



# HOSPITALITY CATALOGUE 2022



Hoteliers trust in the innovative market leader of the smart mirror industry.



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## Introduction

ad notam® – The German custom design specialist for Smart Mirrors

**ad notam®** is a German company specialized in engineering and manufacturing Smart Mirrors. By definition, a Smart Mirror is a mirror with added features and functionalities, with the purpose of incorporating a capability that would otherwise be done manually or in some system other than the mirror, such as lighting, displays, sensor, electronics, etc.

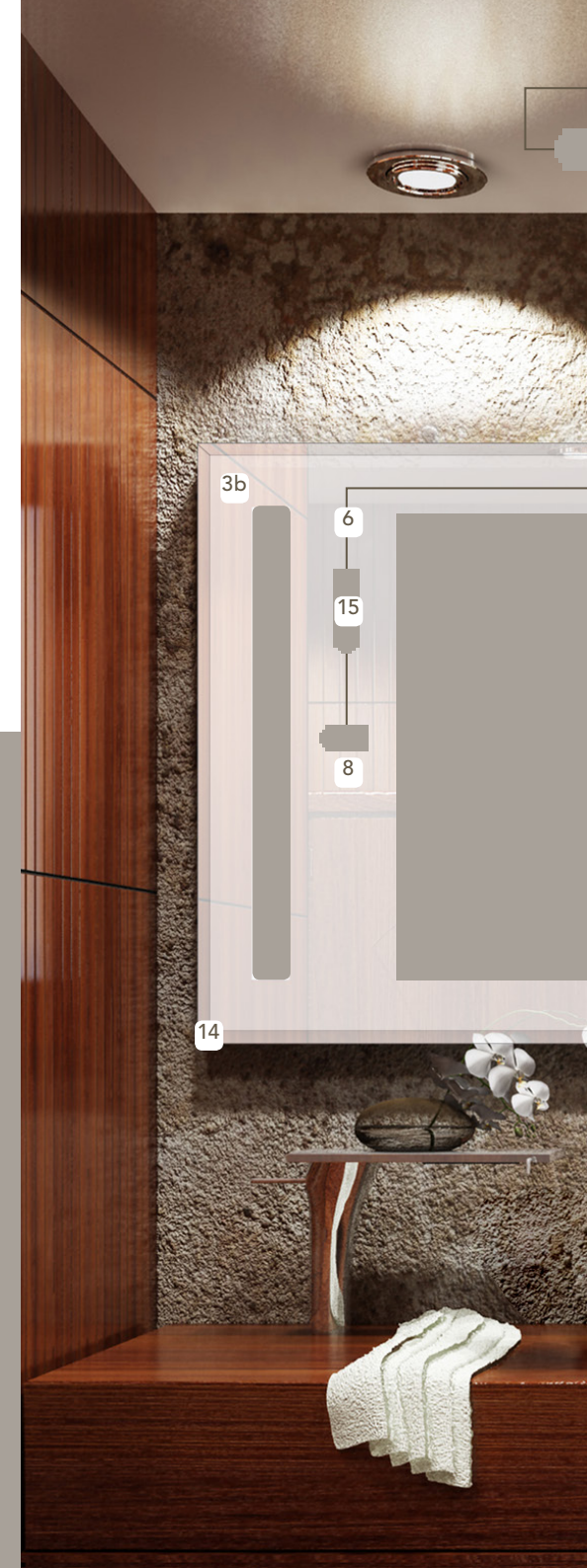
**ad notam®** acknowledges the equal importance of all functional elements and continues to develop new and exciting breakthroughs on both fronts.

It is **ad notam®**'s philosophy that any product is only as good as its elements.

By specializing in this technology, we have gained a deep knowledge about both electronics and mirror technology, that's why **ad notam®** is able to provide its demanding clientele with the most cutting-edge technology they deserve.

All **ad notam®** products are German custom-engineered. They are exclusively designed to overcome the unique challenges of operating in ventilation deprived environments and to allow easy and adjustable mounting.

**ad notam®** is a celebrated inventor, pioneer, and leader in the Smart Mirror industry. Various technologies of **ad notam®** are patent protected.







## We show what's behind

- 1 ad notam® MIRROR Image Screen  
13.3" - 98.0" diagonal
- 2 External power supply  
low voltage DC 12V / 24V
- 3 Mounting system to install the glass or mirror
  - 3a in-wall or 3b on-wall
- 4 Control options
  - 4a Slimline remote control
  - 4b Waterproof remote control
  - 4c Touch Pad
- 5 Loudspeaker options
  - 5a Ceiling or wall speakers
  - 5b Invisible glass speakers
- 6 Lighting integration
- 7 Design elements – logos, fixture cutouts
- 8 Dimmer
- 9 LED Digital Clock
- 10 Glass or Mirror surface – Crystal Mirror
- 11 Screen Orientation – horizontal
- 12 Bevel – 30 mm 1 1/8"
- 13 Mirror Defogger
- 14 Glass or Mirror Shape – Rectangle
- 15 Lighting power adapter

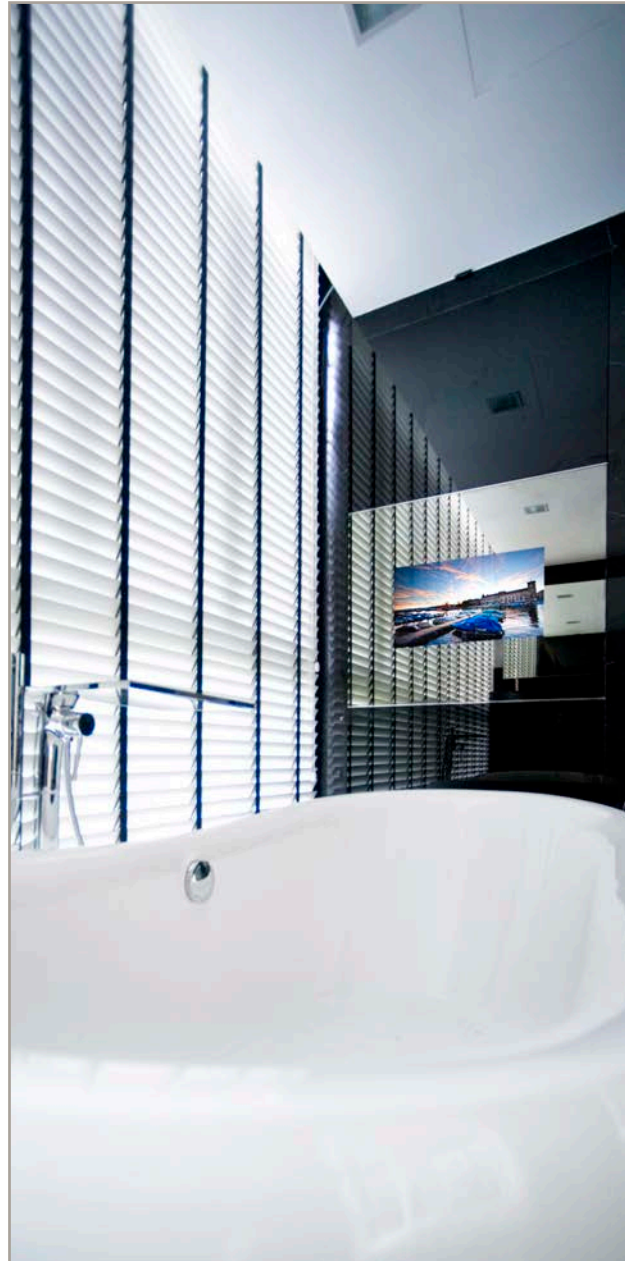


A modern hotel suite interior featuring a large window with a view of a coastal landscape. The room includes a sofa with green and beige cushions, a dining table with two blue leather chairs, a wooden cabinet, and a large mirror reflecting the view. A white lamp hangs over the dining area.

# Applications

**ad notam®** offers a dazzling, perfectly customized, first impression. Integrate your marketing, activities, facilities' highlights and attractions into a mesmerizing display of elegance. From lobbies to convention centers and casinos, from spas to bathrooms and elevators; we've done it all.













## Rooms & More

### Suites Décor

Want to ensure your guests' ultimate satisfaction? **ad notam®** is your solution. Dazzle your guests with a new dimension to the entertainment and media unit in your suites and guest rooms. **ad notam®** can easily connect to your current IPTV and/ or Video on Demand system, ensuring the highest quality when turned on, and turns completely invisible when turned off.



#### Frames

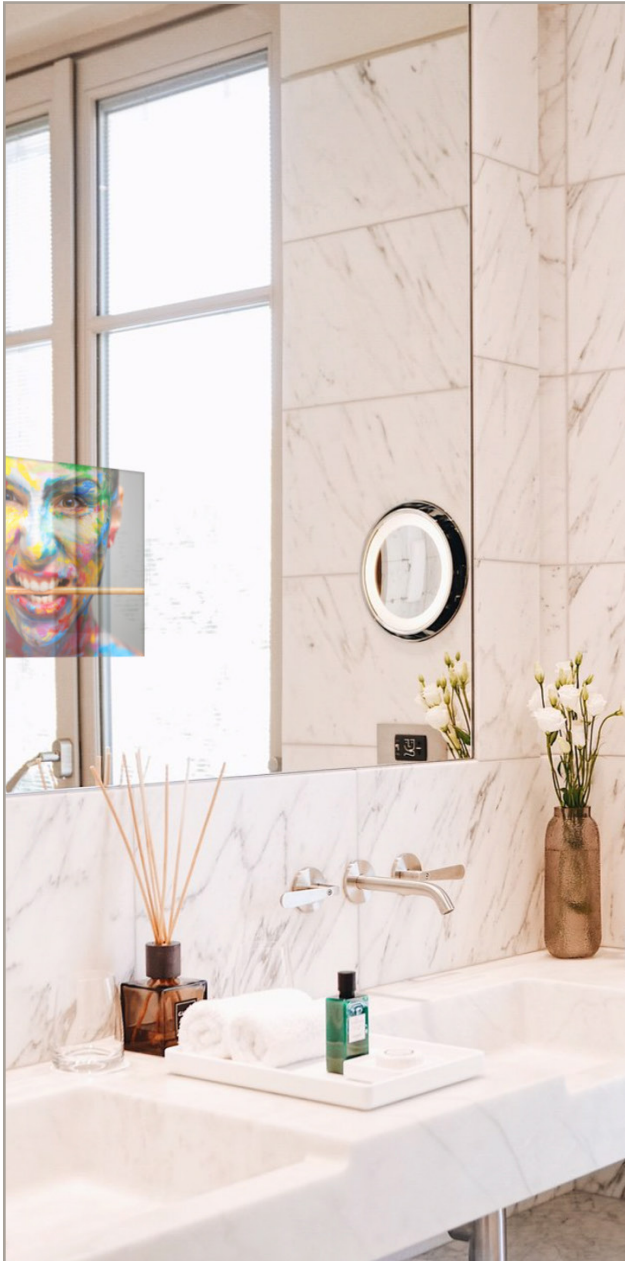
Select from **ad notam**®'s wide collection of bespoke metal frames and choose the right surface coating fitting perfectly to your room décor.

