



# reflectel™

The Ultimate Mirror-TV

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# MEET REFLECTEL

*Tastefully Conceal Your Technology*

The most luxurious, fully customizable Mirror-TV. Reflectels are designed and handcrafted in our Tribeca New York workshops. Expert frame making and optical quality, water white Mirror-TV glass bring you the ultimate television concealment solution.

Reflectel offers the widest array of bespoke, custom-made frame series:

<i>Gilded</i>	<i>Painted Wood</i>
<i>Metal</i>	<i>Floating</i>
<i>Leather</i>	<i>Frameless</i>
<i>Hardwood</i>	<i>Signature Prefinished</i>

Visit our 4000 square foot ground floor show room, or work virtually with our design team.

*“Reflectel Mirror-TV changed our apartment instantly. It has turned our living room into an entertainment space that works on so many levels, elegant parties or the kid’s TV night, with the click of a button.”*

-Anne Bryan  
New York, NY



55" Portrait Plus  
Modern Wood

*“Decor when you need it,  
TV when you want it!”*

# TV-MIRROR ORIENTATIONS

*You Choose the Dimensions,  
Frame & TV Placement*

TV concealment is the fastest growing and most fashionable smart home design trend.

*TV when on  
Mirror when off!*

**Landscape:** our most popular orientation. Reflectel is the **only** Mirror-TV maker fabricating handmade, edge-to-edge TV concealment solutions.

**Square and Square Plus:** add grandeur to any space with a square configuration.

**Landscape Plus, Portrait Plus, and Portrait:** majestic solutions with maximum customization. TV placement is variable to meet your needs.

