



LOOKBOOK

LIGHTED MIRRORS
VOICE MIRRORS
MUSIC 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.



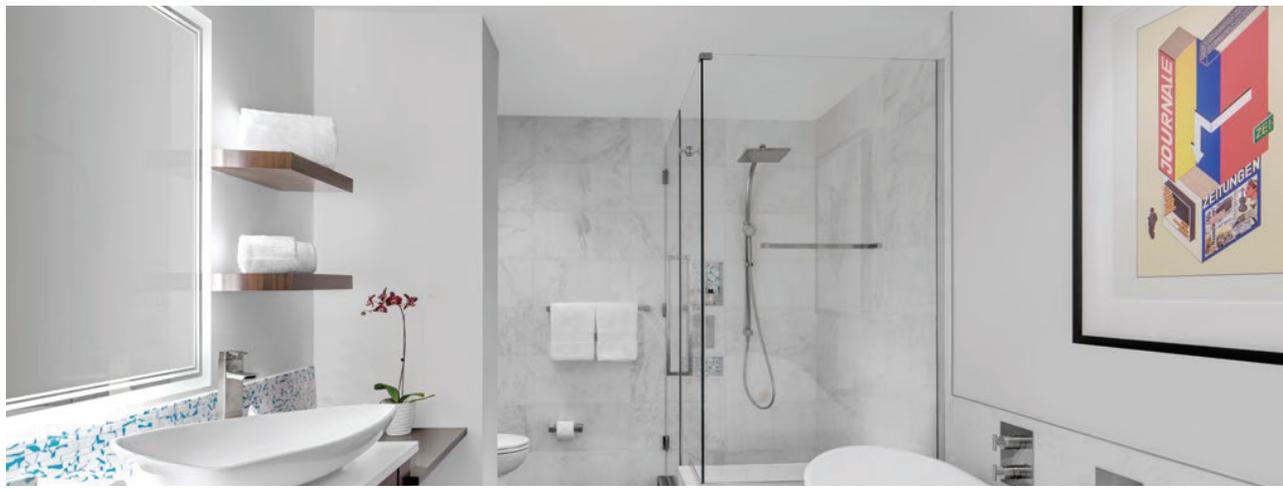
Gretchen Gilbertson
CEO and Co-Founder

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



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 Brilliant LED
Technology™**

Distinctive design
illuminated with bright
and sustainable lighting

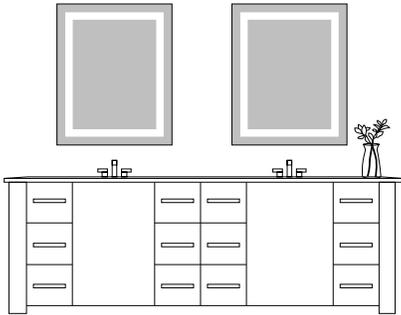
**Copper Free Mirror,
for Long-Term Elegance**

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 Brilliant LED Technology™ offer superior brightness compared to traditional fluorescent lamps. Choose Séura Brilliant 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 Brilliant 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 ballast for the ultimate in flexibility.

