

## Finally, the smart mirror for everyone's bathroom becomes real!

**The German startup Mirrorized is eager to put the daily boredom in bathrooms around the globe to an end. MIRROReins is the answer – a bathroom upgrade to the 21. century!**



The crowdfunding-campaign on Indiegogo for the world's first digital mirror MIRROReins ([link](#)) which is more than only a proof-of-concept as it is ready for mass production started on 1<sup>st</sup> of November 2015.

Mirrorized and the two founders Christian Baltes and Micha Nehring are very passionate about enriching the daily bathroom routine. With the internet-connected MIRROReins customers can enjoy the future today: information & music in best picture and sound quality, every time!

"Everyone spends an average of 30 minutes per day in the bathroom. So why not upgrade this time to be as pleasant and useful as possible?" comments Christian Baltes on the motives for the innovative idea. His business partner Micha Nehring adds: "MIRROReins will not only display your own reflection, but also choosable parts of the your virtual interests".

MIRROReins consists of a 80 cm to 60 cm mirror and a hidden 21-inch display, which is activated by a motion sensor. The customer can freely configure the widgets shown, may it be news, weather, calendar, social media, or a whole lot more. The widgets can easily be selected via a web configurator. MIRROReins is operated by a quad-core processor and runs an Android operating system. And with that much processing power future updates shouldn't be a problem. Since the mirror is offered in standard size and the sensor as well as all other components are installed invisibly, the MIRROReins can easily be integrated in all standard bathroom shapes. A special highlight: MIRROReins got two stereo speakers including a small amplifier, so that streamed music from a smartphone or tablet also enhances the bathroom sound quality.

The crowdfunding campaign on [www.indiegogo.com](http://www.indiegogo.com) started on 1<sup>st</sup> of November 2015. The first 50 customers will get an extra special Early Birds discount and pay only 799 €. Thereafter MIRROReins can be purchased for still discounted 899 €. The MSRP is at 1,000€.

Crowdfunding Link: [www.igg.me/at/mirreins](http://www.igg.me/at/mirreins) (live from 01.11.2015)

Website of Mirrorized GmbH: [www.mirrorized.de](http://www.mirrorized.de)

### **About the Mirrorized GmbH:**

The Mirrorized GmbH was founded in mid-2014 by Christian Baltes and Micha Nehring in Munich/Germany. Two computer scientist who gained substantial experience in product and project management to develop and deliver new (IT) products as well as in start-ups. With Mirrorized GmbH and the product MIRROReins the founders want to initiate the bathroom evolution for everyone!