Landscape: Edge-to-Edge



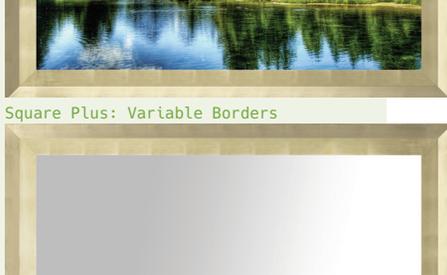
Landscape Plus: Variable Borders



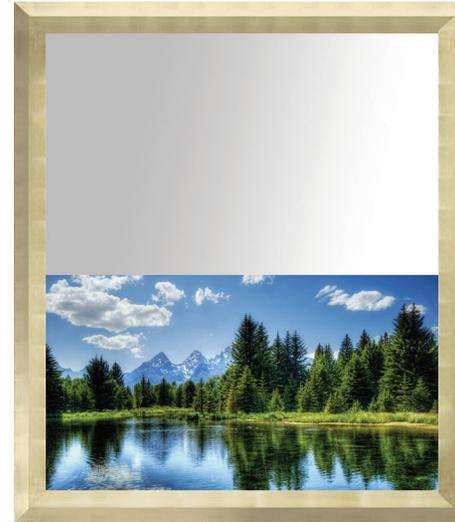
Square: Edge-to-Edge, Variable Height



Square Plus: Variable Borders



Portrait: Edge-to-Edge, Variable Height

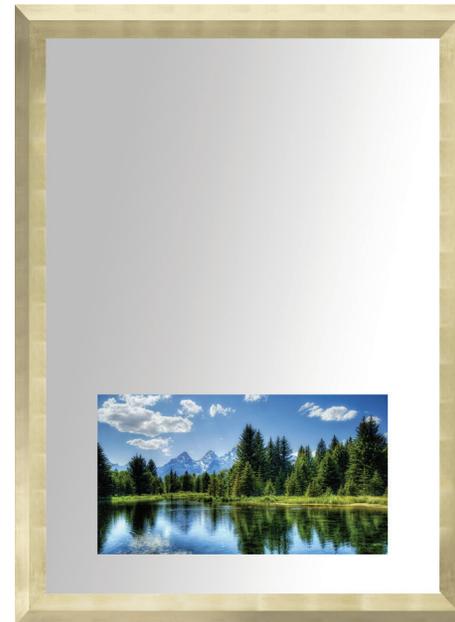


Portrait: Edge-to-Edge, Variable Height



*Only Reflectel Offers Edge-to-Edge*

Portrait Plus: Variable Borders



Portrait Plus: Variable Borders



*Ultimate Flexibility:  
Landscape, Square, or Portrait*

# CONTOUR & FLOATING FRAMES

*Disguise Any TV, In Any Contour*



65" Circular  
Antique Brass



Louis Philippe



Deco Step



Classic Oval



Queen Anne Archtop

No longer are your aesthetic ambitions limited to rectangles and squares. Disguise *any* TV you choose behind *any* contour you can envision.

For a touch of grace, consider our Floating Mirror-TV frames with exposed polished edges.

