



LOOKBOOK

LIGHTED MIRRORS
TELEVISION MIRRORS
OUTDOOR TELEVISIONS
INDOOR WATERPROOF TELEVISIONS





A Sunday Afternoon on the Island of La Grande Jatte
Georges-Pierre Seurat, 1884-1886
Oil on Canvas, Art Institute of Chicago



Séura, Seurat & Pointillism

Séura draws inspiration for both its name and its design philosophy from the work of Georges Seurat, the influential late-19th century French pointillist painter. Pointillism allows the viewer's eye to create a complete image from related but individually distinct parts.

Just as clusters of paint work together on Seurat's canvases to create a masterpiece, pixels of a TV form a cohesive design. Similarly, elements of artwork, furniture and technology come together to create powerful design. At Séura, we believe the best environments are designed when art and science work together.



Technology, meet design

When my husband and I formed Séura in 2003—in our garage—we started with a single hand-made prototype and a vision of bringing elegance to high technology. Since that first vanity television mirror, we have grown to a company that offers a full, and constantly evolving, portfolio of mirror and screen solutions with applications in every indoor and outdoor space. Our motivation, focus and inspiration has remained the same. In a word: design.

Séura is a company with the mind of an engineer and the soul of a designer. The tech space is crowded and many companies manufacture televisions, lighted mirrors and outdoor televisions. What we strive for is thinking beyond the screen. At Séura, we believe that the superior performance of our technology is not an end goal, but a starting point. We create all of our products knowing that their success, and our customers' satisfaction, ultimately rests on how seamlessly our products are integrated into a designed space.

Customization in design is a large part of what defines us. We know that designers are unduly burdened by having to select off-the-shelf technology and make it work into a design scheme. Technology is notoriously utilitarian in design and often feels like a necessary afterthought in a room instead of an incorporated element. We specialize in working with designers to achieve their goals with real, personalized and project-optimized options rather than producing a standardized and inflexible line of products and asking them to simply select from the menu.

As you browse our lookbook, we encourage you to imagine the possibilities that are available to you and your projects with our products. We are excited to discuss your project with you and the ways that Séura can contribute to its success.



Gretchen Gilbertson
CEO and Co-Founder

“SÉURA IS A COMPANY
WITH THE MIND OF AN
ENGINEER AND THE SOUL
OF A **DESIGNER**.”



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Lighted Mirrors

Bring abundant, bright and clean light into your bathroom design without adding additional fixtures. Smooth lines, unparalleled brightness, superior mirror reflectivity and a broad suite of customization options make Séura's lighted mirrors perfect for every design project.

Set your space apart with an edgy design from one of Séura's Design Collections. Carefully designed by the industry's best and curated by Séura's design team, Séura's Design Collections offer motifs that capture the essence of the hottest and up-and-coming trends in the industry.

The ART Hotel
Denver, CO
Bolero Lighted Mirror





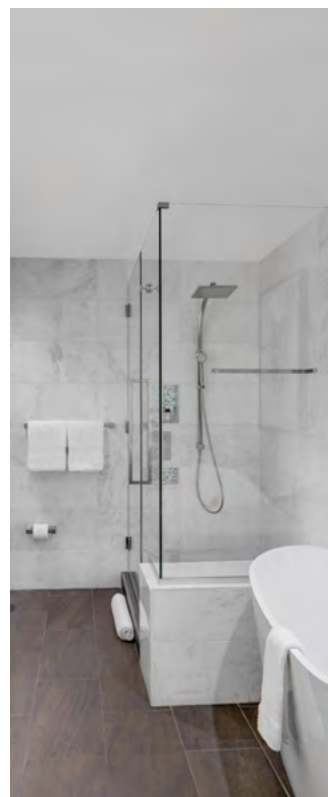
LIGHTED MIRRORS



“ Art that Works

“Séura’s backlit mirror design was the perfect fit for our ART Gallery themed luxury property. Placed in our guest bathrooms, it allows guests to see themselves as a **beautifully framed work of art**, creating the optimum experiential feel.”

DAVID BODETTE, GENERAL MANAGER
THE ART HOTEL





**Séura Radiant COB
LED Technology™**

Distinctive design
illuminated with bright
and sustainable lighting



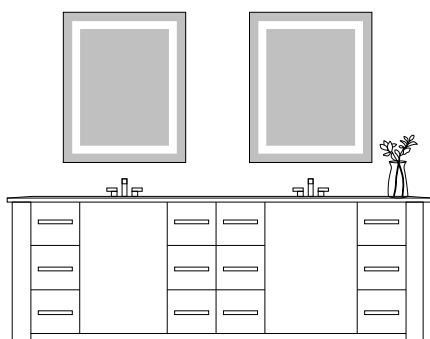
Copper Free Mirror for Long-Term Elegance

Copper free mirror coatings mean Séura mirrors are not susceptible to unsightly black edge



**Renaissance
New York Midtown
Hotel**

New York, NY
Forte Lighted Mirror



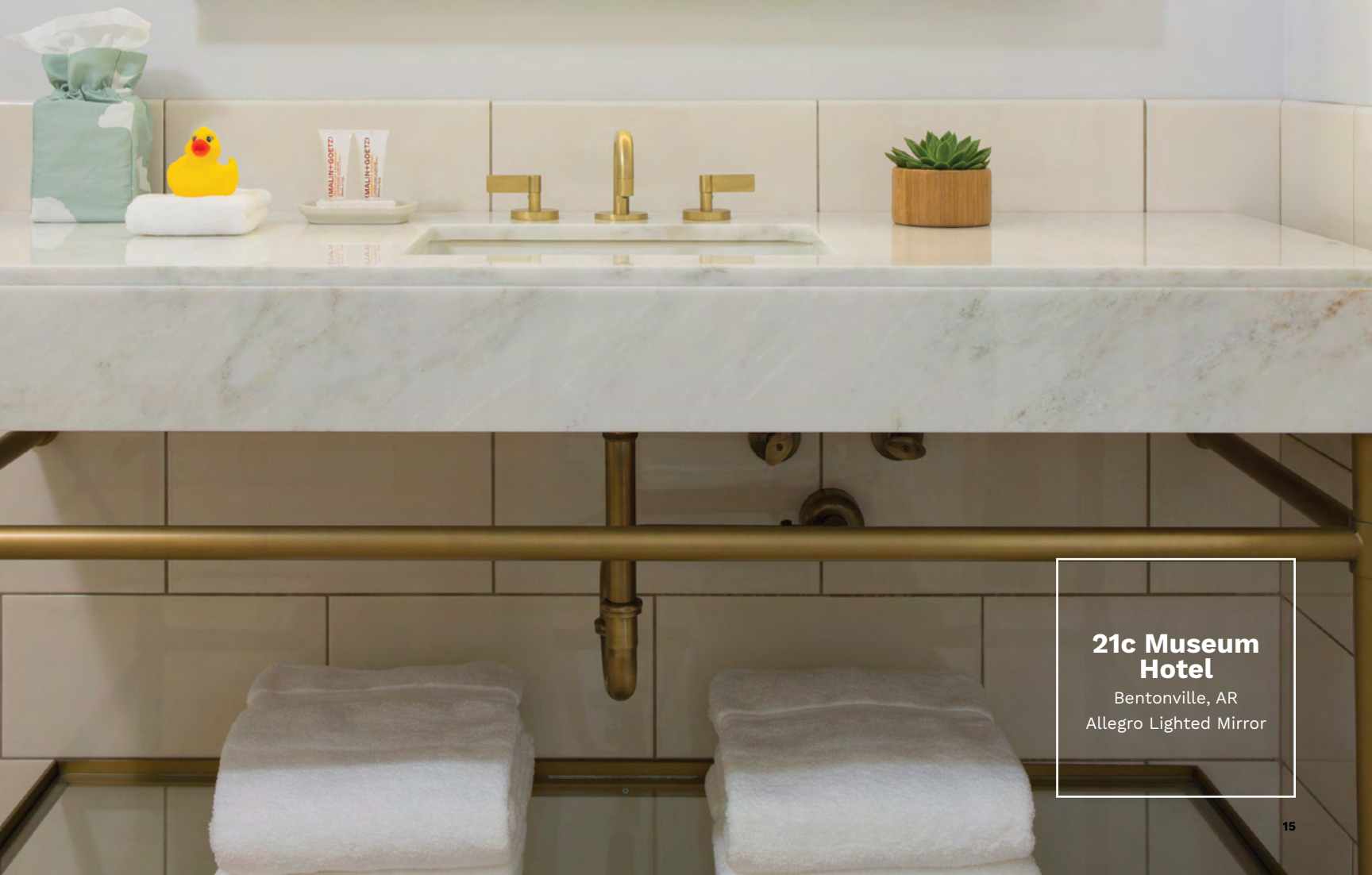
Lighted Mirror Technology

DELIVERING SUPERIOR BRIGHTNESS
AND ENDLESS DESIGN POSSIBILITIES

Séura lighted mirrors featuring Radiant COB LED Technology™ offer superior brightness compared to traditional fluorescent lamps. Choose Séura Radiant LED lighting for a long life, energy-efficient and environmentally safe solution that reduces maintenance and replacement costs while saving money on electricity. With Séura Radiant COB LED lighting, mirror size and design are unrestricted by standard bulb sizes. Flexible LED strips bend and form to virtually any size and shape, allowing unlimited design options with evenly lit patterns. Upgrade to a dimmable driver for the ultimate in flexibility.



Image Courtesy of 21c Museum Hotels



**21c Museum
Hotel**

Bentonville, AR
Allegro Lighted Mirror

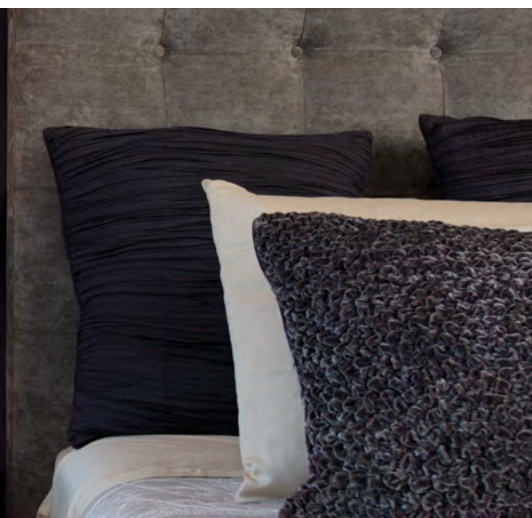


Classic

DESIGN COLLECTION

Séura's Classic Collection is inspired by the clean, sharp lines of classic architecture. Sleek patterns compliment designs featuring bold, rectilinear structural elements.