#### Room Furniture

**ad notam**® offers complete integration into furniture design. Customize your room décor to your vision and aesthetics with elegance and style.









## Bathroom

Our wide selection of mirror and glass options, lighting options as well as smart mirror options, such as displays, sensors and control elements, gives you all the tools you need to create your unique **ad notam®** product.

With or without smart functionalities, any **ad notam®** product – starting from the standard lighted mirror portfolio – redefines any bathroom.

The end result will seamlessly integrate into your bathroom décor, all while redefining its level of sophistication.

Custom engineered for the harsh bathroom environment, all **ad notam®** products are protected against humidity by a special casing, and are explicitly rated for operation in bathrooms. The only limit is your imagination.









## Fitness Gym, Salons & Spa

Gyms and Health Clubs are a perfect match for digital signage. Display the content you want - on demand! In combination with our CMS content management software, you can easily manage and create your cloud-based marketing messages in a few minutes.

With the ability to seamlessly integrate into your original studio design, this innovative interior technology is that extra something that will compliment the beauty trends of tomorrow while setting any establishment apart from the competition.







## Elevators, Waiting Areas & Public Restroom

Going up? **ad notam**® will elevate any elevator.

One of the best places to grab captive audiences' attention is elevators.

Your visitors will face waiting areas in front of the elevator and/or inside the elevator room. And mostly do a last check of hair, suit and beauty inside the mirror before entering or disembarking.

**ad notam**® elevators applications are sure to keep your message out there with an elegant and most futuristic appearance that will underline your modern building designs of tomorrow.

The ad notam monitor systems are designed to meet the unique combination of design and operational requirements facing digital signage at elevators.







## Fully mirrored wall with 32" display

**ad notam**® offers you a competitive elegant edge above all others – an edge that will compel your guests to come back for more. Custom engineered for the harsh bathroom environment, **ad notam**® displays are explicitly rated for operation in the bathroom (IP X2 and IP X4 ratings), and seamlessly integrate into your bathroom décor, ensuring your guests ultimate satisfaction.







## Rainscreen 86" shower display

RainScreen perfectly matched to the RainTunes shower system from hansgrohe with seven shower scenarios. Your shower starts the selected experience with a tap of your finger. Depending on the program, you can see images on the **ad notam**® RainScreen and hear sounds that harmonize with the respective water choreography. Smart LED lights immerse the bathroom in atmospheric light.



## Beveled mirror with 65" display

Introduce a new dimension to your TV experience. Get your latest news and entertainment in a most dramatic way. Guestroom applications with MAGIC MIRROR® conceal the **ad no-tam**® screen, so that it is completely invisible when turned off, and present only when you need it. Consider the potential of elegantly blending the TV into your custom-designed guest room space.







## Digitally printed design glass elements

**ad notam**®'s well-equipped in-house machine park allows direct high-resolution printing of glass elements up to a size of 2 x 3m. Whether opaque, completely opaque or translucent; everything is possible.

And best of all: the print files are created automatically using our online configurator.





## Media Wall with various displays

A specialty of **notam**® is the execution of complex projects in the corporate identity of the customer. Our Media Walls, which cover complete wall structures, are particularly impressive and suitable for this.

The picture shows such an installation with a size of 7 x 10 m, which includes various screens. The individual glass elements were designed according to the customer's request and printed in high resolution. The screens are connected to our content management system via the cloud and allow the customer to easily import the content to be displayed.





## Lighted mirror with direct illumination

**ad notam**®'s lighted mirror solutions have a decisive advantage over products from other suppliers. We offer the possibility of direct lighting, in which the lighting elements are aligned towards the viewer, which results in significantly better illumination. Of course, the individual LED dots cannot be seen and the lighting area appears as a homogeneous surface thanks to the use of diffusers.

**ad notam**®'s lighted mirrors can also contain different lighting colors, as well as mirror heating or touch controls and only use the latest long-life LED technology with a color rendering index of at least 95.







## Perfectly integrated 75" display

Want to ensure your guests' ultimate satisfaction? **ad notam**® has the solution. Dazzle your guests with a new dimension to the entertainment and media unit in your suites. **ad notam**® displays can easily connect to your current Video on Demand system, ensuring the highest quality when turned on, and turns completely invisible when turned off..



## 22" display for flush tile integration

The **ad notam**® REFLEXION TV™ LINE redefines the TV experience in your bathroom. It offers a complete solution for your bathroom tile environment, with a fully integrated LCD/LED TV, invisible Loudspeaker System, waterproof Remote Control and classic Mirror resp. Glass Décor. The MAGIC MIRROR® REFLEXION TV™ even renders the screen area completely invisible when turned off; leaving your environment with nothing but a stylish mirror.





## 55" Magic mirror display above fireplace

A very popular and stylish solution is the combination of **ad notam**® with fireplaces. With MAGIC MIRROR™, the display is only visible when switched on; switched off, only a homogeneous mirror surface appears.

A variety of frame decors are available to customize the mirror frame to match your interior design.





## Advertising mirror with 13" display

Consider this – you're in a bar, you want to "powder your nose", you go into the washroom and see a mirror... won't you look? Of course you will! This is the beauty of Mirror Advertising.

The advertisement is played inside a screen area within a mirror; there is no chance to miss it, and there is no chance you won't look. The possibilities are limitless, from bars and restaurants offers to your in-house gym and spa offerings.





## Sliding furniture door with 22" display

**ad notam®** offers complete integration of its technology into furniture design. Customize your room décor to your vision and aesthetics with elegance and style..







## 49" Outdoor high brightness display

**ad notam**®'s research and development team has flawlessly adapted and calibrated the LED/ LCD matrix for installation behind glasses and mirrors. From high brightness which allows the image to perfectly shine through the glass, to the gapless display architecture system.





## Technology & Product Options

### Lighting

CRI – Color Rendering Index

A color rendering index (CRI) is a quantitative measure of the ability of a light source to reveal the colors of various objects faithfully in comparison with an ideal or natural light source. Light sources with a high CRI are desirable in color-critical applications such as neonatal care and art restoration. **ad notam® uses the highest possible industry standard for LEDs with a CRI value of 95.**



CRI 90



CRI 95





SINGLE LAYER  
120 LEDs/M



DOUBLE LAYER  
240 LEDs/M



HIGH  
BRIGHTNESS



LED  
LIGHTING



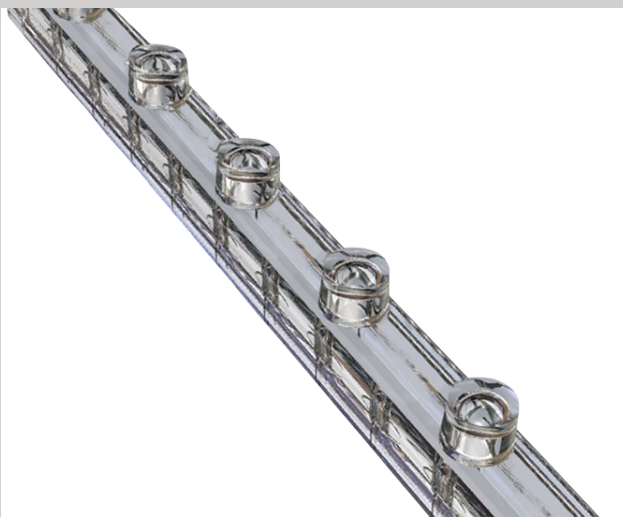
POWER LED  
LIGHTS

## Lumen Output

The Lumen Output is varying depending on your specification – mirror type, lighting type, design and luminance as well as lighting color are affecting the overall lumen output. Our Lumen Output ranges from 200 to 2.500 lumen. With the unique direct illumination technology from **ad notam®**, your bathroom mirror even becomes a luminaire (bright task lighting).

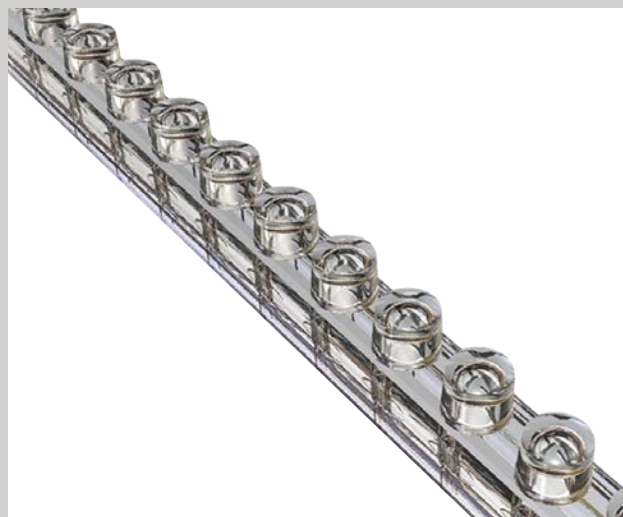
### Luminance

**ad notam®** offers the densest LED bulbs count per meter, resulting in the highest quality LED strip offered on the market today.