*Custom Templates Welcome*

Picasso Gilded Carved

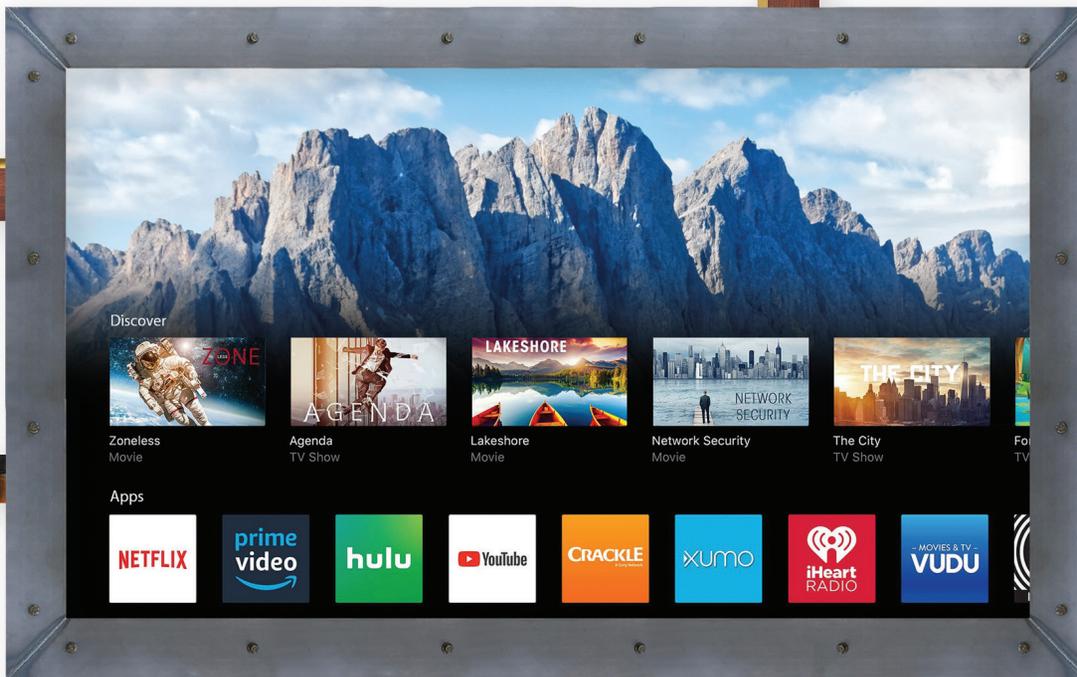
Cherry Wood with Gilded Lip

Basketweave Leather with Braided Corners

Industrial Steel with Bolts

Wedding Cake Ripple

Dutch 17th Century Wave with Gilded Lip



Leather Checkerboard

Bronze Patina Inverted Tooling

White Gold with Ebonized Lip



75" Landscape  
Gilded Carved

## WORLD CLASS FRAME DESIGN

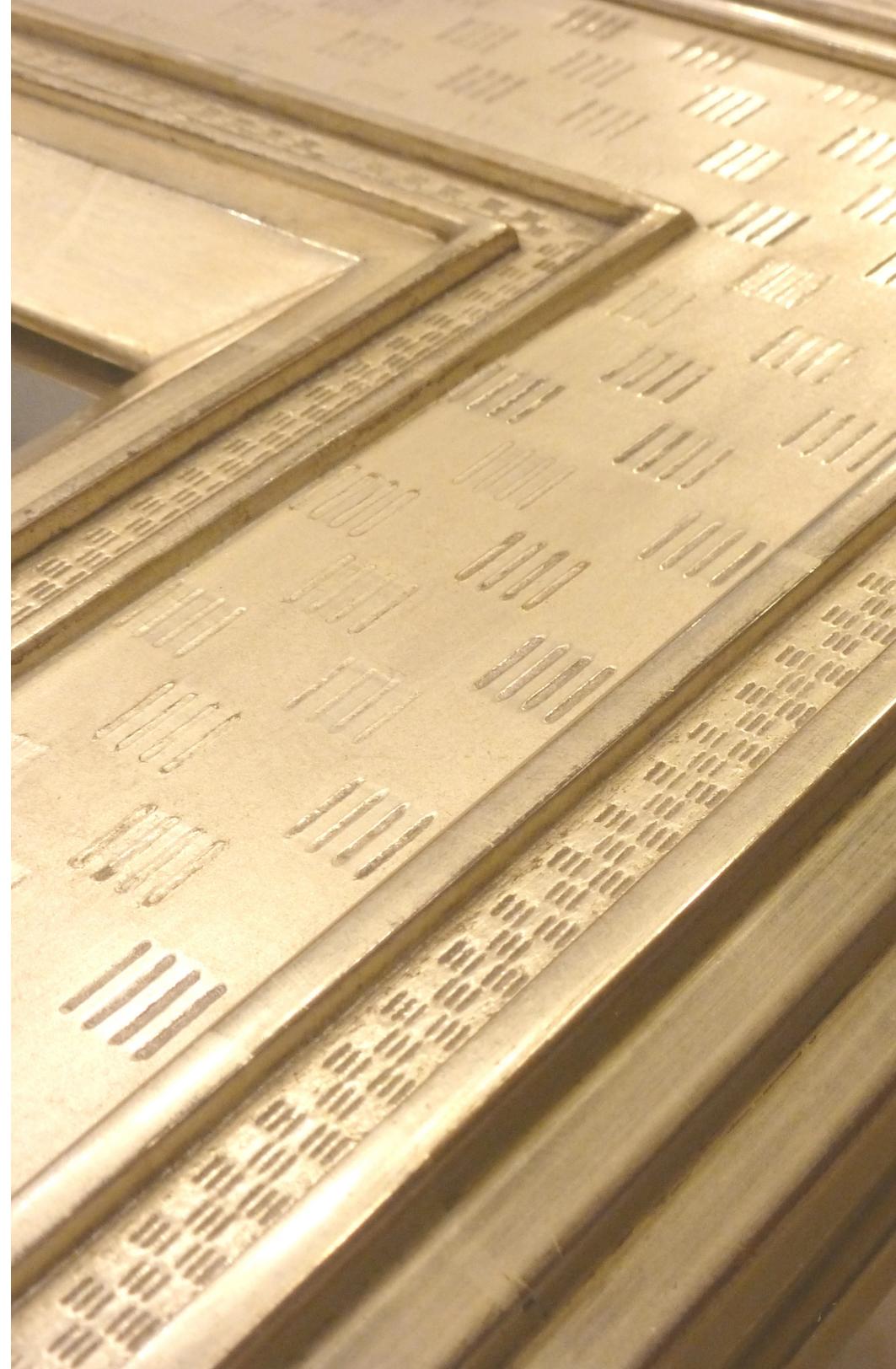
*Transform Your Space Instantly,  
The Ultimate Form & Function*

Not all Mirror-TVs are created equal. In a marketplace full of cheap glass, uninspired frames, and off brand TVs, we stand out singularly as the luxe solution!

Find us at **Bloomington's 59th St.** & the **Crestron Showroom** in the D&D building.