Some designs, such as the Lumin and Allegro, project a high volume of light on the subject. Other designs, such as the Veda and Forte, emit an ambient, complementing glow. Etched into the backside of the glass, these patterns are protected from dust and discoloration for a long, beautifully illuminated life.





Forte



Bolero



Allegro



Lumin



Veda



Jaxon



Halo



Veda Halo

LIGHTED MIRRORS

Classic Design Collection

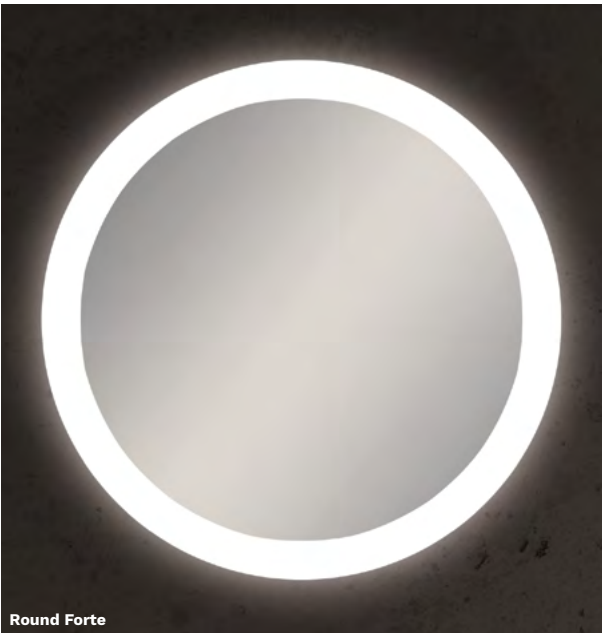
STANDARD SIZES

30" w x 36" h	30" w x 42" h	30" w x 48" h
36" w x 36" h	36" w x 42" h	36" w x 48" h
42" w x 36" h	42" w x 42" h	42" w x 48" h
48" w x 36" h	48" w x 42" h	48" w x 48" h
54" w x 36" h	54" w x 42" h	54" w x 48" h

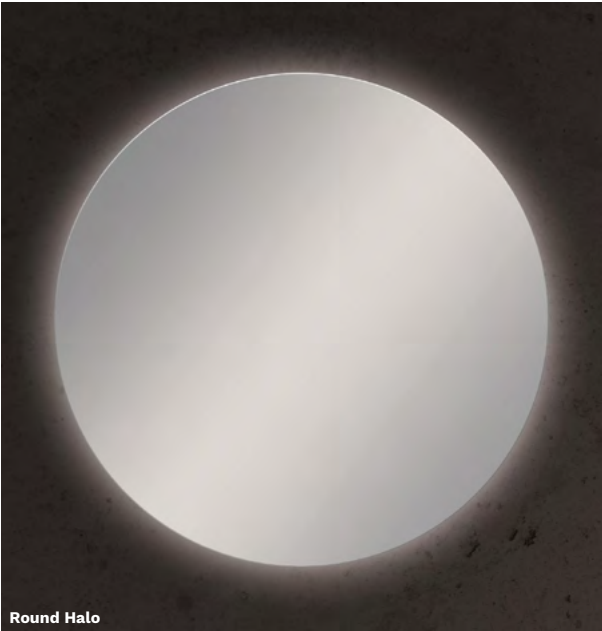


CUSTOMIZE YOUR MIRROR

Mirror Size | Lighting Design | Technology | Frame



Round Forte



Round Halo

LIGHTED MIRRORS

Classic Design Collection

STANDARD SIZES

- 30" diameter
- 36" diameter
- 42" diameter



CUSTOMIZE YOUR MIRROR

Mirror Size | Lighting Design | Technology | Frame

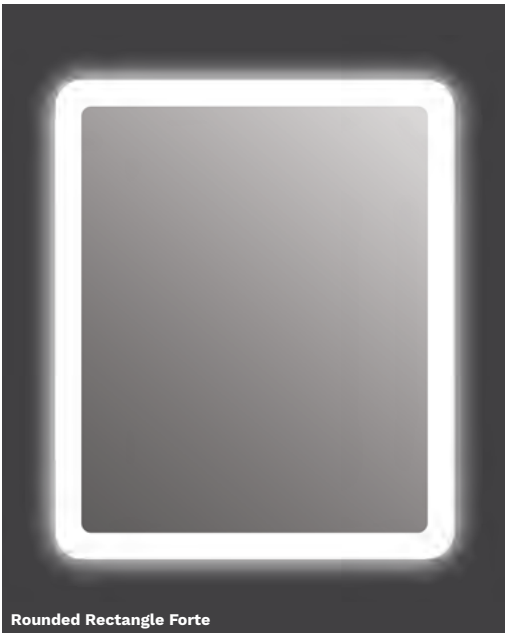








Rounded Rectangle Allegro



Rounded Rectangle Forte



Rounded Rectangle Lumin



Rounded Rectangle Veda



Rounded Rectangle Halo

LIGHTED MIRRORS

Classic Design Collection



CUSTOMIZE YOUR MIRROR

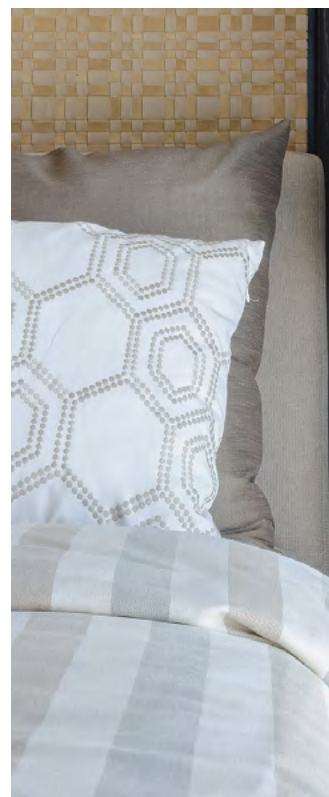
Mirror Size | Lighting Design | Technology | Frame



Geo™

DESIGN COLLECTION

Séura's Geo Collection evokes the elemental, crystalline structure of stone. The patterns are geometric but not rigidly structured, providing a unique and captivating contribution to designs that blend well-defined lines with organic features.





Topaz [Asymmetrical] G141



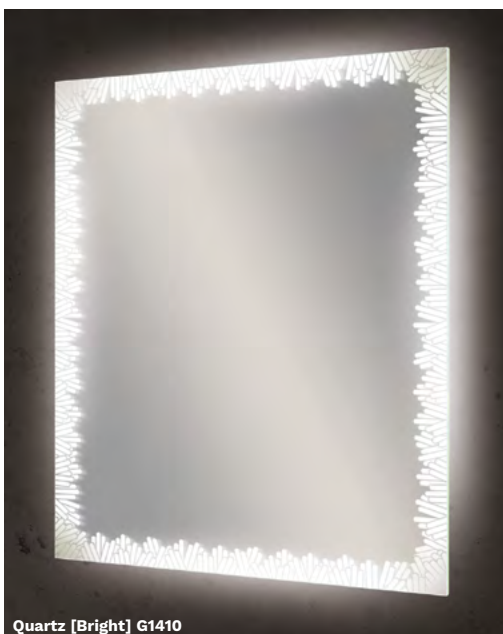
Topaz [Accent] G142



Topaz [Bright] G143



Quartz [Accent] G149



Quartz [Bright] G1410



Citrine [Asymmetrical] G146



Citrine [Accent] G147



Citrine [Bright] G148

LIGHTED MIRRORS

Geo[™] Design Collection

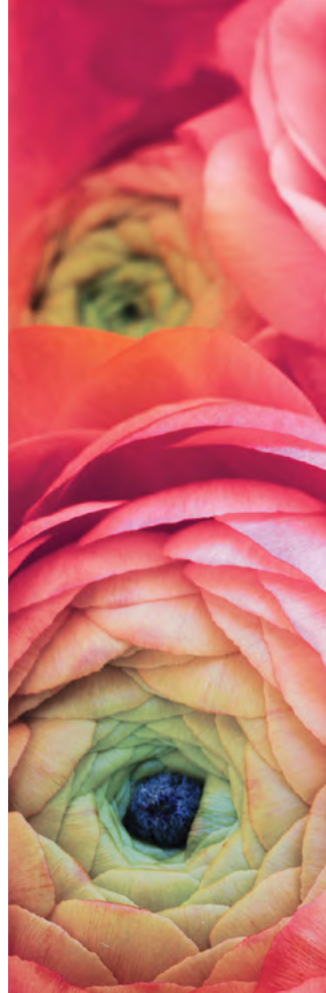
STANDARD SIZES

30" w x 36" h	30" w x 42" h	30" w x 48" h
36" w x 36" h	36" w x 42" h	36" w x 48" h
42" w x 36" h	42" w x 42" h	42" w x 48" h
48" w x 36" h	48" w x 42" h	48" w x 48" h
54" w x 36" h	54" w x 42" h	54" w x 48" h



CUSTOMIZE YOUR MIRROR

Mirror Size | Lighting Design | Technology | Frame



Eco™

DESIGN COLLECTION

The Eco Collection draws inspiration from natural elements: wood grain, rippling water, birds in flight and floral figures. These patterns recall the free-form beauty of nature, adding a delicate sculptural component to the lighting.