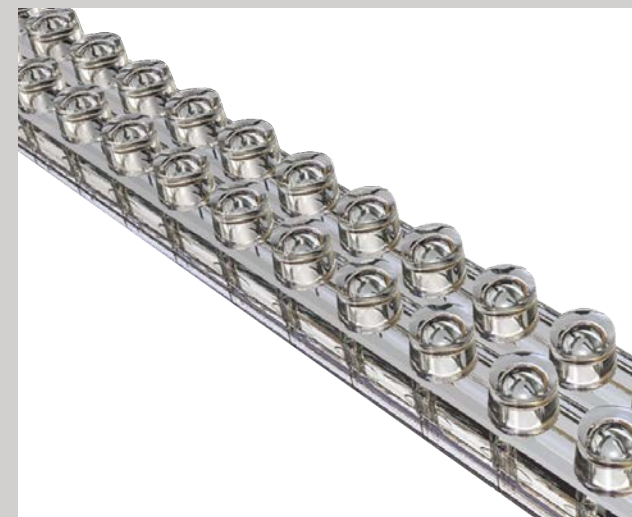
#### Market Standard

60 to 80 LED Bulbs per meter



#### ad notam® Single Sided LED Layout

120 LED Bulbs per meter



#### ad notam® Double Sided LED Layout

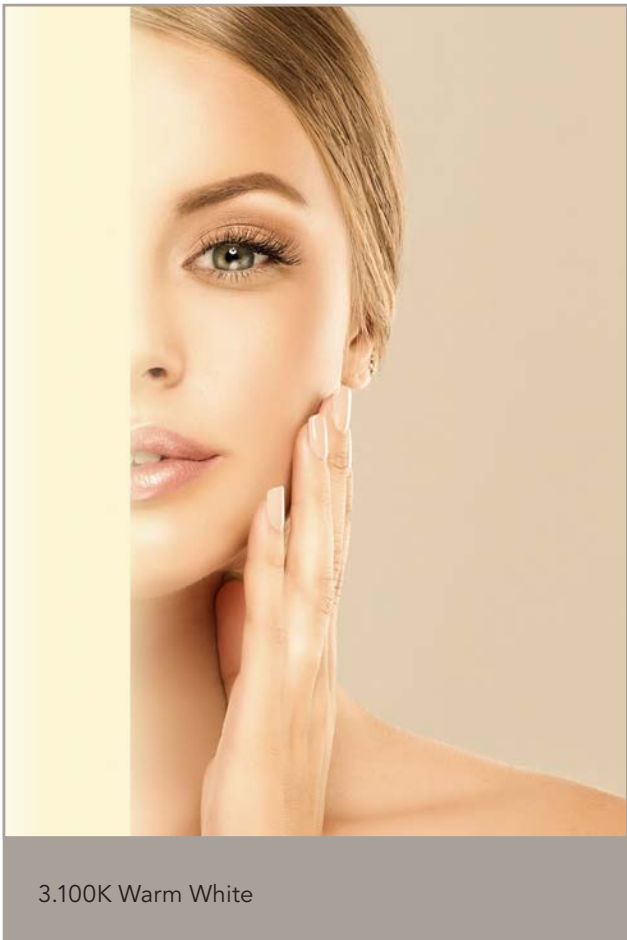
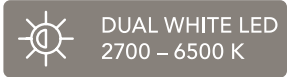
240 LED Bulbs per meter



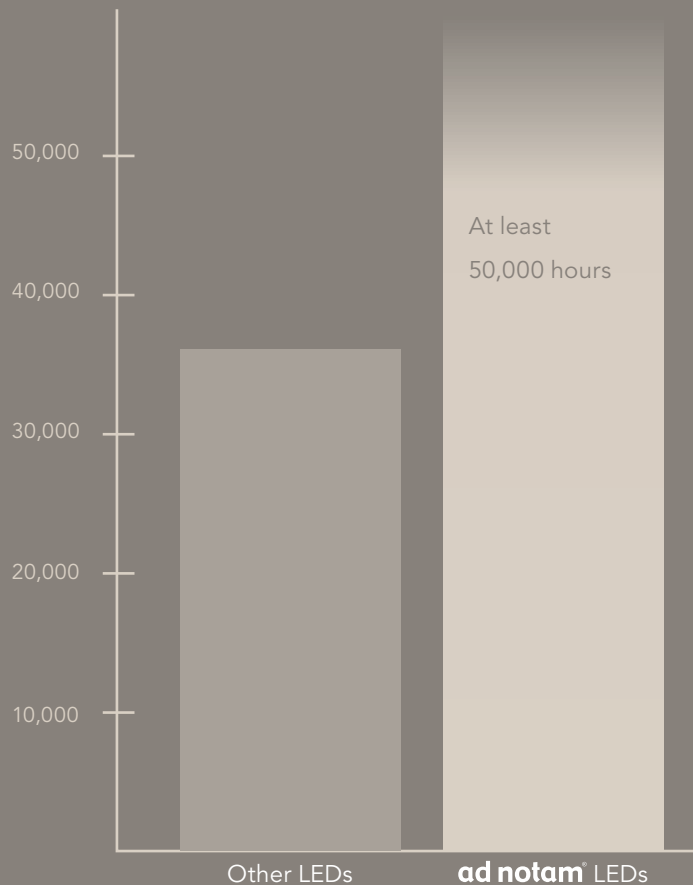
# Lighting Color and Dual White

We offer any lighting color in the range of 2700K to 6500K – with the Dual White option you can even change the light color to your favorite temperature. Our in-mirror touch-control interface makes it easy to select your preferences.

Lighting Color  
Choose a color temperature according to your preferences and the architectural needs of your application.







## Dimmer

With **ad notam**® dimming option you have several possibilities:

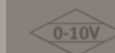
- Seamless dimming with 0~100 % brightness adjustable in 256 steps, soft & smooth operation without flickering
- Several preset light levels that match your common lighting needs, such as
  - 100 % Bright lighting to help you with tasks
  - 60 % Standard lighting to illuminate your room
  - 20 % Soft lighting for a relaxing atmosphere



DMX 512



DALI



0-10V

TRIAC

All major lighting control systems like Lutron, Legrand, Philips, AMX, Crestron, GE Lighting, Leviton, LiteTouch, Schneider Electric, Vantage Controls.



## Lifespan

Lifespan, expressed in hours, is an estimate of the expected life of an LED light source. **ad notam**® only uses LEDs that have an effective lifespan of at least 50,000 hours.





## DIRECT ILLUMINATION

With **ad notam**®'s direct illumination technology you get the brightest possible lighting for your mirror.

Compared to other lighted mirrors, we achieve up to 100 % more Lumen Output or vice versa less power consumption for a defined Lumen Output.

### ad notam®

#### Direct Illumination Technology



SINGLE LAYER  
120 LEDs/M

... lm/w  
(@80 cm diffused)



DOUBLE LAYER  
240 LEDs/M

... lm/w  
(@80 cm diffused)

#### Other lighted mirrors



SINGLE LAYER  
120 LEDs/M

... lm/w  
(@80 cm diffused)



DOUBLE LAYER  
240 LEDs/M

N/A

Direct Illumination  
Lighting provided from a source without reflection from other surfaces.

Mirror



Indirect Illumination  
Lighting that is mixed from direct sources and indirect reflection.

Mirror







HOMOGENEOUS  
LIGHTING

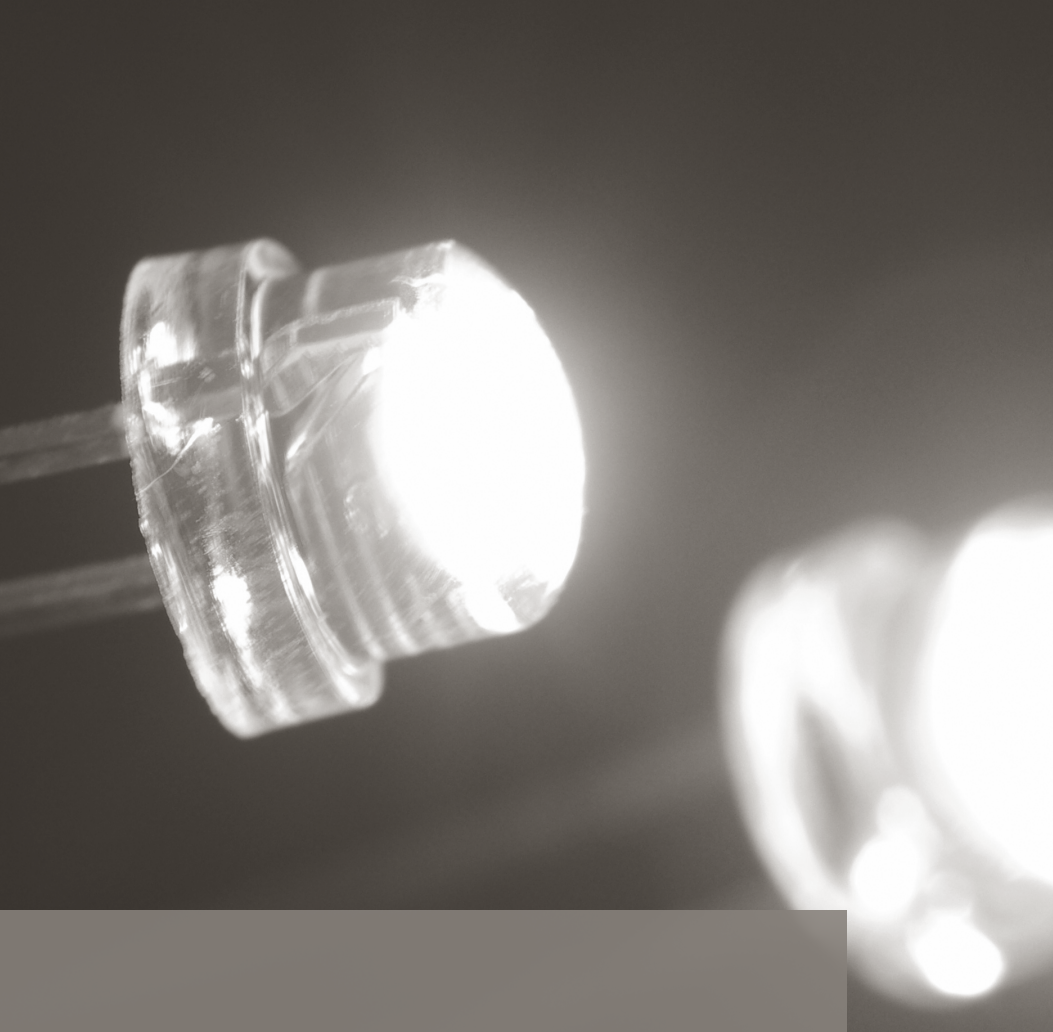
## Lighting Design and Pattern

Make up your **ad notam**® mirror with your individual light design. Due to the most advanced **ad notam**® lighting technology, every **ad notam**® mirror, with or without MIRROR IMAGE® monitor system, can become a real “highlight” and raise additional emotions. Our lighting technology meets the highest economical and functional standards. The design of the lighted areas can be comple-

tely customized to your requirements even homogeneous illumination up to the edge of the mirror without shadow gap is possible. The **ad notam**® lighting technology concentrates on the essentials: the perfect utilization of light for the human in front of the mirror. Only this can guarantee a 100% authentic mirror image, in order that surprises remain in the bathroom.