*"Your beautifully framed mirror is both the centerpiece of your dinner party and then the 4K TV at your Academy Awards party."*

-EJ Feulner  
AHT Global  
Miami





49" Portrait Plus  
Smoked Oak

## THE BACCARAT HOTEL-NYC

*Your Dream Bedroom*

The Baccarat Hotel wanted a discreet, elegant solution for hiding televisions in their premiere suites. Reflectel designed and built over 200 custom Mirror-TVs in sustainable Smoked Oak frames with our 70% TV transmission glass, Reflectel View™.

Our 35 years of custom frame making experience, highly prized beamsplitter mirror glass, and our unflinching customer service achieved the high bar for this five star hotel.

*“From the first day of design to the last day of installation, the talented & professional team at Reflectel were problem solvers and initiators, dependable and reliable.”*

- SW Hospitality Group  
New York, NY

# INTERIOR DECOR GAME CHANGER

*Reimagine Any Room*

Reflectel Mirror-TV offers a seamless hybrid of old-world craftsmanship and cutting-edge glass technology. The quintessential “before & after.”

Mirror-TVs enhance every architectural style: modern, transitional, or traditional.

***No more black plastic!***

*“Homeowners are putting these in bathrooms, great rooms, kitchens...almost any possible space in the house. Elizabeth Goldfeder, CEO of Reflectel, says the most popular location for Mirror-TVs is over the mantel of the fireplace.”*

**Forbes**



# TECH MEETS CRAFT

*Fabricate Around Any Flatscreen*

55" Landscape  
Gilded Carved



SAMSUNG™ LG™ SONY™

After



Before



OLED? QLED? Unsure? We research and recommend the best TVs. Think downsizing or multipurpose rooms! Reflectel is the perfect TV concealment solution; always using your favorite TV make and model.

*“Working with Reflectel is always a pleasure. Thirty years in AV Integration, I have never found a more design-forward Mirror-TV company. Elizabeth, the owner, is knowledgeable about AV, with an incredible design team.”*

-Eddie Shapiro  
SmartTouch USA  
Washington DC



49" Square Plus  
Zirconia Bronze

## UNPARALLELED GLASS QUALITY

*Enhance Your Lifestyle, Day and Night*

**Reflectel View™**—our proprietary glass—offers the absolute highest TV picture transmission at 70%. **Reflectel Spa™**—our bathroom vanity glass—creates the clearest reflections and **Reflectel Look™** is our multi-purpose hospitality glass.

*“These mirror-tvs make a practical addition for those homeowners looking for multi-functional furnishings and rooms. Particularly when people are downsizing, they need to make all of their rooms and spaces purposeful.”*

**Forbes**

*“TVs are getting bigger and bigger, and for those who want to entertain in the living room without a piece of black plastic hanging on the wall, Reflectel is the ultimate in form and function.”*

**WESTCHESTER home**

*“If you’re in the market for an alternative way to incorporate a television as decor in your home or business, give Reflectel a call.”*

**HOUSE**tipster

*“To appeal to high end, modern consumers and savvy interior designers, **Bloomingdale’s 59th Street** seized the opportunity and invested in residential concealment technology experts Reflectel.”*

**CONNECTED  
DESIGN**

*“The Reflectel product is all about how concealed technology works in the design scheme—it forges a bridge between design and technology.”*

**TECHNOLOGY  
INTEGRATOR**

# WHITE GLOVE DESIGN & INSTALLATION SERVICE

*Every Step is Taken Care Of From Start to Finish*



65" Portrait Plus  
Gilded Carved

Need inspiration to help you visualize your perfect Mirror-TV? We offer personalized digital renderings, site visits, showroom consultations, as well as complimentary glass and frame samples.

Only Reflectel offers local white-glove installation (estimate by request). Not in our area? We have you covered with vetted installers nationwide!