Cove [Asymmetrical] E151



Cove [Accent] E152



Cove [Bright] E153



Flora [Asymmetrical] E156



Flora [Accent] E157



Flora [Bright] E158



Soar [Bright] E155



Timber [Accent] E159

LIGHTED MIRRORS

EcoTM Design Collection

STANDARD SIZES

30" w x 36" h	30" w x 42" h	30" w x 48" h
36" w x 36" h	36" w x 42" h	36" w x 48" h
42" w x 36" h	42" w x 42" h	42" w x 48" h
48" w x 36" h	48" w x 42" h	48" w x 48" h
54" w x 36" h	54" w x 42" h	54" w x 48" h



CUSTOMIZE YOUR MIRROR

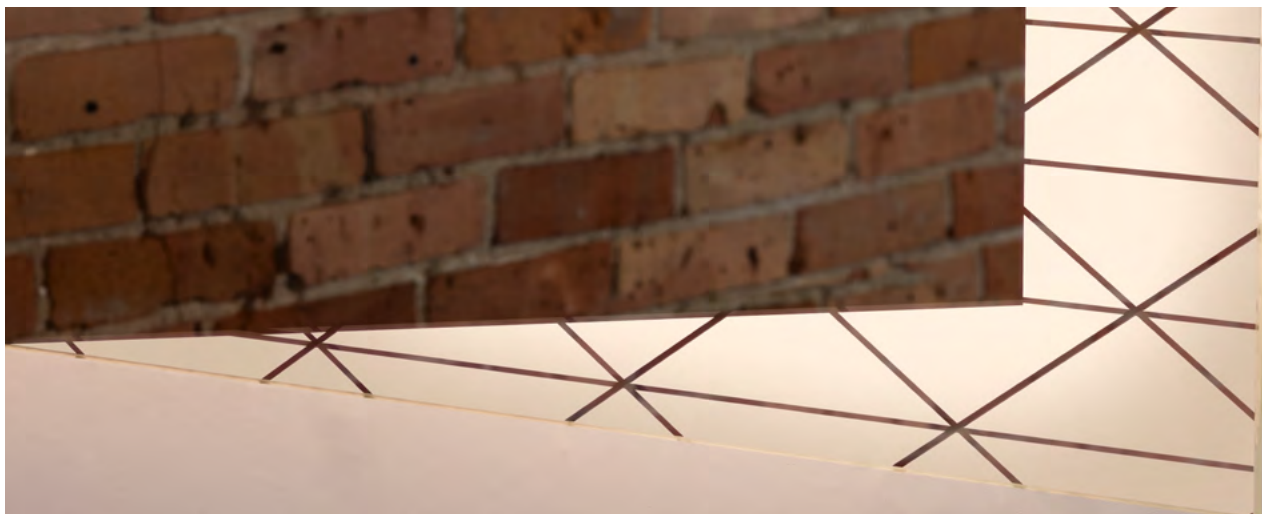
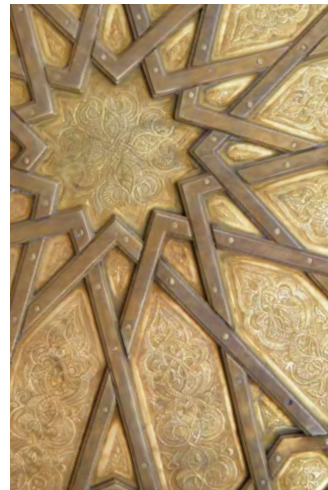
Mirror Size | Lighting Design | Technology | Frame



Boho™

DESIGN COLLECTION

Séura's Boho Design Collection features patterns that echo mosaics from the classical world. These illuminated designs evoke the structure and form of antiquity while offering a unique and captivating contribution to modern eclectic style. Four core patterns are available in both bright and accent lighting configurations for a total of eight elegant lighted mirror designs.





Zara [Accent] B161



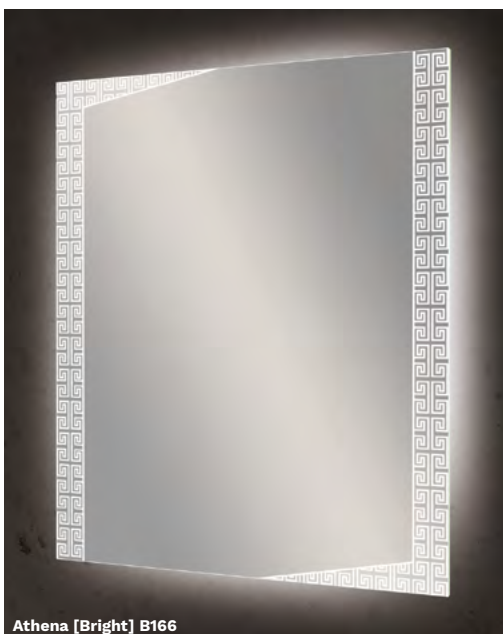
Zara [Bright] B162



Umay [Accent] B163



Umay [Bright] B164



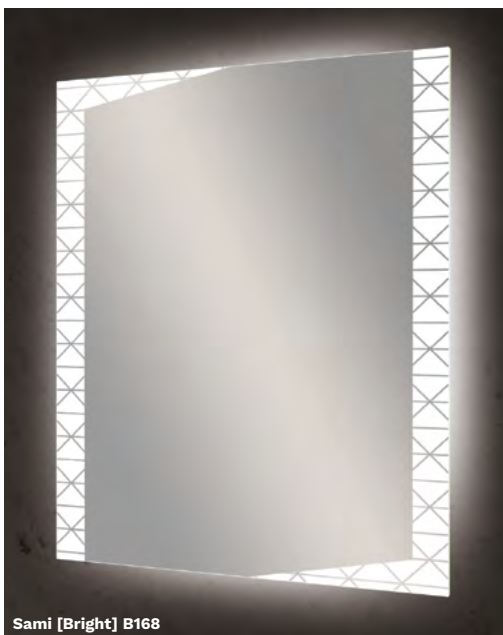
Athena [Bright] B166



Athena [Bright] B166



Sami [Accent] B167



Sami [Bright] B168

LIGHTED MIRRORS

Boho™ Design Collection

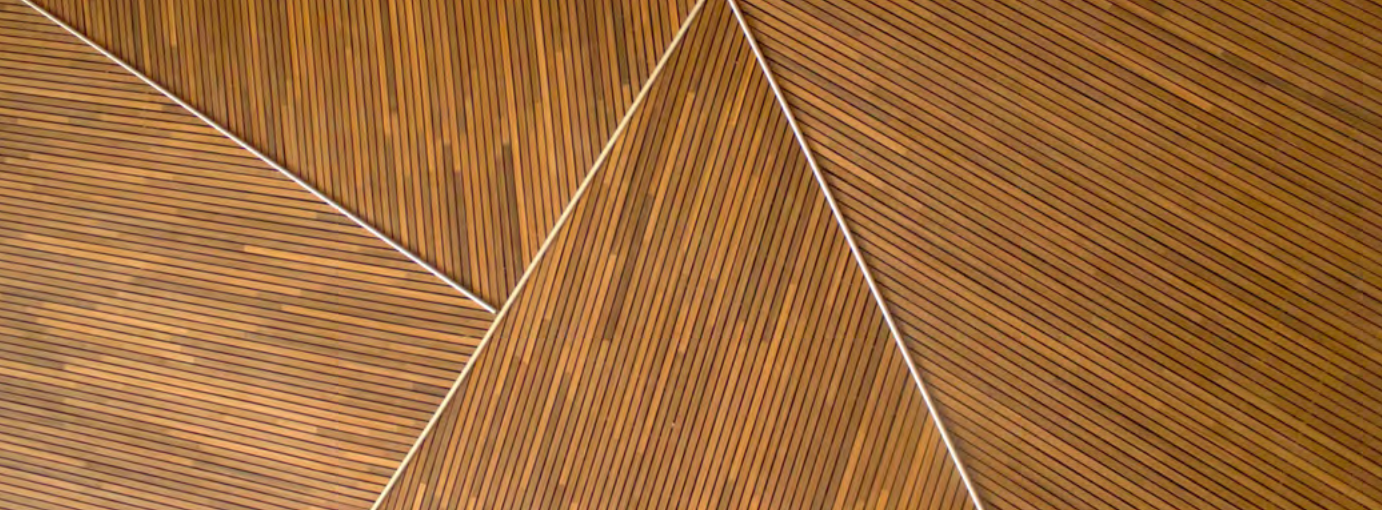
STANDARD SIZES

30" w x 36" h	30" w x 42" h	30" w x 48" h
36" w x 36" h	36" w x 42" h	36" w x 48" h
42" w x 36" h	42" w x 42" h	42" w x 48" h
48" w x 36" h	48" w x 42" h	48" w x 48" h
54" w x 36" h	54" w x 42" h	54" w x 48" h



CUSTOMIZE YOUR MIRROR

Mirror Size | Lighting Design | Technology | Frame

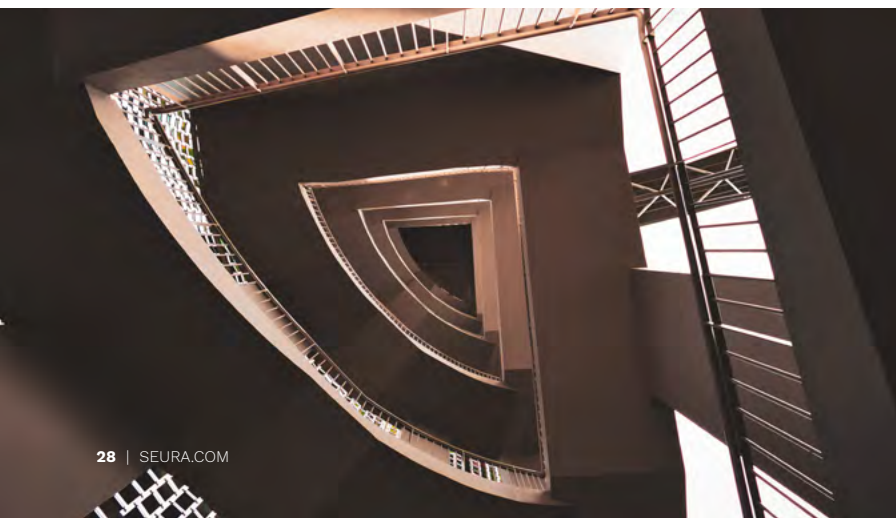


SÉURA STUDIO SERIES™

Deconstructed Deco™

DESIGN COLLECTION

The Deconstructed Deco Design Collection captures the essence of the art deco movement. Designed by Séura Studio Series 2016 designer, Colleen Smith, these illuminated designs lend a modernist approach to the iconic lines and geometric shapes used in fashion, architecture, and decorative arts. Four patterns offer varying degrees of brightness, and even include a version with select color accents for a unique yet versatile mirror showpiece.