REPLACEABLE  
SERVICEABLE LED

## Serviceable and replaceable LED Bars

For us at **ad notam®**, the longevity of the products is important. For most LED products, the bulbs cannot be replaced. With our unique lighting design we offer the possibility to replace the bulbs, so that your investment pays off for many years.



## Glass & Mirror

Whether in a private, public, or business space, glass is a dominant element of interior design. With the most unique and diverse selection of glass and mirrors worldwide, **ad notam®** is sure to have the right glass solution for you. As the only Flat Panel Display specifically tailored to be combined with glass and mirrors, **ad notam®** offers a most





thorough familiarization with cutting-edge glass and mirror products. With countless possibilities for our display integration into different applications, **ad notam®** offers mirror and glass products that are sure to accommodate any and all possibilities: the ideal multimedia piece, a unique

architectural element, or the ultimate communication platform. While customizing your product, you have the opportunity to choose from many glass and mirror products, consider color, size, shape, facet, sandblasting, lamination, drillings, etc.

For precise tailoring and personalization of your product, as well as many other customization options, visit our online MIRROR CONFIGURATOR at [www.ad-notam.com/Configurator](http://www.ad-notam.com/Configurator).





## Magic Mirror

**ad notam®** is the only Smart Mirror manufacturer which owns its LCD and Glass manufacturing facilities. One of the most featured products manufactured in our facilities, located in the south of Germany, is the patent-protected Magic Mirror technology. With Magic Mirror, **ad notam®** delivers the highest standard of picture quality when turned on, while when turned off, the screen area completely disappears behind the Magic Mirror, leaving your Smart Mirror as an elegant fixture in your environment.

Our Mirror options are as follows:



**ad notam®** offers glass and mirror surfaces at a maximal dimension of 2.000 mm by 3.150 mm (78.75" by 124.00"), though owning our facilities enables us great flexibilities to work with you and achieve the perfect look and size you desire.

All **ad notam®** glass and mirror elements are available in Float or Laminated Safety Glass option.

## High Brightness

Our high brightness technology allows the image to shine through the mirror without picture degradation as known from other Mirror TVs and with minimal glare.

## Real Color Index

Unlike other TV mirrors, all our Smart Mirror displays come with a Real Color Index. The authenticity of the colors is not distorted.



Other Mirror TV



**ad notam®** Mirror TV





#### Magic Mirror®

Total invisible, darkened mirror with good picture quality

Allows image area of the MIRROR IMAGE screen to appear in the "ON" position and completely vanish when turned "OFF". The screen can be placed flexibly at any place behind the mirror and leaves an almost 100% homogeneous mirror surface on the front, when turned off.

Due to the tinted look, the brightness of the screen and the reflectivity of the mirror are minimally affected.

Mirror tint:	Silver
Transmission of image area:	40 % +/- 5
Reflection of screen image area:	60 % +/- 5
Reflection of mirror surrounding screen image area:	60 % +/-5

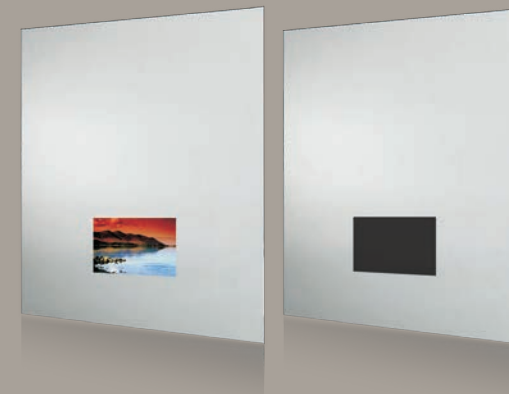


#### Magic Mirror® Crystal Clear

Almost invisible, crystal clear mirror with good picture quality

In the "ON" position, the image area of the screen appears with a high brightness and the best possible picture quality of its kind. The reflection of the MAGIC MIRROR Crystal Clear is almost even a crystal mirror and therefore explicitly suitable for bathroom applications. In the "OFF" position, the screen is replaced by a reflective surface that varies slightly from the rest of the mirror. It is designed for combination with ad no-tam screens up to 22.0" screen diagonal and fulfills the necessary surface, hardness and tension quality.

Mirror tint:	Natural
Transmission of image area:	40 % +/- 5
Reflection of screen image area:	60 % +/- 5
Reflection of mirror surrounding screen image area:	95 % +/-5

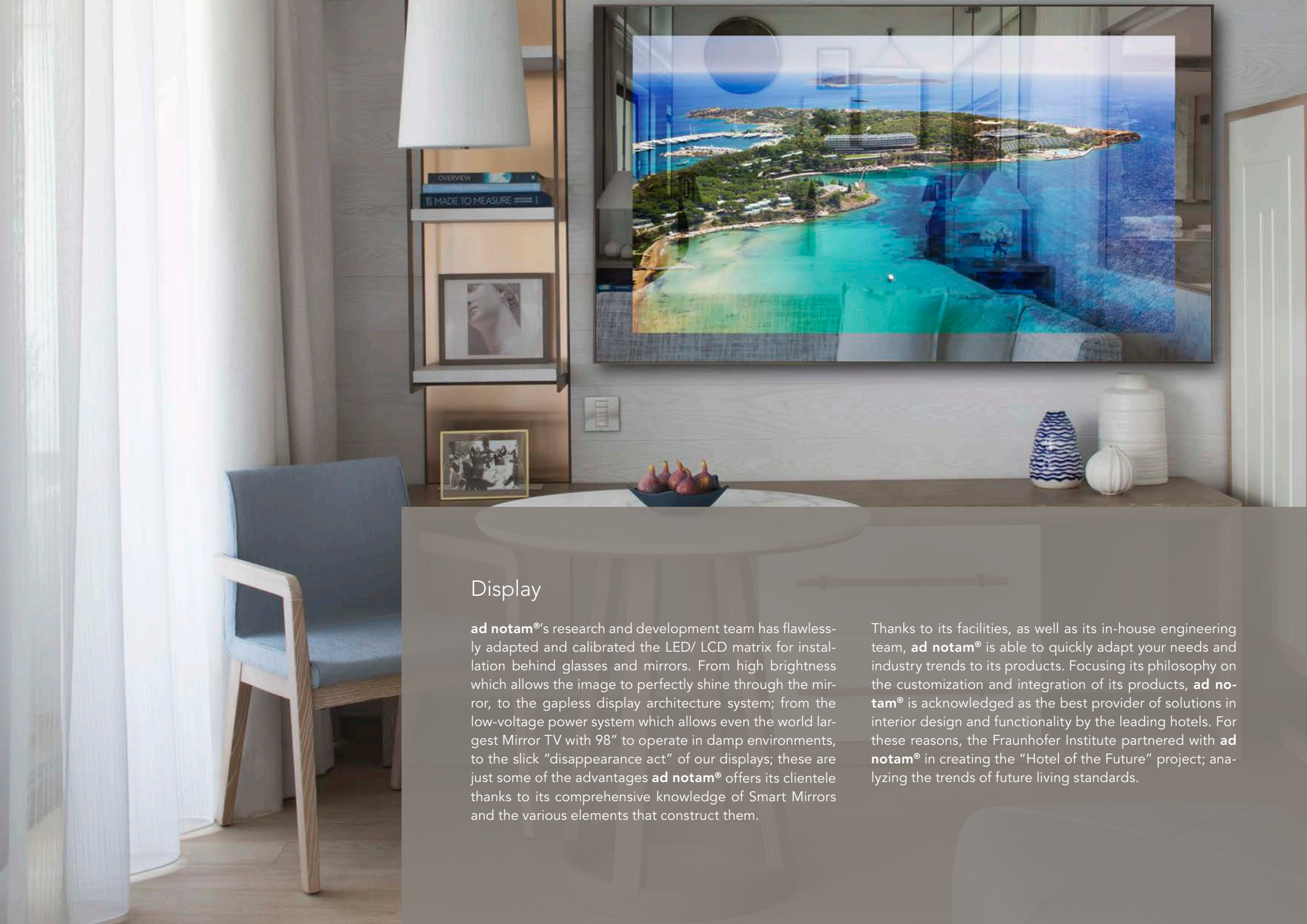


#### Crystal Mirror

Not invisible, but best picture and mirror quality

In the "ON" position, the crystal mirror technology allows almost 100% of the screen's brightness to display, permitting best picture quality with brilliant colours to transmit. When in the "OFF" position, the screen appears in the mirror as a black area. Crystal mirror technology offers the best natural reflection possible.