## HOME, HOSPITALITY, & RETAIL

*Reflect your lifestyle, enhance your technology,  
transform your space*

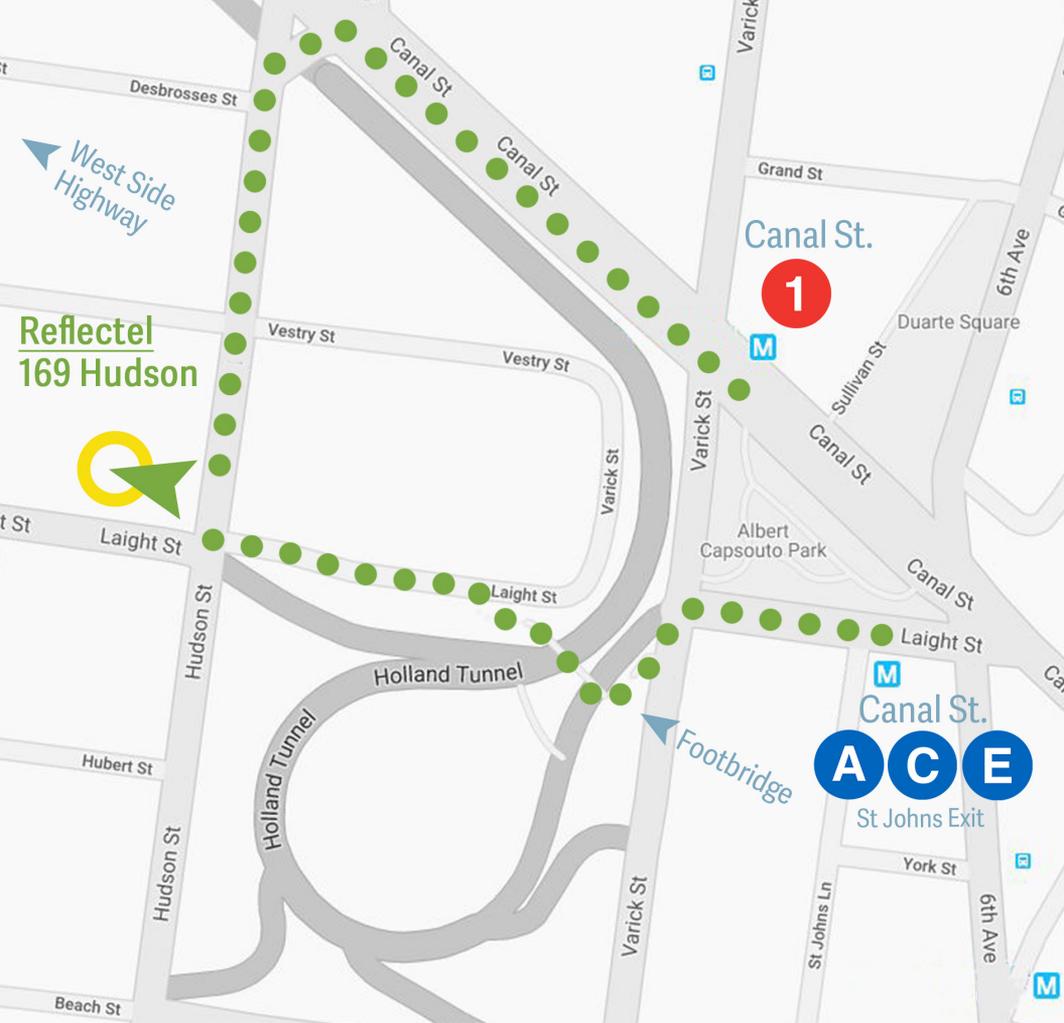
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Homeowners, Designers, Decorators, Architects and AV Integrators trust Reflectel to create exceptional experiences and add practical elegance to any space.

55" Landscape Plus  
Honed Bronze  
TGA, NYC

*“Are Mirror-TVs the future? Absolutely! As our televisions grow in size, the need to accommodate them in our homes also increases. But many people don’t want to look at a large, bulky electronic device on their wall. Thankfully, because of Reflectel, this common problem is solved.”*

 **HOUSE**tipster



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between Vestry & Laight

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