Deconstructed Deco [Bright] S161



Deconstructed Deco [Accent] S162



Deconstructed Deco S163



Deconstructed Deco S161



ABOUT THE DESIGNER COLLEEN SMITH

Home:

Atlanta, GA

Design Inspiration:

"I was inspired by the fundamental elegance of Art Deco. Geometric shapes and interesting line work is as current now as it was in the period's heyday. I'm an eclectic designer; I can see this pattern of interplaying angles featured in many different environments."

LIGHTED MIRRORS

Deconstructed Deco™ Design Collection

STANDARD SIZES

30" w x 36" h	30" w x 42" h	30" w x 48" h
36" w x 36" h	36" w x 42" h	36" w x 48" h
42" w x 36" h	42" w x 42" h	42" w x 48" h
48" w x 36" h	48" w x 42" h	48" w x 48" h
54" w x 36" h	54" w x 42" h	54" w x 48" h



CUSTOMIZE YOUR MIRROR

Mirror Size | Lighting Design | Technology | Frame



SÉURA STUDIO SERIES™

Vista™

DESIGN COLLECTION

Vista Design Collection captures the majesty of mountainous landscapes. Created by Séura Studio Series 2019 designer, Virginia Witte, these original perimeter-lit mirrors were inspired specifically by Mount Shavano in the Rocky Mountain Range. From the Spanish word for “view”, these “Vista” mirrors offer users the best view from their own vanity.





Shavano S191



Blanco S192



Pikes S193



Crestone S194



Antero S197



Crater S198



ABOUT THE DESIGNER VIRGINIA WITTE

Home:

Denver, CO

Design Inspiration:

"This mirror design is based off one of the many fourteeners that span the Colorado skyline. Mt. Shavano is a fourteener located in the town of Buena Vista, CO which means "good view" in Spanish. A mirror application is a very fitting tribute for this deconstructed pattern of a piece of the Rocky Mountains."

LIGHTED MIRRORS

Vista™ Design Collection

STANDARD SIZES

30" w x 36" h	30" w x 42" h	30" w x 48" h
36" w x 36" h	36" w x 42" h	36" w x 48" h
42" w x 36" h	42" w x 42" h	42" w x 48" h
48" w x 36" h	48" w x 42" h	48" w x 48" h
54" w x 36" h	54" w x 42" h	54" w x 48" h



CUSTOMIZE YOUR MIRROR

Mirror Size | Lighting Design | Technology | Frame



Designing a Custom Lighted Mirror

LIGHTED MIRRORS

Create a completely custom showcase piece for your property by working with Séura's design team to incorporate your unique design requirements and functionality for the perfect guest experience.

MIRROR SIZE

Glass size may be up to 94" x 70"



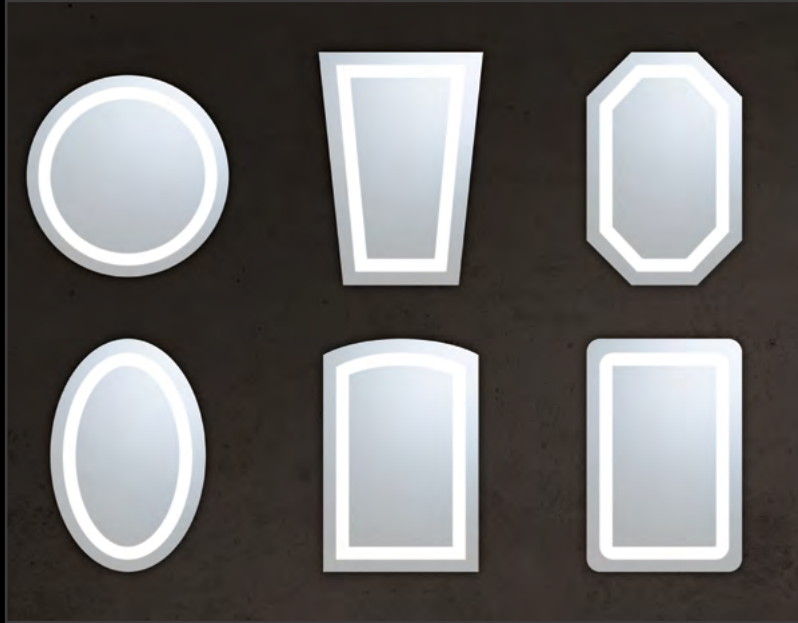
LIGHTING DESIGN

Select from dozens of design options or create your own



MIRROR SHAPE

Select from dozens of design options or create your own



TECHNOLOGY UPGRADES

Add a TV, clock, nightlight, defogger, dimming functionality and more



FRAME

Available with 100+ frame options





Clock

A conveniently elegant timepiece fully integrated into the mirror

LED Nightlight

Make late night trips to the bathroom easier on the eyes with an integrated nightlight



Vanishing TV Technology

Ideal for getting ready or winding down in the tub, TV Mirrors make for a memorable guest experience



Technology Upgrades

LIGHTED MIRRORS

Séura's innovative menu of technology add-ons allows you to impress guests with the advancements they expect.

Clock

Offer added convenience to guests as they get ready for the day with a low-maintenance clock.

LED Nightlight

Make night visits to the bathroom more comfortable for guests with a soft nightlight that illuminates the vanity.

Vanishing TV Technology

TV mirror technology offers the best in news and entertainment to guests while completely hiding all visually obtrusive aspects of a traditional TV.

Mirror Defogger

Make getting ready after a steamy shower easier for guests with Séura's in-mirror defogger.

Further Customization

Additional options include dimmable lighting, tamper-free security hardware, safety mirror backing, fingerprint protection, and a cord-connected UL plug.

Touch Control Dimming

LIGHTED MIRRORS

Meet the sophisticated lighting that balances the room with your mood. Séura's lighted mirrors adjust to every changing moment of your day with intuitive touch dimming.



ONE-TOUCH CONTROL

Tap the mirror to power the lights on and off, or gently touch and hold to dim brightness levels.



SMART MEMORY

Select your desired brightness and your setting will be resumed next time you turn the mirror lights on.



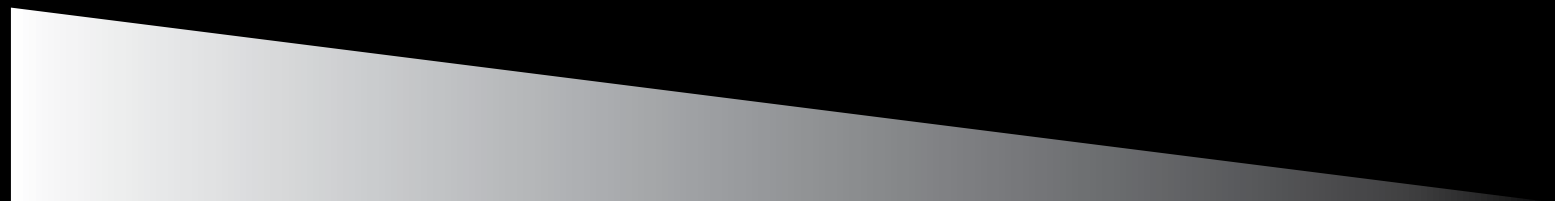
SLEEK DESIGN

The dance of form and function results in a minimalist, integrated design with convenient touch capability.



Dimmable LEDs

Meet the sophisticated lighting that balances the room with your mood. Séura's lighted mirrors adjust to every changing moment of your day with dimming control.



100%
Full Brightness

Experience fresh, bright lighting for daytime routines such as hair, makeup, grooming and overall preparation.

70%
Medium-High Brightness

An upbeat addition to your home, this setting helps light the space for mid-day productivity.

40%
Medium-Low Brightness

Relax and unwind with mood-nourishing ambient light for a mellow and romantic atmosphere.

10%
Low Lighting

Add a glow of comforting low light in late evenings to set the tone for movie time or rest.



Refine your white light color temperature

Accentuate your lifestyle, your look, and your wellbeing with color temperature settings. Create a relaxing atmosphere with warm white, or turn up the vibrancy for hair or makeup in cooler light.

2700K

Warm whites are cozy, inviting and lure you into relaxation. Create warm-light spaces for a peaceful morning meditation or simulate the soft light of dusk, telling your brain it's time to sleep.

4300K

Natural white light mimics early morning sunlight and has a harmonious tone for lighting routine tasks, such as shaving or applying makeup at the bathroom vanity.

6500K

Cool white is similar to high-noon sun. With a crisp look that inspires energy and alertness, cool white is perfect for bright task lighting where details and final touches make all the difference.

Touch Control Color Temperature

LIGHTED MIRRORS

Whether you're energizing your morning routine with cool, clean white, or winding down for a good night's sleep with a warm and inviting glow, tune your light color with the in-mirror touch sensor. This adjustment serves as beauty lighting so you blend and perfect your makeup shade to match your next location—use warmer light to prep you for intimate evenings, natural white for indoor events, and cool white for outdoor daylight activities.



Makeup Lighting

To get just the right shade and weight of makeup application, fine-tune your color temperature to replicate your destination.



Gradual Adjustments

Select from calming, natural warm to cool settings that boost alertness or relax your mind and body for a good night's sleep.



Easy to Use

Each tap of the button will quickly scale to the next preset, or hold to slowly move up and down the light spectrum.



Smart Memory

Select your desired color before turning the lights off and your setting will resume the next time you turn the lights on.



Defogger

Expect a clear view every time, with a mirror that remains clean and spotless after steamy showers. Séura's defogger warms the mirror's surface so there's no need to wipe away drips and streaks or wait for the condensation to clear.

IDEAL SPACES

Bathroom Vanity

DEFOGGER SIZE

15" x 15"
Multiple defoggers available in larger mirrors

CONTROL

Upgrade to in-mirror touch control or control from a wall switch, either with the mirror lights or on its own switch



FOG FREE

Your mirror is ready when you are with Séura's thermal warmer that evaporates droplets for a crystal-clear reflection.



SAVE ON CLEANING

Save the time and bother of repeatedly cleaning mirror streaks and smudges.



BE GREEN

Powered separate from the mirror lighting, save energy by only using the defogger when needed.



