

Visit us at
Showroom Escada_Milano
Via Solferino 19

PRESOTTO: THE HI-TECH MIRROR BECOMES A TV

Glass is a fundamental interior design material for public or private spaces that has become even trendier now that it can be integrated in furniture to elegantly conceal technology.



Thanks to Presotto's successful partnership with Neod (www.neod.org), the mirror can now become a TV set. This innovative idea has already been available for many years on the market thanks to Dama, the sliding wardrobe door with an integrated TV set by Presotto. On this extraordinary occasion, as part of its many **2015 novelties**, Presotto is launching a really functional design idea for the living room. The living room cabinet **mirror** is now available with an integrated **48" UHD (Ultra High Definition 3840x2160) LOEWE** TV set that elegantly and discreetly upgrades the room **with no visible wiring or unsightly electrical equipment** in view. Most surprisingly, when the TV is turned off it becomes a mirror again.

This is a **cutting-edge idea** that offers the extraordinary advantage of preserving the audio-visual characteristics of the TV while offering a resolution that is 4 times sharper than traditional Full HD TV sets. The **special glass** employs a **technology that is unique in its kind**, capable of filtering almost all the light through its reflecting surface. Moreover, its shape and finishes can be **customised** to suit anyone's requirements. **WWW.PRESOTTO.IT**

Further information



PRESOTTO®

Visit us at
Showroom Escada_Milano
Via Solferino 19

SELTZ Press Office

Elena Cappellari – e.cappellari@seltzpr.it - +39 346 8648503

Silvia Marconi – s.marconi@seltzpr.it - +39 392 9136476