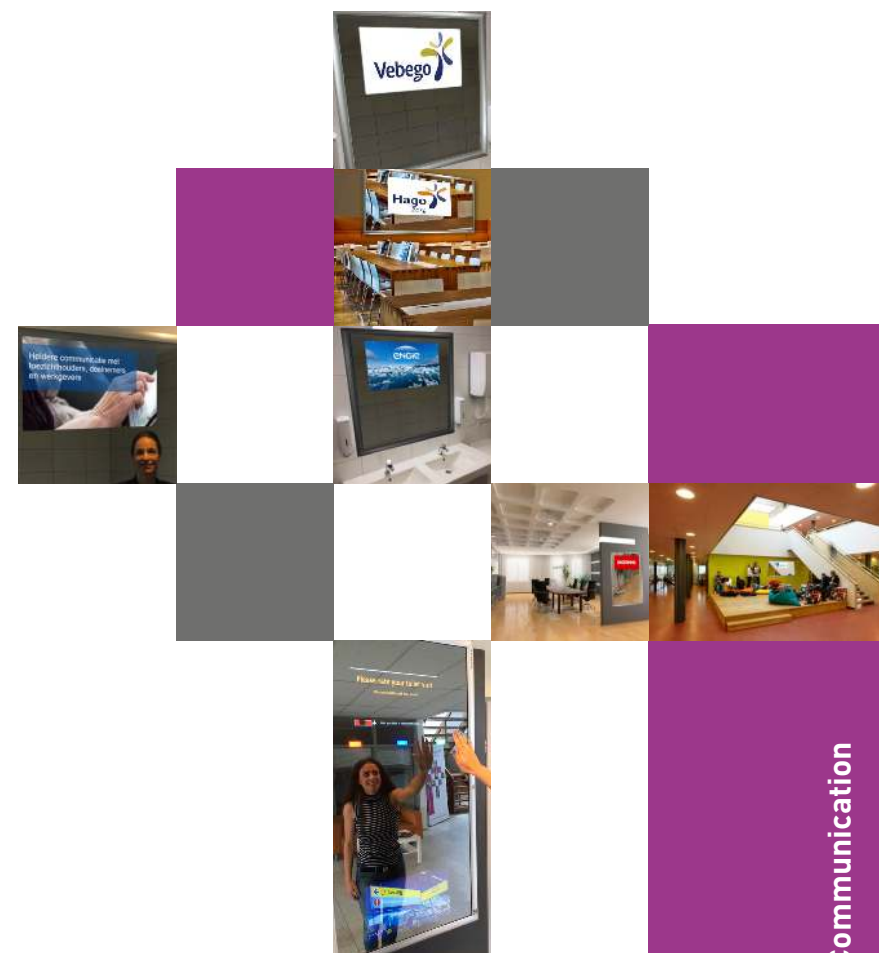
We manufacture the Smart Admirror ourselves, in the Netherlands. Our Dutch partners supply our custom-built hardware. We assemble the mechanical and electronic components in-house to produce the finished product. We also develop the CMS and the mirror's firmware in-house.

### Opportunities and applications of the Interactive Smart Admirror to your employees:

- Ask for satisfaction among your staff;
- Judge the working atmosphere;
- What do you think of the work environment?
- Report malfunctions in the sanitary area;
- Report important ideas and innovations through the Admirror.

# ADMIRROR

a unique way of  
business communication



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A truly innovative way to **inform**,  
**motivate**, **ask** and **inspire** your staff

Business Communication



**The Smart Admirror**

We are proud to present to you the Smart Admirror. Because this certainly is one smart mirror! From anywhere where there is internet access you easily determine what messages your mirror displays. By means of a personal login on our Content Management System (CMS) you are able to go online and control the mirror's messages. These message can be still images, videos but also news streams (using RSS feeds) or social media messages. The Smart Admirror enables you to communicate with your target audience in a truly unique way.

**Top of mind**

The Admirrors can be installed in sanitary rooms, the company restaurant, the reception area, the elevators or any of a multitude of other suitable locations in your offices. Every member of staff will thus see your communications on average 8 to 10 times a day. This way

your communications quickly are in the forefront of everyone's mind.

**Business Communication**

The Smart Admirror is the perfect device to communicate with your staff. Utilising its multimedia channels you can inform, motivate and inspire your employees.

**Advantages**

Using the Smart Admirror lets you, amongst others:

- Employees stimulate with appropriate communication;
- Share successes;
- Reducing absenteeism;
- Strengthen your company culture;
- Promote your company's mission and vision;
- Increase security and safety awareness in your company;
- Show recent innovations and accomplishments;
- Visualise customer relationships.

**Purchasing Smart Admirror, communication with your staff**

The digital Admirror you buy through a one-time investment from our company. Then you pay a low monthly amount in licensing fees. You decide whether you besides your own communication with employees also possibly other brands or companies advertise on the Smart Admirror, where appropriate create own business model.

**Custom made Smart Admirror**

We can create a custom made Smart Admirrors for your company or brand. The custom mirror will have a size, frame style and frame colour of your choosing and can be additionally completed with your company logo thus creating the perfect representation of your company or brand.

**Different configurations**

The Smart Admirror is available in several different configurations:

**Stand-alone:** the mirror shows messages from a connected USB memory stick. No additional software is required;

**LAN network connection:** LAN network connection: the mirror is connected to our Content Management System using an existing LAN by means of standard network cables and equipment;

**4G network connection:** the mirror is connected to our CMS using a 4G modem. This configuration requires a data SIM and corresponding subscription;

**Wi-Fi connection:** the mirror is connected via an existing Wi-Fi network.