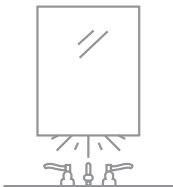
OPTIONAL TOUCH CONTROL

Conveniently control the defogger from the mirror. One touch turns the defogger on and off.

Night Light

Just a warm glow of sleep-inducing low light is all you need, so you can drift back to dreamland easily. This small night light is hidden below the bottom edge of the mirror so it casts light downward and matches your sleek, functional style.

IDEAL SPACES Bathroom Vanity	NIGHT LIGHT LOCATION Centered underneath the mirror	CONTROL Upgrade to in-mirror touch control or control from a wall switch, either with the mirror lights or on its own switch
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STREAMLINED DESIGN
Hidden from view, this night light shines down from beneath the mirror for a seamless appearance that lights your way.



IDEAL LOW LIGHT
A soft glow for nighttime comfort, enjoy just the right amount of illumination for safe room navigation.



SUSTAINABLE LED
The long lasting, low-voltage LED night light can be left on all night, every night.



OPTIONAL TOUCH CONTROL
Conveniently control the defogger from the mirror. One touch turns the defogger on and off.





Touch Control Clock and Dimming

Your day begins with reflecting timeliness, and an LED clock conveniently integrated with your mirror keeps you focused so you're out the door on time. With in-mirror controls, it's easy to set the time and tune the light to complement your mood or activity.

IDEAL SPACES

Bathroom
Dressing room

BRIGHTNESS

Adjustable from 100% full brightness to 10% ambient low lighting

CLOCK DISPLAY

7-Segment LED Display

CONTROL

In-mirror touch button

10:43

DIGITAL CLARITY

Keep an eye on the time with an attractive in-mirror LED display that's visible at a glance from across the room.



STAY PROMPT

With the proximity to the clock at all times, you'll have the ultimate accountability partner and can rest assured that you're using time wisely.



DEPENDABLE

An internal back-up battery allows the clock to keep time even when the mirror is powered off.



TOUCH CONTROL

One button on the mirror's surface allows you to set the clock and control the mirror lights - tap to power the lights on and off, or touch and hold to dim levels.



SMART MEMORY

Select your desired brightness and your setting will be resumed next time you turn the mirror lights on.



SLEEK DESIGN

The dance of form and function results in a minimalist, integrated design with convenient touch capability



Digital Clock

Stay on time with an elegant, in-mirror digital clock. Conveniently set and adjust the time with an easy-to-use IR remote.

IDEAL SPACES

Bathroom
Dressing room

CLOCK DISPLAY

7-Segment LED Display

MIRROR GLASS

Copper-free 1/4" Silver Mirror
Glass is not susceptible to black
edge corrosion

CONTROL

IR Remote Control

10:43

DIGITAL CLARITY

Keep an eye on the time with an attractive in-mirror LED display that's visible at a glance from across the room.



STAY PROMPT

With the proximity to the clock at all times, have the ultimate accountability partner so you can rest assured that you're using time wisely.



DEPENDABLE

An internal back-up battery allows the clock to keep time even when the mirror is powered off.



EASY SETTING

Simply adjust the time with the sleek IR remote control.



Radiant COB LED Technology™

LIGHTED MIRRORS

See the beauty of innovation with the latest, energy-efficient COB LED lighting. Séura's lighted mirrors with Radiant COB LED Technology™ offer powerful, natural color with evenly diffused light to brighten and smooth your appearance.

Exceptional Brightness

Séura's Radiant COB LED Technology™ lighted mirrors are 25% brighter than the leading competition and 15% brighter than our previous designs

Uniform and Exact

This high-end lighting emits smoothly and evenly, eliminating the need for add-on diffusers, and radiates at a precise color rating for tones and hues that nature intended.

Greener Energy

Save money on electricity with sustainable Radiant COB LED Technology™ that shines brightly for over a decade and consumes 44% less power than previous Séura LEDs.





**The Vinoy®
Renaissance**
St. Petersburg, FL
Custom Lighted Mirror





Superior Mirror Glass

LIGHTED MIRRORS

Séura Silvered Mirror Glass provides guests with a bright, accurate, crystal-clear reflection. Séura offers the highest quality mirror glass, reflecting 100% of red, green, and blue light to ensure a pure, true-to-life reflection and offer a perfect environment for make-up application and other personal tasks.

Copper Free Mirrors

Every Séura mirror utilizes copper free mirror coatings to prevent black edge corrosion caused by cleaning chemicals and moisture.

Easy to Clean

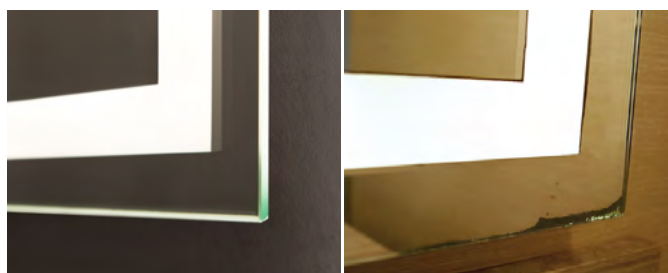
All lighted mirror etching is applied to the reverse of the mirror for a fresh mirror face and easy cleaning.

Made in the USA

Séura Lighted Mirrors are handcrafted in Séura's Green Bay, Wisconsin manufacturing facility.

Quality

Quality control professionals inspect Séura's mirror glass from inches away to ensure the quality matches Séura's glass requirements.



*Séura
Copper Free Mirror*

*Competitive Mirror
Black Edge Corrosion*

**North
Charleston
Marriott**
Charleston, SC
Forte Lighted Mirror



Custom Lighting

Add extra lighting to any side of the mirror for added ambiance with or without mirror etching

Hyatt McCormick

Chicago, IL
Lumin Lighted
TV Mirror



Specification Guide

LIGHTED MIRRORS

Corrosion Free Mirror for Long-Term Elegance

Copper-free mirror coating to prevent black-edge corrosion
UV protective coating

Grime Resistant Etched Light Ports

Back-only etching never takes on a dingy appearance
No fingerprint protection needed

Superior Housing Construction

Powder coated steel construction is highly durable
Reflective gloss white housing allows brightest light output

Safety Compliant

UL 1598 certified for damp locations
Code compliant hard-wiring or optional upgrade to UL plug

Fast Lead Times Mean Products When You Need Them

Manufactured in Séura's own Wisconsin facility
Exceptional shipping flexibility and short lead times

Easy Installation Reduces Costs

Mated 2-part electrical enclosure design
Open back housing to easily locate electrical connections

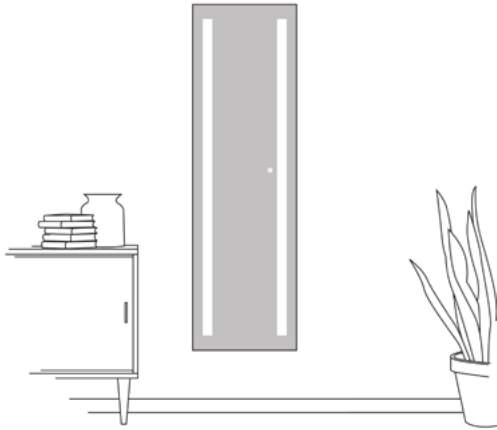
Factory Provided Product Limited Warranty

7-year Lighted Mirror warranty on mirror, glass, structure, frame, and assembly
5-year Lighted Mirror warranty on electrical and LED light strips



Specification Tools

Visit www.seura.com/spec to source current spec information



Full Length Lighted Mirrors

LIGHTED MIRRORS

Light your look—head to toe—with the beautiful illumination of a full length mirror that's exceptionally bright, dimmable, and perfect for guestroom entryways, bathrooms, and bedrooms.









Specification Guide

FULL LENGTH LIGHTED MIRRORS

Corrosion Free Mirror for Long-Term Elegance

Copper-free mirror coating to prevent black-edge corrosion
UV protective coating

Grime Resistant Etched Light Ports

Back-only etching never takes on a dingy appearance
No fingerprint protection needed

Superior Housing Construction

Powder coated steel construction is highly durable
Reflective gloss white housing allows brightest light output

Easy Installation Reduces Costs

Mated 2-part electrical enclosure design
Open back housing to easily locate electrical connections

Factory Provided Product Limited Warranty

7-year Lighted Mirror warranty on mirror, glass, structure, frame, and assembly
5-year Lighted Mirror warranty on electrical and LED light strips



Specification Tools

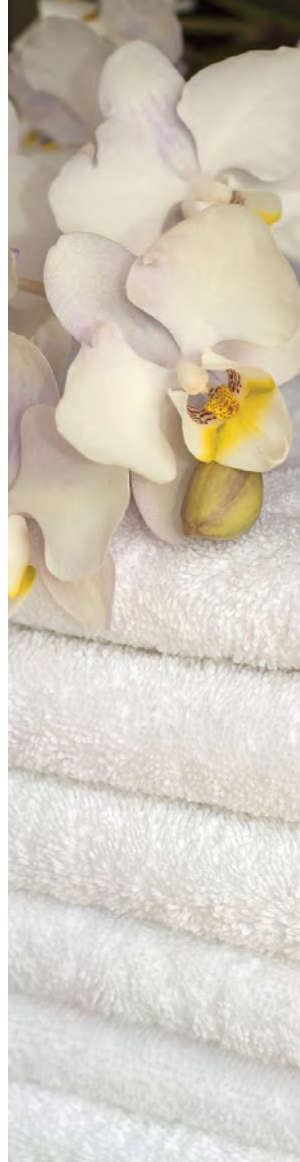
Visit www.seura.com/spec to source current spec information



Television Mirrors

Séura Television Mirrors offer something new, cutting-edge and exciting: a best-in-class television embedded into a mirror. The television is truly invisible when turned off, leaving only a mirror with very accurate reflection. Séura Vanity TV Mirrors are seamlessly and invisibly incorporated into your guests' bathroom mirror, allowing them to watch news or entertainment as they get ready for the day or unwind and get ready for bed.

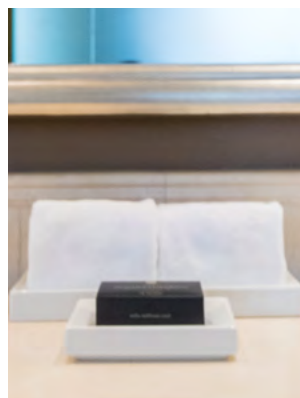
Séura Entertainment TV Mirrors allow the designer to incorporate top-quality televisions into a guest room without settling for the traditional inevitability: a clashing black rectangle on the wall. When turned off, Séura televisions appear as a custom-framed, matching and décor-appropriate mirror.