Mirror tint:	Natural
Transmission of image area:	90 % +/- 5
Reflection of screen image area:	8 % +/- 5
Reflection of mirror surrounding screen image area:	95 % +/-5



## Display

**ad notam**®'s research and development team has flawlessly adapted and calibrated the LED/ LCD matrix for installation behind glasses and mirrors. From high brightness which allows the image to perfectly shine through the mirror, to the gapless display architecture system; from the low-voltage power system which allows even the world largest Mirror TV with 98" to operate in damp environments, to the slick "disappearance act" of our displays; these are just some of the advantages **ad notam**® offers its clientele thanks to its comprehensive knowledge of Smart Mirrors and the various elements that construct them.

Thanks to its facilities, as well as its in-house engineering team, **ad notam**® is able to quickly adapt your needs and industry trends to its products. Focusing its philosophy on the customization and integration of its products, **ad notam**® is acknowledged as the best provider of solutions in interior design and functionality by the leading hotels. For these reasons, the Fraunhofer Institute partnered with **ad notam**® in creating the "Hotel of the Future" project; analyzing the trends of future living standards.



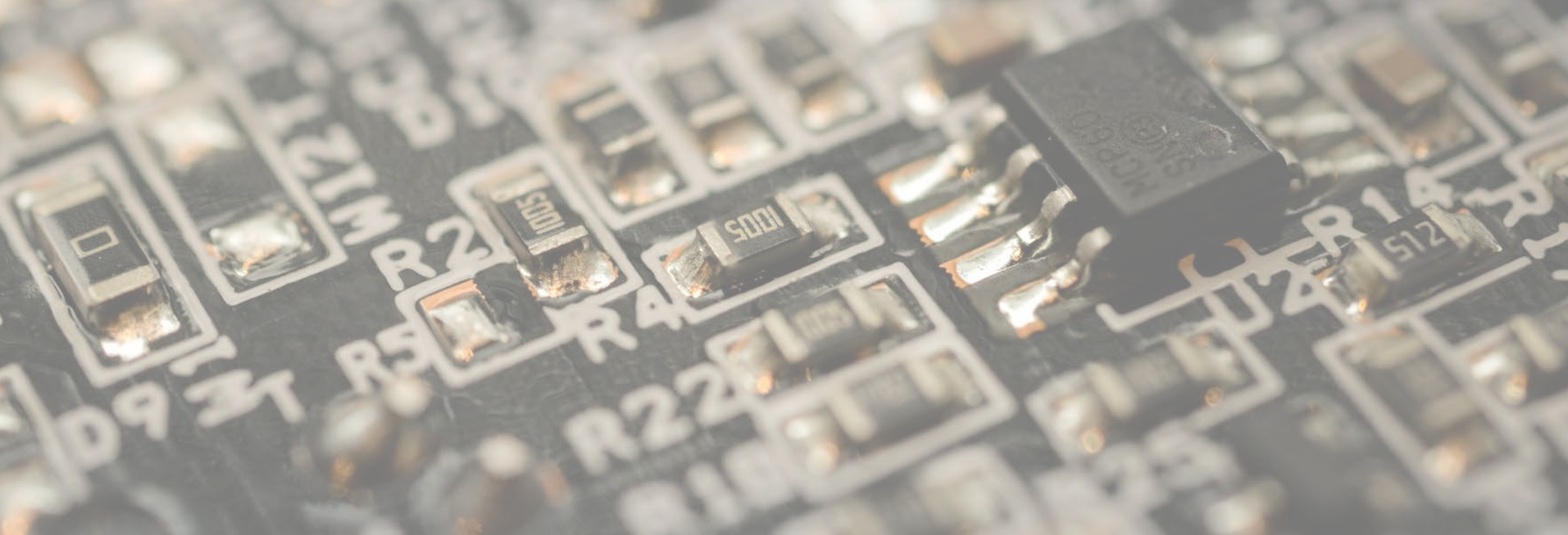


#### Our unique display portfolio

We offer a wide range of display diagonals from 13" to 98" with either Full HD or 4K Resolution. All screens have been specially developed by us for the integration in glass and

mirror surfaces. Unlike most standard TVs, our displays are engineered with dedicated cable management. The inputs and outputs face upwards instead of straight back to allow for the thinner possible design of your solution.

 4K RESOLUTION	 ASCENT TECHNOLOGY	 24/7 OPERATION	 AUDIO LEVEL LIMITER	 AUTO SIGNAL DETECTION	 FANLESS
 FULL HD	 GAPLESS LCD-ON-GLASS	 HDMI	 HIGH BRIGHTNESS	 HOSPITALITY SETTINGS	 INDUSTRIAL GRADE MONITOR
 INVISIBLE SOUND	 IPTV COMPATIBILITY	 IR PASS THROUGH	 TFT DISPLAY TECHNOLOGY	 LONG LIFETIME	 LOW VOLTAGE SAFETY PRODUCT



#### Hospitality Settings & Integration Partners

All of our hospitality displays come with the possibility of enabling a special hospitality mode to ensure that your guests cannot change the parameters of the TV settings. Hospitality mode includes for example the option to lock the on-screen-display (OSD), disable menu options, limit the volume level, etc.

Our products have successfully been integrated in Interactive Multimedia Systems of multiple Hospitality TV, IPTV and Home Automation providers. Please find below a list of our selected partners. The common Interactive Multimedia Solutions have been applied in many prestigious projects all around the world. We guarantee the compatibility of our Display Systems with all Interactive Multimedia Interfaces as long as the implementation will be realized by RS232, RJ12 or IR or HDMI CEC.

**ad notam®** has different Control options in the portfolio, such as touchpads and remote controls incl. water resistant and waterproof solutions. Most of our control options are universal & learning IR based; therefore these can be pre-programmed with the latest library of codes, and have factory default settings for **ad notam®** Display Systems and NEC codes.

**acentric®**  
HOTEL TECHNOLOGY, MADE BETTER

**amino**

**AMX**

**CRESTRON**

**Control4**

**Enseo®**

**eona**

**HOISTGROUP**  
hospitality innovations.

**iBAHN**

**interTouch  
Quadriga**

**GuestTek**

**mcoms™**



**OKKAMI**

**RTI**

**teleadapt**

**VDA**



#### Ascent Technology – Adjustable Image

With the adjustable image technology, **ad notam**® raised the quality and efficiency of a Smart Mirror to the highest degree. The technology gives you the possibility to switch between two TV picture sizes with only one touch.

With this exceeding technology, it is possible to watch a movie in brilliant full size mode, while one touch brings back the vanity mirror with a classical small picture. This picture can be positioned wherever comfortable on the mirror with four preset positions available.



Use a 49" display diagonal while sitting in your Jacuzzi and switch it to 10" while standing in front of your mirror.



#### Speaker Options

##### Glass Speakers

The Glass Speaker is the most efficient and vibrant sound system for environments 15 square meters and smaller. The speaker System is tailored for Behind-Glass installation.

##### Ceiling Speakers

For environments such as yachts and spas, ad notam offers a humidity-safe, corrosion-resistant, saltwater-resistant and waterproof ceiling speaker.

##### External Audio Connection

All Mirror Image® products are calibrated to output perfect sound to your preexisting sound system.

## Installation Options

Designed to fit perfectly in any space. For perfectly seamless integration to your environment, **ad notam**® offers many options for easy, safe, and intelligent mounting. The **ad notam**® Mirror Mounting Systems differentiate between three categories:



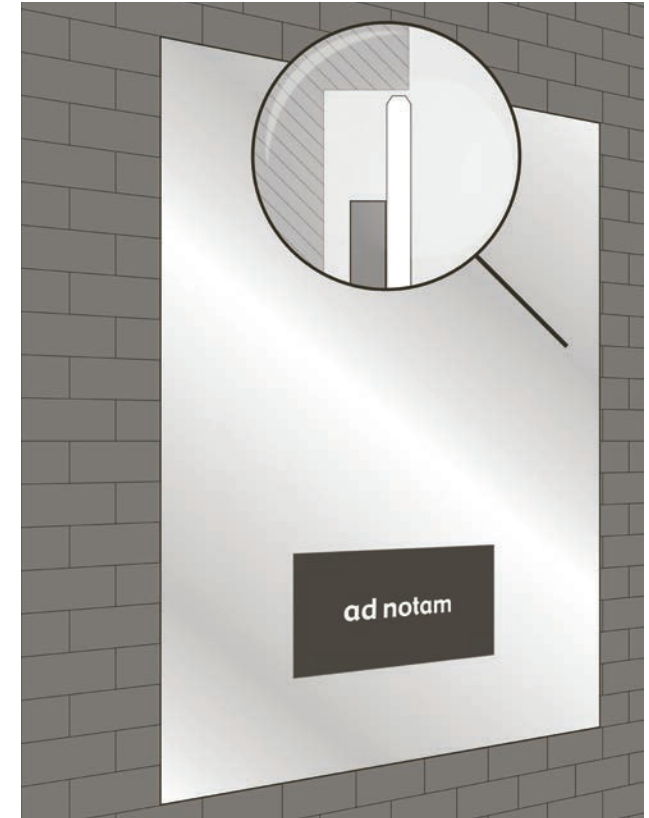
### On-Wall Mounting

As its name suggests, **ad notam**®'s On-Wall Mounting Systems integrate your complete product onto the wall surface. The display's depth is the only thing which protrudes from the wall, and your complete product is hung via one of the On-Wall Mounting Systems.



### Recessed Mounting

Again, as its name suggests, **ad notam**®'s Recessed Mounting Systems integrate your complete product into a cavity in the wall. The cavity is created particularly to fit and embed the product, while the thickness of the mirror stands out of the wall.



### Flush Mounting

This solution you can only find with **ad notam**®. The cavity is created particularly to fit and embed the product, while the mirror is level with the wall. The end result of this seamless integration is sure to spellbind all your senses.



## Smart Mirror

Smart Mirror – is the networked mirror that gives your guests access to important business news, local weather, clock, preferred radio stations and pre-selected traffic reports. A quick glance and you know when to leave and avoid being in a rush.

And if you want to know whether the stars are on your side, you can also get your horoscope via Smart Mirror.

