



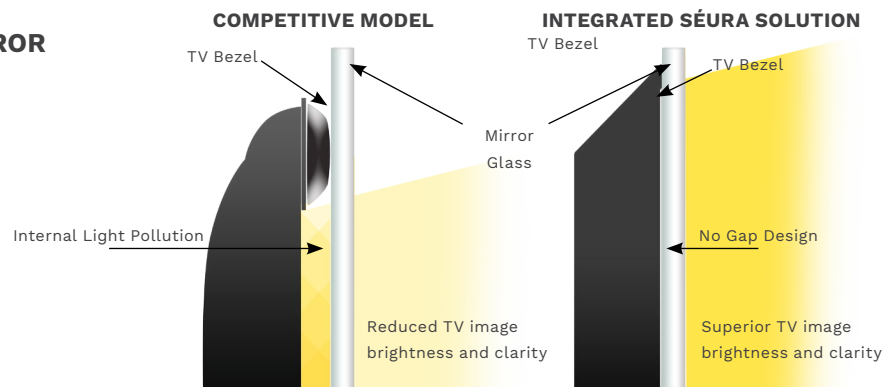
SEURA TV MIRRORS

# Panel Technology

Seura utilizes the highest quality materials to deliver best-in-class products. Learn how Seura's Vanishing TV Mirrors are designed to deliver a high performance TV when on, and a stunning mirror when off.

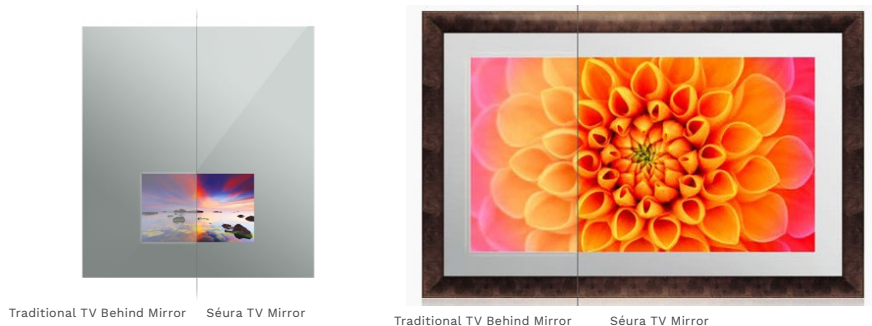
### NO GAP BETWEEN PANEL AND MIRROR

Seura TV Mirrors have a minimal gap design between the TV panel and mirror glass that clearly projects a brighter and crisper image. Using an off-the-shelf display means a larger gap between the panel and the mirror glass, causing internal light pollution that reduces image brightness and clarity.



### PANELS DESIGNED WITH MIRROR TECHNOLOGY IN MIND

Seura's high-brightness panels are brighter than traditional indoor TVs. A higher brightness panel is necessary when viewed behind vanishing glass. Using non-Seura panels may suffer from picture degradation, whereas Seura's panels are perfectly married to Seura specially formulated glass coatings that balance mirror reflection and display brightness for optimum performance.



**MINIMAL MIRROR DISTRACTION ZONE**

Séura engineers responded to designers wishes for a thinner mirror matting surrounding the display. Séura Entertainment TV Mirrors transform from mirror into TV, leaving a thin mirror matting or bezel visible surrounding the TV. Off-the-shelf panels would require a larger mirror bezel surrounding the TV.

Less than 1.8" of visible mirror when TV is on



2.7" - 4.2" of visible mirror when TV is on



**EXCEPTIONAL CUSTOMER SUPPORT AND WARRANTY SERVICE**

Séura TV panels are covered under Séura’s limited product warranty and can be serviced by Séura. Using non-Séura panels leaves future servicing and replacement burdens on the customer. The customer would need to consult with the TV panel manufacturer for any customer service needs.

- Toll-Free Technical Support
- Onsite Service
- Factory Service
- Advanced Replacement

**NO WORRY OF REPLACEMENT COMPATIBILITY**

As Séura TV panels advance and new technology is introduced, Séura can retrofit new Séura panels into existing units if replacement is needed. There’s no need for the glass or brackets to be redesigned and fabricated. Replacement panels for a non-Séura panel may not be available, and would require the glass and brackets to be redesigned and fabricated, causing an unnecessary expense. In addition, Séura panels work with set top boxes to provide hotel programming for every guest.