“ Historic Elegance

“Guests are amazed by the quality of the picture as well as the invisibility of the televisions. We were looking for a **sleek solution** that would blend in with our upscale bathrooms. The **quality of the TV picture was superior to competitors.**”

DAVID BUENO, HOTEL MANAGER
THE JEFFERSON HOTEL



**The Jefferson
Hotel**

Washington DC
Vanity TV Mirror



Customized Etching

Create a truly memorable guest experience with a one-of-a-kind design that only Séura can bring to life

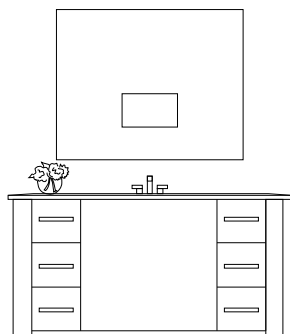


LED Technology

Distinctive design
illuminated with
bright and sustainable
lighting

**Renaissance
New York Midtown
Hotel**

New York, NY
Custom TV Mirror
with Lighting



Vanity TV Mirror Technology

AN IDEAL COMBINATION OF IMAGE
QUALITY AND MIRROR REFLECTIVITY

Séura Vanity TV Mirrors can be custom designed to enhance the guest room with an array of custom options including mirror size, TV screen size, lighting designs, designer frames and other technology upgrades. Séura Vanity TV Mirrors are purpose-built to withstand and thrive in humid bathroom conditions, giving your design longevity while always providing your guests with the benefit of a personal vanity television.



Waldorf Astoria

Chicago, IL
Vanity TV Mirror





Designing a Custom Vanity TV Mirror

VANITY TV MIRRORS

Create a completely custom showcase piece for your property by working with Séura's design team to incorporate your unique design requirements and functionality for the perfect guest experience.

MIRROR SIZE

Glass size may be up to 94" x 70"



LIGHTING

Available with popular classic designs



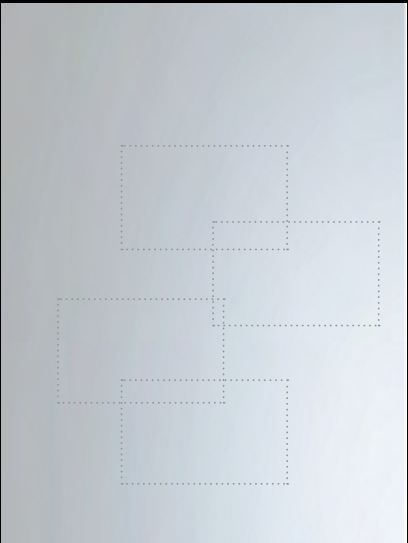
TELEVISION SIZE

Screen sizes range from 19" to 27"+



TELEVISION PLACEMENT

Screen may be specified anywhere within the mirror



TECHNOLOGY UPGRADES

Add a clock, nightlight, defogger, dimming functionality and more



FRAME

Available with 100+ frame options





7 DAY FORECAST
Tuesday, May 5, 2015
CHICAGO
64° F
Sun
Mon
Tue
Wed
Thu
Fri
Sat

Hyatt McCormick
Chicago, IL
Lumin Lighted
TV Mirror



LIGHTED VANITY TV MIRRORS

Classic Design Collection

STANDARD TV SIZES

19" Television
27" Television



CUSTOMIZE YOUR MIRROR

Mirror Size | Lighting Design | Technology | Frame



Colorful Lighting

Tinted LEDs provide a playful yet sophisticated violet glow

21c Museum Hotel

Bentonville, AR
Custom TV Mirror
with Lighting



Specification Guide

VANITY TV MIRRORS

Proprietary Vanishing Technology

Excellent mirror reflectivity
TV completely disappears when off

Corrosion Free Mirror for Long-Term Elegance

Copper-free mirror coating to prevent black-edge corrosion
Closely resembles traditional silver mirror for excellent mirror reflectivity

Superior Housing Construction

Powder coated steel construction is highly durable
Reflective gloss white housing allows brightest light output

Safety Compliant

UL 962 certified for damp locations (larger mirror sizes may not apply)
Code compliant hard-wired lighting or optional upgrade to UL plug

Fast Lead Times Mean Products When You Need Them

Manufactured in Séura's own Wisconsin facility
Exceptional shipping flexibility and short lead times

Easy Installation Reduces Costs

Mated 2-part electrical enclosure design
Open back housing to easily locate electrical connections

Factory Provided Product Limited Warranty

3-year warranty on mirror, glass, structure, frame, and assembly
2-year warranty on TV including remote and power supply
5-year warranty on electrical and LED light strips



Specification Tools

Visit www.seura.com/spec to source current spec information



**Intercontinental
Doral**

Miami, FL
Entertainment TV Mirror
with Matching Mirrors



Sophisticated Tech

“The Séura TV Mirror provides **unobtrusive** access to information for our guests. Whether they desire a quick check on the news or to keep an eye on the game while they enjoy cocktails, our customers appreciate the **balance of technology and sophisticated guest experience.**”

ALEX GARCIA, DIRECTOR OF SALES AND MARKETING
INTERCONTINENTAL DORAL





HI Connect

Design by
Destination Designs, LLC
Entertainment TV Mirror
Frame: Intaglio
SF7-663226

100+ Frame Options

Create a finished look
with a molding from
Séura's collection



**Lighted Time
Zone Display**

A series of clocks in
conjunction with etched
lighted mirror technology
create an artful time zone
display for busy travelers

12:34P

LOS ANGELES

1:34P

DENVER

2:34P

CHICAGO

3:34P

NEW YORK

8:34P

LONDON

11:34P

DUBAI

4:34A

TOKYO

RECE

**Custom Entertainment
TV Mirror**

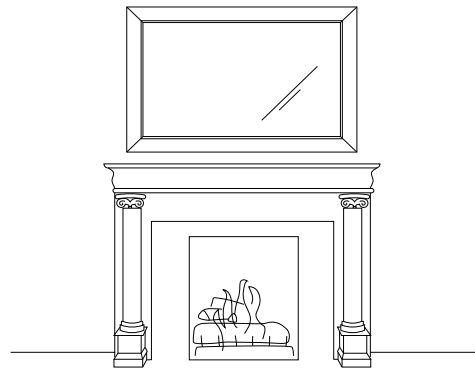
Impress and inform
guests with an elegant TV
Mirror reception solution

CEPTION





Image Courtesy of Hotel Teatro



Entertainment TV Mirror Technology

HIGH PERFORMANCE TV WHEN ON
AND STUNNING MIRROR WHEN OFF

Séura Entertainment TV Mirrors are built with high brightness television panels and specially formulated Entertainment mirror glass to allow the brightest picture to shine through. Séura's integrated TV Mirror design allows for superior TV image clarity. The Séura Entertainment TV Mirror allows designers and guests to avoid the visual distraction of the traditional 'black box' television and focus instead on the design and experience.





Designing a Custom Entertainment TV Mirror

ENTERTAINMENT TV MIRRORS

Create a completely custom showcase piece for your property by working with Séura's design team to incorporate your unique design requirements and functionality for the perfect guest experience.

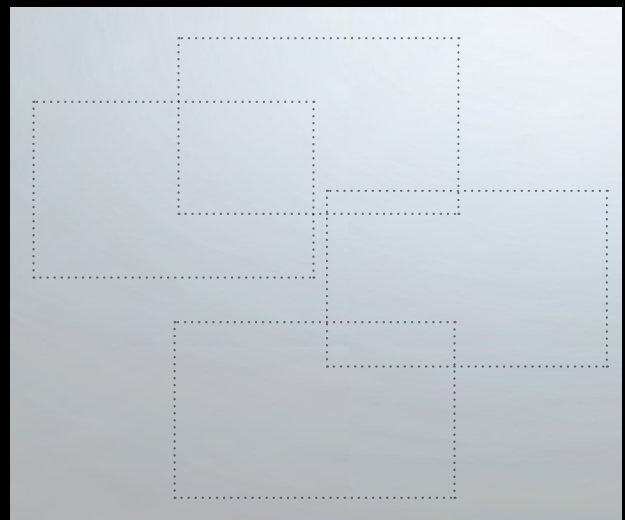
MIRROR SIZE

Glass size may be up to 94" x 70"



TELEVISION PLACEMENT

Screen may be specified anywhere within the mirror



TELEVISION SIZE

Screen sizes range from 55" to 75"+



TECHNOLOGY UPGRADES

Add a clock, lighting, or content control technology



FRAME

Available with 100+ frame options





Accent Lighting
Dimmable Radiant COB LED
Technology™ lighting adds a
touch of radiance to any Séura TV
Mirror

Joey Restaurant

Toronto, ON
Entertainment TV Mirrors



Specification Guide

ENTERTAINMENT TV MIRRORS

Proprietary Vanishing Technology

Excellent mirror reflectivity
TV completely disappears when off

Corrosion Free Mirror for Long-Term Elegance

Copper-free mirror coating to prevent black-edge corrosion
Beautiful decorative mirror

The Most Advanced Technology

Stunning 4K UHD picture resolution
The brightest TV Mirror available with high brightness panels and optimized mirror glass

Custom Options Add to the Décor

Available in 55", 65", and 75" display sizes with custom mirror sizes up to 94" x 70"
Sleek wall mounting options provide a low-profile design

Safety Compliant

UL 962 certified for damp locations (larger mirror sizes may not apply)
Code compliant hard-wired lighting or optional upgrade to UL plug

Fast Lead Times Mean Products When You Need Them

Manufactured in Séura's own Wisconsin facility
Exceptional shipping flexibility and short lead times

Easy Installation Reduces Costs

Integrated mounting system provides quick installation
Top-facing ports and recessed cable cavity to easily connect and conceal cables

Factory Provided Product Limited Warranty

3-year warranty on mirror, glass, structure, frame, and assembly
2-year warranty on TV including remote and power supply
5-year warranty on electrical and LED light strips



Specification Tools

Visit www.seura.com/spec to source current spec information



Inspiring Frames

Create a finished look with a molding from Séura's collection of more than 100 frame options. Our collection of designer frames complement any designed space: from modern to classic to antique. We are also well-equipped to utilize designer-provided or specified frames in any shape and size for lighted and television mirrors.