Hello Mr. Meyer, enjoy being our guest!  
Your personal WIFI-Key: Aq20011

🔔 Today 20% discount and our spa area!

### WEATHER

Sunday, 23.5  
22°F 75%



Mo	Tu	We	Th	Fr	Sa
22°F 40%	24°F 45%	28°F 75%	25°F 20%	22°F 75%	23°F 75%

### TRAFFIC

Congress Hall

20MIN



Airport

55MIN



### NEWS



**Real Madrid eliminated from Champions League after humiliating defeat by Ajax**

For the first time since May 2015 – a run stretching 40 months – Real Madrid is out of the Champions League



**New sizes of mirror screen TVs to be revealed by ad notam at Invision's Technology Showcase**

Following the announcement of its partnership with Invision last month, ad notam will unveil its new size screens



**The Brexit battlefield has got less muddy, but more vicious**  
After two days of significant policy U-turns by both of the UK's main parties, and a series of votes in the House of Commons on Wednesday, things have changed quite considerably

Sunday, 23.5.19

10:35

### ENTERTAINMENT

#### RADIO

^

CRK

RADIO 1

ACJazz

RADIO More

v



ad notam

## UVC Disinfection Mirror

Health is most important.

In today's world, we have become more and more concerned about hygiene. To protect others, ourselves and the ones we love. We wash our hands, disinfect surfaces in our apartments, houses and at work, using chemicals harmful for us and the environment. Until now ... introducing the UVC Mirror, to automatically sanitize the sink, faucet and utensils on your vanity, using the latest technology in UV-lighting.





### Effective Disinfection

Our patented design enables fully automatic disinfection without human intervention in a simple and cost-effective way and is absolutely safe. By utilizing UVC LED germicidal light, our mirror eliminates up to 99.99% (Log 4) of most common pathogens within seconds.

### Safety First

Our solutions meet all the safety, lighting and design requirements for applications in hospitality, public spaces or health-care. The UVC lights are off while you are using the mirror and turn on automatically after a preset time without movement. The UVC Mirror is equipped either with a motion sensor or a touch pad, to turn on and off the sanitation mode. The indicator on the mirror gives you additional feedback whether the lights are running.



### Laboratory Tested

The efficiency of UVC light in destroying various types of germs has been recounted in both research studies and field applications for decades.

Our UVC mirror has been successfully tested in the laboratory, which confirms its effectiveness and safety.

### The special environment of bathrooms

The bathroom is an area of high contamination. While efforts are made to properly disinfect they often fall short of total elimination of the most virulent contaminants. Studies have shown, that sinks and sink handles contain 600 times more microorganism than toilets. The sink area is directly in the „line-of-sight“ of the UVC mirror and therefore it most effectively kills germs, bacteria and viruses in this area; unlike standard UVC robots, which cannot reach areas such as the inside of the sink.

### Actionable data critical to administrators

With the smart phone app, you can easily manage all the UVC Mirrors in your house or office, choose sanitation intensity, timer and many more things.

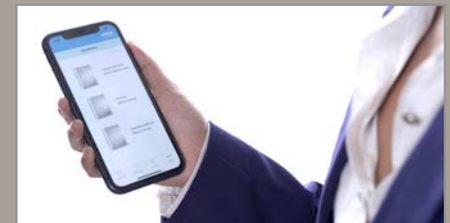
It also gives you an overview how long the sanitation is running each day.



**VANITY UV-LIGHT DISINFECTS  
WITHIN A FEW SECONDS**



**STATUS INDICATOR FOR  
DISINFECTION PROCESS**



**ACTIONABLE DATA CRITICAL  
TO ADMINISTRATORS**

















## Options

### Bespoke Frames

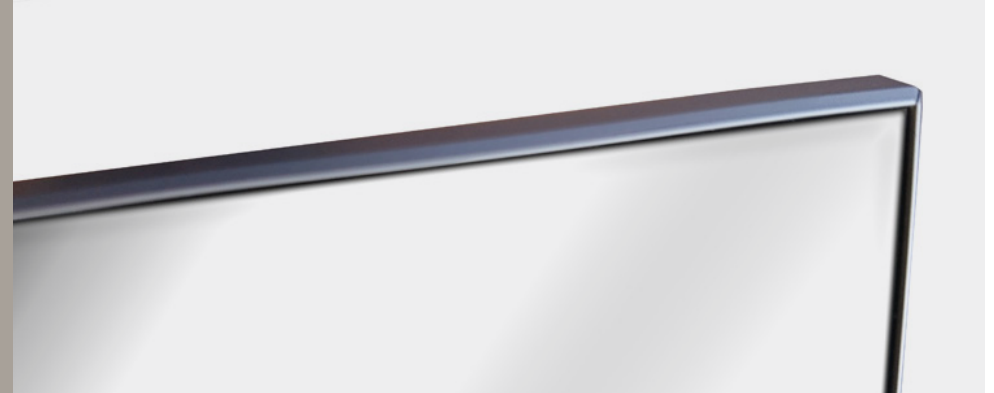
**ad notam**®'s collection of bespoke metal frames complement any designed space with a sophisticated and modern finish. We are guaranteeing tight-mitered corners, the mirror insert into the frame is preventing chips and breaks.

The following color finishes are available, more upon request:

Art.	Description	Finish
BF-01GP	Gold Polished	
BF-02GB	Gold Brushed	
BF-03GS	Gold Satin	
BF-04SSP	Stainless Steel Polished	
BF-05SSB	Stainless Steel Brushed	
BF-06SSS	Stainless Steel Satin	
BF-07NP	Nickel Polished	
BF-08NPB	Nickel Polished Black	
BF-09CB	Champagne Brushed	
BF-10SBP	Steel Blue Patina	
BF-11BOR	Bronze Oil Rubbed	
BF-12BDOR	Bronze Dark Oil Rubbed	

#### Edge Protection Profile

Installation of your mirror inside niches, sometimes can be a difficult thing – we have the solution. Add **ad notam**®'s aluminium edge protection profile to preserve the sensitive edges of your mirror against damage and produce a finished and framed look.



#### LED Clock

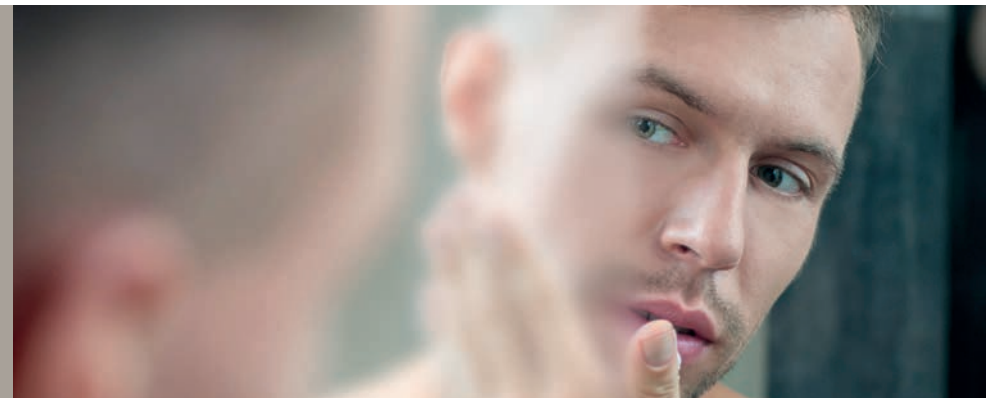
Add the LED digital clock to your mirror to show the time with class and style at any time. The digital clock features bright white LED digit design and can be combined with any of the **ad notam**® mirror options for a complete “glowing” look.

With **ad notam**® you always rely on the right partner, then unlike other manufacturers, we only use the highest quality quartz. This ensures that the time deviation per month is less than 2 seconds, eliminating the hassle of resetting the clock.



#### MIRROR DEFOGGER

The **ad notam**® mirror defogger prevents the mirror surface from steam condensation in wet environments, providing a fogless mirror with clear vision at all times. The double-insulated mirror defogger is applicable with all **ad notam**® glass and mirror types and can be positioned anywhere on the mirror surface where free space is available. We serve 110V, as well as 220V versions.







#### In-Mirror Touch Control

The easy to use Touch Control is seamlessly integrated into the mirror. Change the settings of your mirror at the touch of your fingers - no need to look for a light switch or a remote, simply direct your touch to the elegant touch pad on your mirror and enjoy the rare and elegant combination of style and comfort.

We offer various design options to match your taste and functionality. Up to 15 buttons can be integrated into our touch control interfaces.





# Company

## About us

The age of smart and connected devices is here. Communications are now competing not only with message, but also with platform. **ad notam**®, a celebrated inventor, pioneer, and leader in the Smart Mirror industry, has taken up this challenge to develop new sophisticated communication channels, a challenge which gave birth to the Smart Mirror. Smart Mirrors combine conventional mirror surfaces with sophisticated electronics, resulting in a fascinating and mesmerizing display for countless applications. Whether functional, entertaining, informative, or advertorial, Smart Mirrors presents your communications on an engaging and cutting-edge platform. Use it to promote customer dialogue, to entertain your guests, or simply to sit back and enjoy the luxurious atmosphere Smart Mirrors create.

All **ad notam**® products are German made and custom-engineered. They are exclusively designed to overcome the unique challenges of operating in ventilation deprived environments and to allow easy and adjustable mounting.

**ad notam**® technology is patent protected.







## Worldwide Distribution

**ad notam®** established distribution channels in more than 50 countries all around the world and services many more countries via the headquarters in Germany with support from **ad notam®**'s regional headquarters in New York, supervising the US market and Singapore and Hong Kong, supervising the Asian markets. From showroom-based sales and customized solutions via our regional authorized **ad notam®** dealer network, through retail channels featuring the **ad notam®** consumer lines, **ad notam®** is a recognized world brand with a reputation of ingenuity and unparalleled quality.

**ad notam®** is the only manufacturer of Smart Mirrors that established, maintains, and grows a localized, country-based distribution network for the past 17 years. The **ad notam®** global distribution network is formed by 95% localized showroom-based companies. This hands-on system allows for great personalization of the **ad notam®** brand with no language and culture barriers.