View the full frame collection at
seura.com/products/frames

Natural Frames

Find elegance in the authenticity of natural wood grain. From the subtle look of maple, the simplicity of natural walnut or the bolder grain of ash, Séura offers elegant frames to match any design.





View Séura's entire collection at www.seura.com or specify a moulding from your preferred frame vendor.
Featured frames are subject to availability.

Modern Frames

Séura's modern frames are sleek and minimal, offering a simplistic yet elegant finish to your creation. Premium craftsmanship combined with contemporary finishes and textures lend a modern twist.





View Séura's entire collection at www.seura.com or specify a moulding from your preferred frame vendor.
Featured frames are subject to availability.

Statement Frames

Make an impression through finish, texture and alternative materials with a frame from Séura's statement frames. Bold and brilliant, these frames ensure your Séura mirror gets noticed.



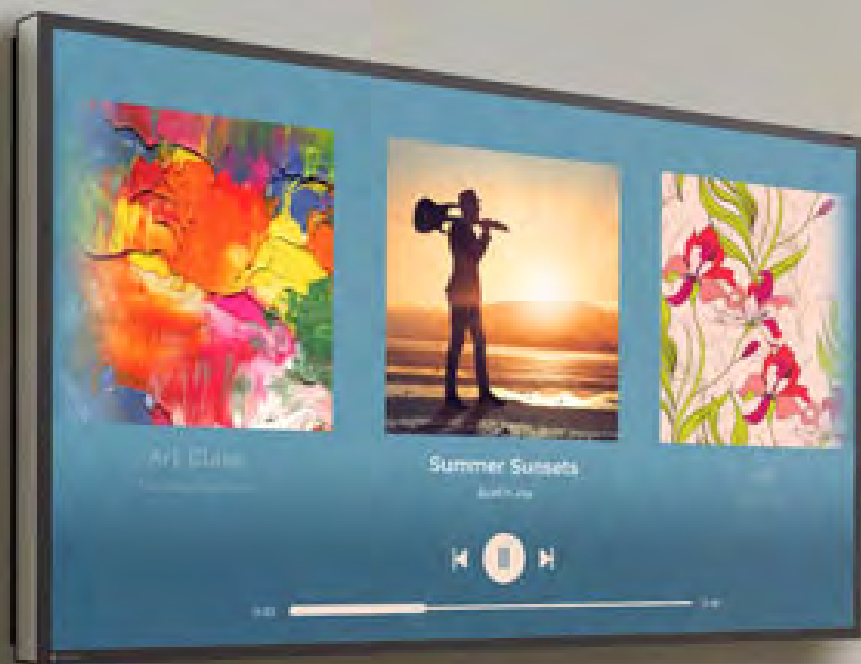


View Séura's entire collection at www.seura.com or specify a moulding from your preferred frame vendor.
 Featured frames are subject to availability.



Outdoor Displays

Elegant design meets best-in-class video performance in all weather conditions. From rooftops to balconies to poolside cabanas, Séura Outdoor TVs enhance beautifully designed spaces and bring people together. Séura outdoor displays and accessories are designed to deliver best-in-class outdoor entertainment experiences for any outdoor location – whether it be covered and shaded or exposed and sun-filled.



4K UHD Video

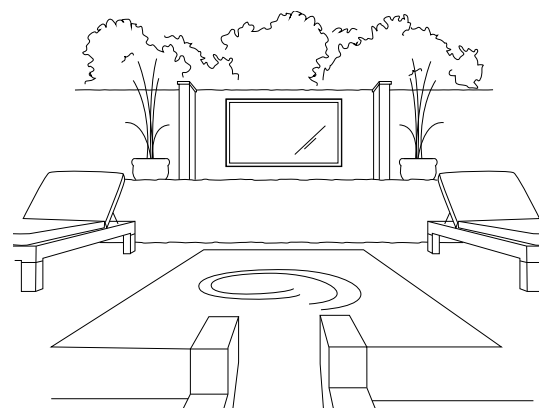
Offering 4K UHD for the best viewing experience





Outdoor Content Distribution

Offer guests outdoor entertainment or leverage displays to share menus, promotions or other information



Outdoor Display Technology

WEATHERPROOF AND WORRY-FREE

Séura Outdoor TVs outperform the competition with the best weatherproofing, best picture quality, best-sounding and best-looking Outdoor TVs in the industry.



Best Outdoor-Rated

Built with thermal controls to survive multi-climate temperatures and IP tested to withstand dust and water ingress, Séura's weatherproof TVs are backed by a 2-year warranty and offer worry-free performance for reliable and safe entertainment in every environment.



Brightest Picture

Color-calibrated for the optimal picture in shade or full sun, Séura Outdoor TVs are the brightest in their class. Séura Full Sun Series leads with the best picture at 2000-nit brightness and Shade Series leads the shaded outdoor category at 700-nit brightness.



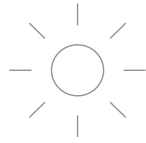
Weatherproof Accessories

Complete your Outdoor TV setup with a front-facing weatherproof outdoor soundbar that projects sound toward you to deliver rich, powerful audio. Plus, choose from Séura's weatherproof wall mounts, ceiling mounts, and floor stands for a durable outdoor mounting solution.



Largest and Sleekest Designs

With screens as large as 85 inches and design details like ultra-thin bezels and mirrored side panels, Séura's full line of sleek Outdoor TVs are designed to fit seamlessly in your outdoor space.



Full Sun Series™ Outdoor TVs

THE INDUSTRY'S BRIGHTEST DIRECT-SUN TELEVISION

Color calibrated at 2000-nit brightness and designed for use in direct sunlight, Séura leads the industry with the brightest Outdoor TV that is more than 6x brighter than typical indoor TVs and over 30% brighter than the closest competitor.



Brightest In Class

At 2,000-nit brightness that is color-calibrated, Séura's Full Sun TVs are more than 6x brighter than typical indoor TVs and over 30% brighter than the closest competitor.



Weatherproof

IP55 rated and fully sealed to keep out rain, snow, ice and dust, Séura outdoor TVs are safe for year-round use.



Lifelike Shades and Hues

Equipped with High Dynamic Range, Séura outdoor TVs provide sharp contrast between bright and dark colors for the best outdoor picture.



UV Protected and Anti-Glare Screen

UV and isotropic blackout protection mean your picture will never go dark from exposure to sunlight. Enjoy a clear image with no reflections for the ideal picture viewing.



Extreme Temperature Protection™

Séura's proprietary active heating and cooling system provides the temperature control needed to protect the TV's components in temperatures from -40°F to 140°F.



Outdoor Optics™

Séura's proprietary picture modes provide the ideal screen settings for your outdoor lighting environment. Choose from five outdoor modes from full sun to nighttime viewing.



Stunning Definition

4K UHD picture clarity — four times the resolution of regular HD — has amazingly sharp details that immerse you in the moment.



Best Warranty

Built to the highest quality standards, Séura offers an industry-leading 2-year warranty for reliable and safe in any environment including direct sun..









Shade Series 2™ Outdoor TVs

FOR SHADED CONDITIONS

The Séura Outdoor Shade Series is designed to deliver superior brightness, premium picture quality, and best-in-class sound for covered outdoor areas. The design is fully weatherproof and delivers the ultimate outdoor entertainment experience for shaded spaces. Enjoy 4K UHD picture clarity and a beautifully slim and elegant design that exudes style.



Brightest In Class

Shade Series TVs are 3x brighter than indoor TVs and 35% brighter than the competition.*



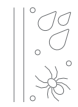
Multi-Climate

Shade Series TVs are made to withstand temperatures from -24°F to 140°F.



Weatherproof

IP56 rated to withstand powerful water jets and protect against dust and solid particle ingress, Séura outdoor TVs are safe for year-round use.



Sealed

Shade Series TVs are fully protected from rain, snow, dust, insects, and humidity.



Lifelike Shades and Hues

Equipped with High Dynamic Range, Séura outdoor TVs provide sharp contrast between bright and dark colors for the best outdoor picture.



Stunning Definition

4K UHD picture clarity — four times the resolution of regular HD — has amazingly sharp details that immerse you in the moment.



Micro-Edge Design

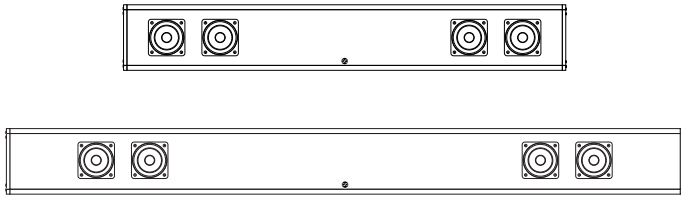
Enjoy a sleek, modern design with an ultra-thin bezel for nearly borderless viewing.



2-Year Warranty

2-year warranty provides peace-of-mind for reliable and safe entertainment in any environment.

*Brightness measured at peak 100% window and compared to SunBrite Veranda 3



80W Outdoor Soundbar

Optimized to deliver premium outdoor sound, Séura's 80W Outdoor Soundbars fill your space with rich and clear sound in loud outdoor environments. Designed to complement Séura Outdoor TVs, Séura's Outdoor Soundbars are fully weatherproof and deliver a powerful and reliable audio experience.



Internal Amplifier

Factory-tuned 80-watt internal amp minimizes distortion and delivers better integrated, fully optimized sound.



Digital Sound Processing

Digital Sound Processing delivers accurate sound the way it was meant to be heard.



Richer Bass

Richer bass provides more impactful sound and brings the BOOM to your backyard.



Clear Treble

Clear treble reaches 20kHz range without roll-off to provide higher highs and crystal-clear dialogue.



Waterproof

IP55 rated and fully sealed to keep out rain, snow, ice, dust, insects, humidity, and salt air.



Beyond IP Testing

Tested beyond IP requirements, including higher water pressure, greater water volume, more spray angles, and longer test durations to simulate real environments.