**ad notam®** headquarters



**ad notam®** distribution channels

## References & Clients

A short excerpt from our list of valuable clients:

Park Hyatt Sydney, Australia  
Hotel Sacher Vienna, Austria  
Schlosshotel Velden Velden, Austria  
Sans Souci Vienna, Austria  
Port Baku Towers Baku, Azerbaijan  
Kempinski Grand & Ixir Hotel Manama, Bahrain  
Park Hyatt Hungzhou, China  
Park Hyatt Sanya, China  
Kempinski Yinchuan, China  
Kempinski Adriatic Istria, Croatia  
Four Seasons Prague, Czech Republic  
Chalet Richard Branson Verbier, France  
Sofitel Paris, France  
Terrass Paris, France  
Hyatt Paris, France  
Raphael Paris, France  
Aigle Noir Fontainebleau, France  
Mandarin Oriental Paris, France  
Cheval Blanc Courchevel, France  
Opera Diamond Paris, France  
Gourgillon Lyon, France  
Plaza Athenee Paris, France  
Belidor Paris, France  
Fouquets Paris, France  
Mercure Hotel Defense Paris, France  
Hotel Broc Le Broc, France  
Hotel Les Airelles Courchevel, France  
Breidenbacher Hof Düsseldorf, Germany  
Brenners Park-Hotel Baden-Baden, Germany  
Jumeirah Hotel Frankfurt, Germany  
Mandarin Oriental Munich, Germany  
Ritz Carlton Düsseldorf, Germany  
Hotel Petershof Konstanz, Germany

The Waldorf Astoria Berlin, Germany  
Hotel Reethüüs Kampen, Sylt, Germany  
Best Western Hotel Lamm Singen, Germany  
WestInn Gran München, Germany  
Vier Jahreszeiten Munich, Germany  
Hyatt Regency Düsseldorf, Germany  
Ketschauer Hof Deidesheim, Germany  
Maritim Hotel Hannover, Germany  
Hotel Pöker Meppen, Germany  
Hotel Colosseo Rust, Germany  
Marriott Berlin, Germany  
Hotel La Villa Starnberg, Germany  
Savoy Hotel Cologne, Germany  
Atlantis Hamburg, Germany  
Atrium Hotel Mainz, Germany  
Pestana Hotel Berlin, Germany  
Golfhotel Stromberg Stromberg, Germany  
Grand Hotel Musmann Hannover, Germany  
Kempinski Berlin, Germany  
Belveder Mykonos, Greece  
Elounda Beach Yachting Club Crete, Greece  
Grand Resort Lagonissi Athens, Greece  
Club Hotel Casino Loutraki Loutraki, Greece  
Royal Olympic Hotel Athens, Greece  
The Met Hotel Thessaloniki, Greece  
Four Seasons Cyprus, Greece  
Mykonos Grand Resort Mykonos, Greece  
Ritz Carlton Dublin, Ireland  
King David Jerusalem, Israel  
Beresheet Hotel Mitzpe Ramon, Israel  
Mamilla Jerusalem, Israel  
St. Regis Florence, Italy  
Park Hyatt Milano, Italy

Dom Hotel Roma, Italy  
LaGare Hotel Venezia, Italy  
Hotel Gallia Milano, Italy  
Relais San Maurizio Santo Stefano Belbo, Italy  
Kempinski Dead Sea Sweimah, Jordan  
Jeddah Hilton Jeddah, Kingdom Of Saudi Arabia  
Rocco Forte Hotel Jeddah, Kingdom Of Saudi Arabia  
Missoni Hotel Kuwait City, Kuwait  
La Mamounia Marrakech, Morocco  
Le Royal Mansour Casablanca, Morocco  
NH Hotel Krasnapolsky Amsterdam, Netherlands  
Conservatorium Amsterdam, Netherlands  
The Thief Oslo, Norway  
Hotel Bukovina Bukovina, Poland  
Cascais Miragem Cascais, Portugal  
Hotel Porto Palacio Porto, Portugal  
Hotel Ritz Four Seasons Lisbon, Portugal  
Tivoli Hotels and Resorts Lisbon, Portugal  
Tivoli Hotels and Resorts Vilamoura, Portugal  
Tivoli Hotels and Resorts Sintra, Portugal  
Hilton Hotel Vilamoura, Portugal  
Hilton Conrad Apartments Quinta do Lago, Portugal  
Troia Design Hotel Troia, Portugal  
Shangri-La Doha, Qatar  
Souq Waqif Doha, Qatar  
Park Hyatt Ararat, Russia  
W Hotel St. Petersburg, Russia  
Hyatt Regency Sochi, Russia  
Swissôtel Moscow, Russia  
Orchard Residences Singapore, Singapore  
St. Regis Singapore, Singapore  
W Hotel Singapore, Singapore  
Kempinski River Park Bratislava, Slovakia



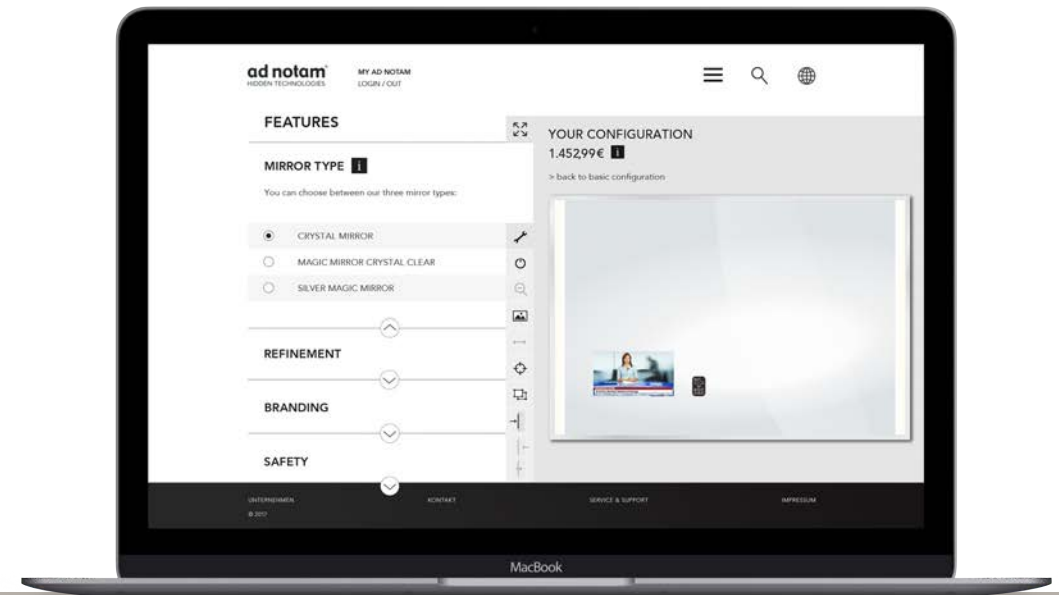
Ellerman House Cape Town, South Africa  
 Palace Hotel Barcelona, Spain  
 Villa Magna Madrid, Spain  
 One Shot Prado 23 Madrid, Spain  
 Park Hyatt Mallorca, Spain  
 Chalet Spa Verbier, Switzerland  
 Hotel Palace Lucerne, Switzerland  
 Morosani Posthotel Davos, Switzerland  
 Badrutt's Palace St. Moritz, Switzerland  
 Hotel President Wilson Geneva, Switzerland  
 Alpina Hotel Gstaad, Switzerland  
 Baur au Lac Zurich, Switzerland  
 Dolder Grand Zurich, Switzerland  
 Eden au Lac Zurich, Switzerland  
 Hotel Widder Zurich, Switzerland  
 Schweizerhof Bern, Switzerland  
 Park Hyatt Zurich, Switzerland  
 Swissôtel Métropole Geneva, Switzerland  
 Mövenpick Kloten, Switzerland  
 Shangri-La Bosphorus Istanbul, Turkey  
 JW Marriott Ankara, Turkey  
 St. Regis Istanbul, Turkey  
 Premier Palace Kiev, Ukraine  
 Burj Al Arab Dubai, United Arab Emirates  
 Grand Millennium Dubai, United Arab Emirates  
 Jumeirah Beach Hotel Dubai, United Arab Emirates  
 Madinat Jumeirah Dubai, United Arab Emirates  
 Le Meridien Airport Dubai, United Arab Emirates  
 Meydan Dubai, United Arab Emirates  
 Park Regis Kris Kin Dubai, United Arab Emirates  
 Pullman Hotel Dubai, United Arab Emirates  
 Ritz Carlton Abu Dhabi, United Arab Emirates  
 Ritz Carlton Dubai, United Arab Emirates

Rocco Forte Hotel Abu Dhabi, United Arab Emirates  
 Sofitel Dubai, United Arab Emirates  
 Amwaj Rotana Dubai, United Arab Emirates  
 St. Regis Dubai, United Arab Emirates  
 Royal Mirage Dubai, United Arab Emirates  
 Sheraton Dubai, United Arab Emirates  
 Emirates Palace Dubai, United Arab Emirates  
 Intercontinental Abu Dhabi, United Arab Emirates  
 Kempinski Palace Dubai, United Arab Emirates  
 One And Only The Palm Dubai, United Arab Emirates  
 Souq Madinat Dubai, United Arab Emirates  
 Al Raha Beach Hotel Abu Dhabi, United Arab Emirates  
 Ramada Hotel Dubai, United Arab Emirates  
 Bridgeway Dubai, United Arab Emirates  
 Café Royal London, United Kingdom  
 The Savoy London, United Kingdom  
 Shangri-La London, United Kingdom  
 Chancery Court London, United Kingdom  
 Rosewood London, United Kingdom  
 Eccleston Square Hotel London, United Kingdom  
 Cosmopolitan Hotel Las Vegas, United States Of America  
 Hyatt Regency New Jersey, United States Of America  
 James Hotel Chicago, United States Of America  
 Marriott Del Mar San Diego, United States Of America  
 Ritz Carlton Battery Park New York City, United States Of America  
 Walt Disney Grand Floridian Orlando, United States Of America  
 Wynn Hotel Las Vegas, United States Of America  
 Hyatt Regency Newport Beach, United States Of America  
 Hotel Eventi New York City, United States Of America  
 Beverly Hills Hotel Beverly Hills, United States Of America  
 W Hotel Hoboken, United States Of America  
 Fogo De Chao New York City, United States Of America  
 The Mark Hotel New York City, United States Of America