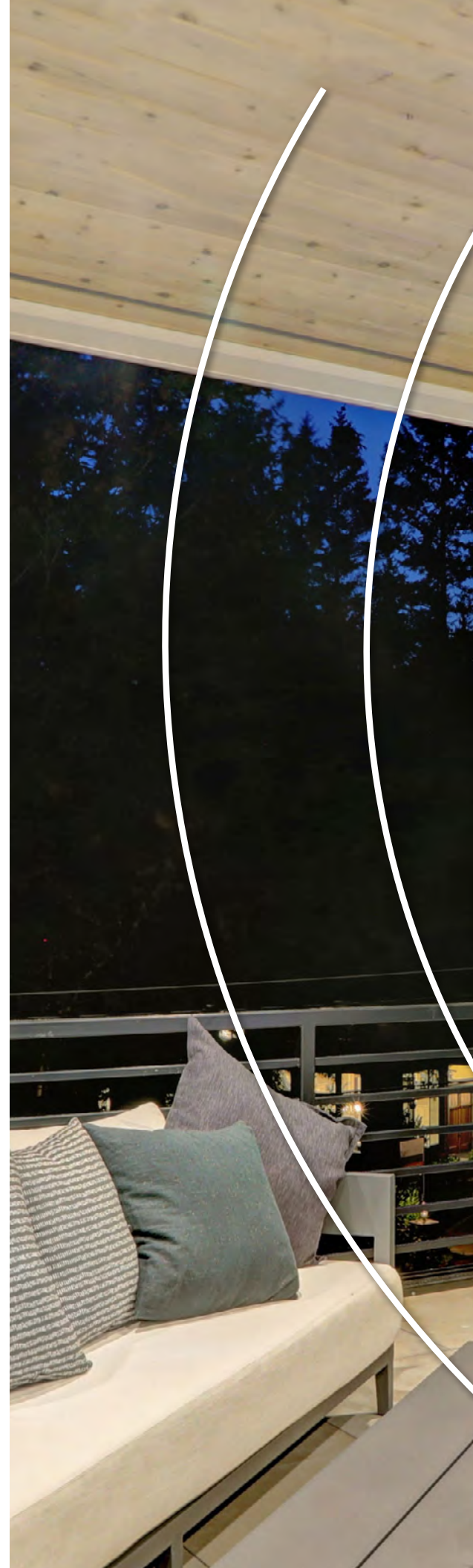
Multi-Climate

Made to endure temperatures from -40°F up to 140°F, even while basking in direct sunlight.



Tough

Corrosion-resistant case and weatherized components designed to prevent against fire and electrical shock







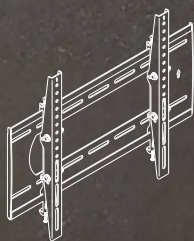
Remote Control

Sleek and contemporary, this remote control doesn't need to hide in a drawer. Water resistant, this beautifully designed control is the perfect accessory to your Séura Outdoor Display.

Accessories

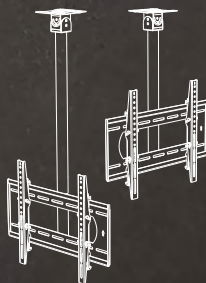
OUTDOOR DISPLAYS

Séura offers a variety of TV mounting solutions allowing the flexibility to deliver on a broad range of guest viewing experiences. Séura's mounts are fully weatherproof and reliable, with built-in safety features and weatherproof hardware.



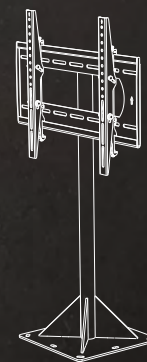
Tilting Wall Mount

This low-profile mount offers a fingertip tilt that is simple to adjust for the perfect viewing angle. The wide wall plate makes cable management easy.



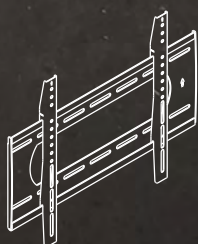
Ceiling Mount

Select the short or long ceiling mount based on your installation needs and easily adjust to your required height for the perfect outdoor viewing experience.



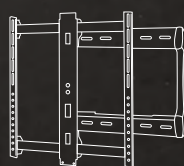
Floor Stand

Take the TV away from the wall and place anywhere in your outdoor space. This floor stand includes an extendable pole to adjust TV height and mounting brackets to secure the TV in place.



Slim Wall Mount

This robust slim mount is built to withstand even the most extreme outdoor conditions. Completely weatherproof, this heavy-duty coated metal mount includes stainless steel hardware.



Articulating Wall Mount

This mount is fully articulating and allows the TV to extend, tilt, or swivel for the perfect view. Unique in-arm channels completely conceal and protect cables.



Protective Cover

This heavy-duty cover features a non-porous flame-retardant vinyl shell. Inside, a soft nonabrasive synthetic cotton protects the television and is resistant to mold and mildew.





Specification Guide

OUTDOOR DISPLAYS

Brilliantly Designed for the Outdoors

Shade Series for shaded locations: 700 nits
Full Sun Series for all lighting conditions: 2000 nits

The Best Picture

Adaptive Picture Technology™ automatically optimizes picture settings
Stunning HDR and 4K UHD picture resolution

Sleek and Unobtrusive Design

Unique narrow profile for slim design
High end fit and finish

Engineered for Safety and Durability

Certified to UL standards for outdoor extremes
Corrosion-free chassis and tempered glass

Fast Lead Times Means Products When You Need Them

Exceptional shipping flexibility and short lead times
Woman-owned business

Factory Provided Product Limited Warranty

2-year warranty on display including remote and power supply
2-year warranty on covers against material and/or workmanship defects



Specification Tools

Visit www.seura.com/spec to source current spec information



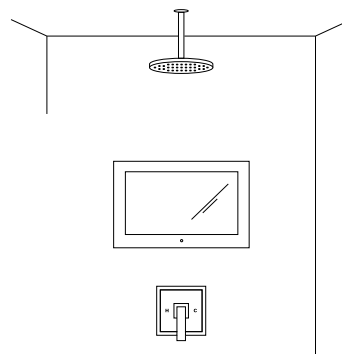
HydraTM Waterproof TVs

Flush-mounted waterproof televisions are ideal for a variety of spaces, from wet bars to showers to kitchenettes. Séura indoor waterproof televisions add the function and appeal of a vivid television in wet and humid spaces without compromising designs with externally-mounted hardware.



Comfort Suites

Green Bay, WI
19" Stainless Steel Indoor
Waterproof TV

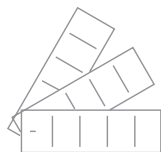


Hydra™ Waterproof TV Technology

WITHSTANDS WATER AND HUMIDITY
FOR A UNIQUE VIEWING EXPERIENCE

Séura's Indoor Waterproof TVs are designed for wet environments like showers, bathtubs and kitchens. The screens are comprised of tempered glass with low iron content for a true color-correct viewing experience, and are especially designed to completely seal out water. The powder-coated steel housing is engineered with drip management in mind – with complete protection for electronic components. The TV screen acts as its own defogger, so nothing will cloud the picture. Rated IP65 waterproof.

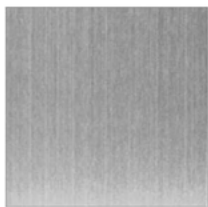




Finish Options

INDOOR WATERPROOF TVS

With refined designer finishes, Séura Indoor Waterproof TVs offer a sleek television solution to match a variety of designs. Match high-end hardware and appliances in kitchenettes and bathrooms with the refined look of stainless steel, polished chrome, or brushed gold. Or choose from elegantly back-painted glass with black onyx or white pearl that includes a subtle iridescence.



Stainless Steel



Brushed Gold



Polished Chrome



Black Onyx



White Pearl









Specification Guide

INDOOR WATERPROOF TVS

Waterproof and Durable

IP65 waterproof rating is designed for wet environments such as the shower or bathtub
Durable tempered glass display with low-iron content for color-correct viewing

Beautiful Picture Quality

TV screen acts as a defogger so nothing will cloud the vision
Vivid HD picture resolution available in 19" and 27" screen sizes

In-wall Configuration

TV installs flush with the wall for a smooth, well-integrated appearance
Non-obtrusive design is conveniently out of the way to maximize surface areas

Elegantly Recessed Installation

Installs into a standard 2 x 4 stud wall
Seal the TV to nearly any surface – marble, tile, plaster, or stone

Fast Lead Times Mean Products When You Need Them

Manufactured in Séura's own Wisconsin facility
Exceptional shipping flexibility and short lead times

Safety Compliant

UL 60065 certified
Code compliant power cord from power supply

Factory Provided Product Limited Warranty

2-year warranty on TV including remote and power supply



Specification Tools

Visit www.seura.com/spec to source current spec information



Thank You

Séura thrives in the intersection of timeless design and state-of-the-art technology. We know that Séura products withstand the test of time in aesthetic and practical terms: our collections are at once stylish, straightforward to integrate, easy to maintain and built to last in demanding environments.

Thank you for your interest in Séura. We have an unwavering commitment to design, technical excellence and custom solutions. Please do not hesitate to contact us regarding your project, your vision and your ideas of how we can partner with you to execute your brilliant design. We are, I promise, as excited as you.



WE STARTED IN A GARAGE.
WE WILL NEVER FORGET OUR ROOTS.
WE DREAM BIG. THEN GO BIGGER.

WE BEND OVER BACKWARD TO MOVE THE INDUSTRY FORWARD.

WE MAKE IT HAPPEN. DAY IN. DAY OUT.

WE DON'T REFLECT AN IMAGE.

WE DEFINE IMAGE.

WE BELIEVE QUALITY IS WHAT CREATES LUXURY.

WE NEVER CUT CORNERS.

WE MAKE AMERICAN PRODUCTS WITH GLOBAL APPEAL.

WE KNOW YOU HAVE A CHOICE – THAT MOTIVATES US.

WE ARE TENACIOUS. WE ARE UNSTOPPABLE.

WE INNOVATE. WE DESIGN. WE CREATE.

We are Séura.



REQUEST A QUOTE TODAY
CONTACT YOUR SÉURA REP AT SEURA.COM



1-800-957-3872
T: 920-857-9069
1230 Ontario Road
Green Bay, Wisconsin 54311
www.seura.com

Lookbook
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