Ritz Carlton New York City, United States Of America  
 Grand Hyatt on the Rocks Sydney, Australia  
 Grand Hyatt Hong Kong, Hong Kong  
 Grand Hyatt Kuala Lumpur, Malaysia  
 W Hotel Singapore, Singapore  
 Pullman King Power Bangkok, Thailand  
 Iniala Luxury Villas Phuket, Thailand  
 Marco Polo Hotel Manila, Philippines  
 Ritz Carlton Kyoto, Japan  
 Andaz Hyatt Amsterdam, Netherlands  
 Four Seasons Madrid, Spain  
 Four Seasons Athens, Greece  
 The Londoner Leicester Square London, United Kingdom  
 Diaoyutai Mansion Frankfurt, Germany  
 Lutetia Paris, France  
 The David Citadel Jerusalem, Israel  
 Four Seasons Abu Dhabi, United Arab Emirates  
 Fairmont Abu Dhabi, United Arab Emirates  
 Fairmont Amman, Jordan  
 The Address Fountain View Dubai, United Arab Emirates  
 David Intercontinental Tel Aviv, Israel  
 Kempinski Tel Aviv, Israel  
 The Lanesborough London, United Kingdom  
 The Fontenay Hamburg, Germany  
 Hotel Fährhaus Koblenz, Germany  
 Hotel Pushkin Moscow, Russia  
 The Standard Moscow, Russia  
 St. Regis Hong Kong, Hong Kong  
 Hotel Neues Tor Bad Wimpfen, Germany  
 Ritz Carlton Vienna, Austria



Configure your own on our website:  
[www.ad-notam.com/configurator](http://www.ad-notam.com/configurator)



## Configurator

Enjoy our newly developed Configurator Version 2.0, which enables every customer to design their own personal creation in a few simple steps.

Real image visualization, detailed product datasheet and shop drawings will outline exactly what the product will look like. We want to please you with our tailor-made offers and we constantly work to provide the best customer experience.

With the online configurator ad notam wants to open an active dialogue with its clients and partners, in order to offer them an even more impressive design experience.

**ad notam is the only Smart Mirror company worldwide running a configurator module, which is fully integrated into the company's ERP and QC systems. Manufacturing custom products, this is the only way to ensure high quality standards, fast reaction times, in-time deliveries and consistent quality standards.**

In the end you get your own unique product, made by ad notam. Always tailor-made to suit your high standard.





# Service & Warranty

As the inventor, manufacturer, and retailer of the ad notam Smart Mirrors, all our hospitality products are built and sold with industrial grade standard, unlike the generic bundled consumer grade standard.



EASY TO  
INSTALL



PROTECTION  
CLASS IPx4



GREEN  
PRODUCT



DESIGNED IN  
GERMANY




LOW VOLTAGE  
SAFETY PRODUCT



24 MONTHS  
WARRANTY



STATE OF THE ART  
TECHNOLOGY



36 MONTHS  
WARRANTY

ad notam®

WARRANTY CERTIFICATE

Dear Customer,

you have purchased a high-quality product which is subject to strict quality tests and inspections based on our product specifications. For more information about ad notam please visit our corporate website: <http://www.ad-notam.com>

Date Delivered to Customer: \_\_\_\_\_

Model No.: \_\_\_\_\_

Serial No.: \_\_\_\_\_

Customer Name: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Address: \_\_\_\_\_

Dealer's Name: \_\_\_\_\_

Invoice No.: \_\_\_\_\_

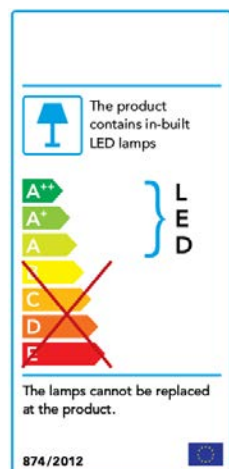
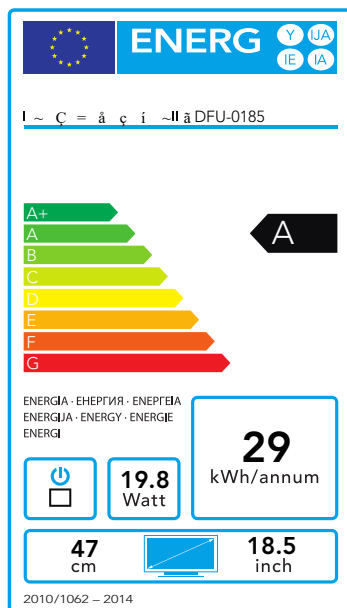
Date of Purchase: \_\_\_\_\_

This worldwide Warranty Certificate and proof of purchase must be presented at an authorized ad notam repair service or dealer station before any repair can be made under the conditions of warranty. In addition to the one year Worldwide Warranty issued by ad notam AG, Germany, the European Warranty is valid for two years from the date of purchase. Please notice that this additional warranty does not affect the customer's statutory rights.

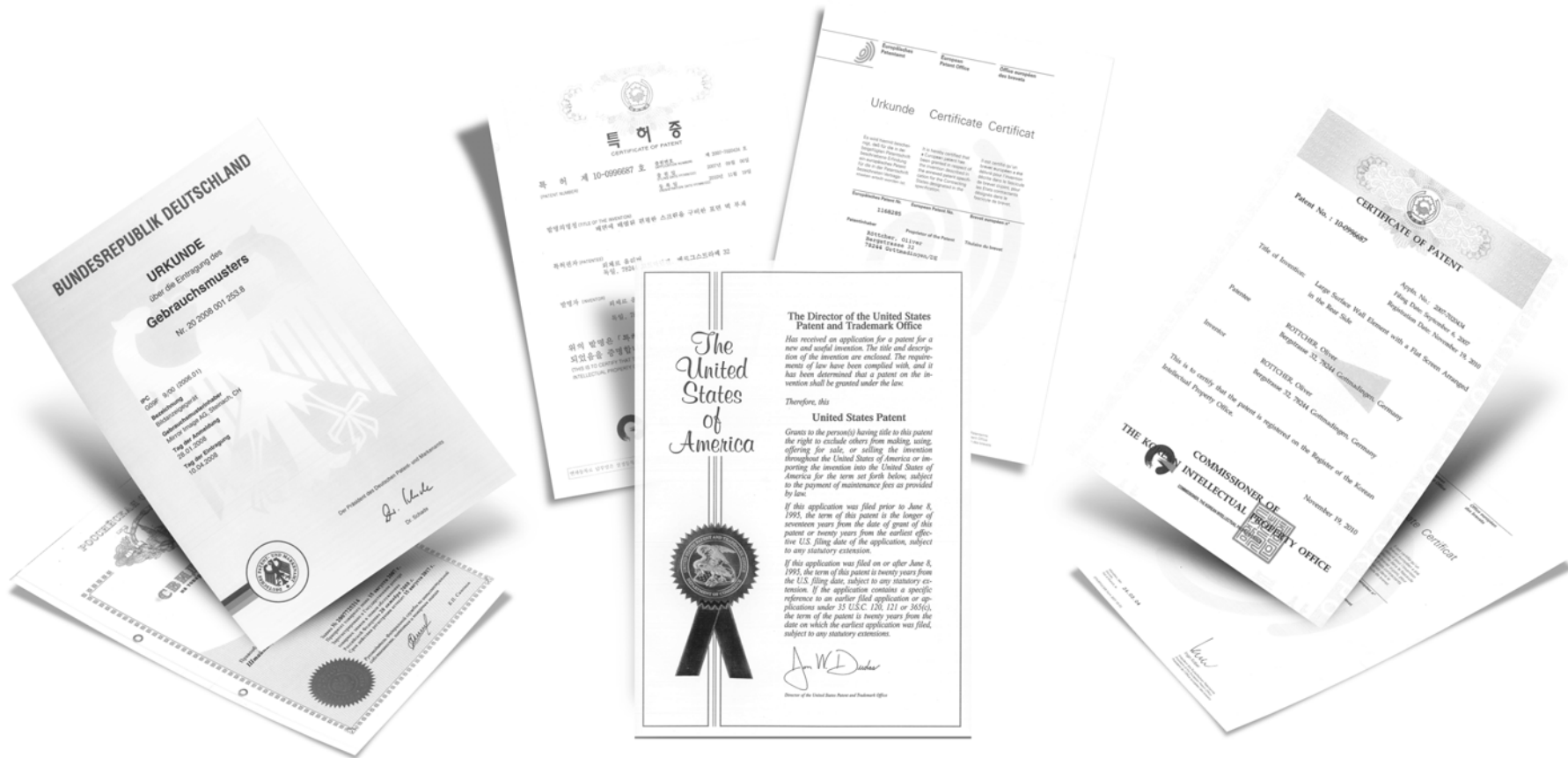
## Certifications

As a supplier of multinational customers and groups, we attach particular importance to safety and certification.

An extract of our certifications:







## Intellectual Property

As the pioneers and leaders in Smart Mirror technology, ad notam owns, besides vast know-how, numerous issued technology patents in the Smart Mirror technology, including but not limited to the following major applications:

EP 1809828 / US 7,589,893  
 DE 10139890  
 EP 2249678 / HK 1148918 / CN 200980103349  
 EP 2905721

Large area wall element for interior design  
 Mirror having an information provider within its reflective surface  
 Restroom Mirror  
 Wall element device and system for visual information display

In addition to the above issued patents, ad notam holds many international and national patent pendings, which are expected to be fully issued shortly. ad notam recently started to enforce its patent rights.