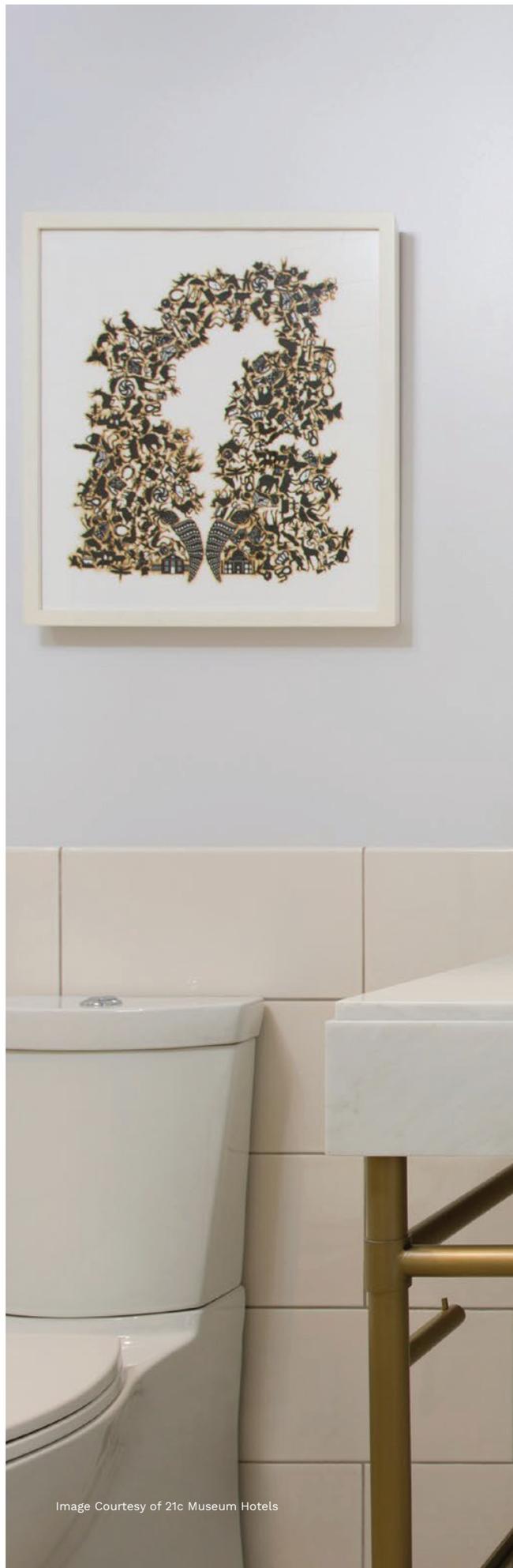
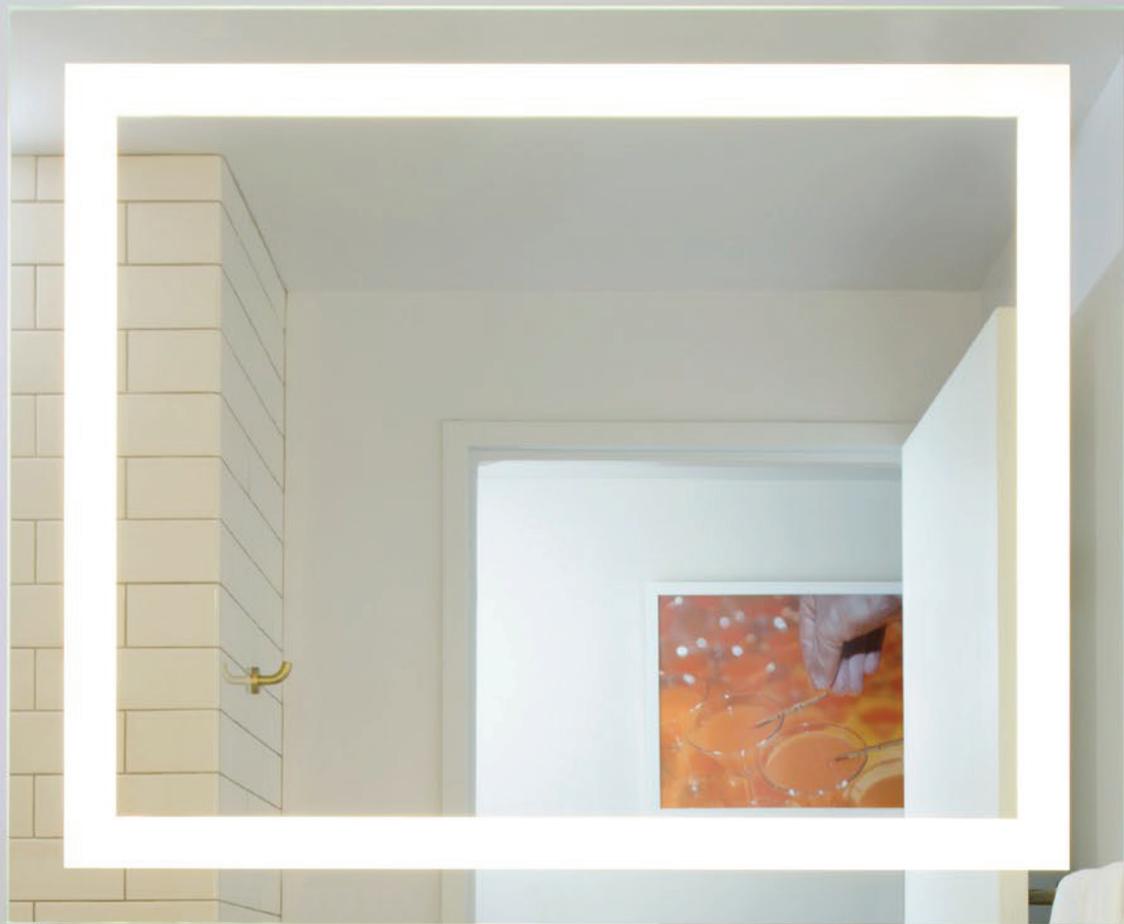


Image Courtesy of 21c Museum Hotels



21c Museum Hotel
Bentonville, AR
Allegro Lighted Mirror



WiFi 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





Technology Upgrades

LIGHTED MIRRORS

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

Voice Technology

Allow guests to order towels, check their schedule and access amenity information all through the power of voice technology within the mirror.

Bluetooth® Wireless Technology

Elegant in-mirror fingertip control and fully integrated high-performance speakers allow guests to easily pair their own devices for an impressive audio experience.

WiFi Clock

Offer added convenience to guests as they get ready for the day with a low-maintenance clock that automatically updates for accuracy via WiFi connection.

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, light diffusers and a cord connected UL plug.

Vanishing TV Technology

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





Brilliant LED Technology™

LIGHTED MIRRORS

Séura Brilliant LED Technology offers bright, sustainable lighting and an industry-leading color rendering index for the ideal guest experience.

3000K Natural Light Temperature

Color temperature of 3000K offers comfortable, clear and enhancing light.*

Safe and Sustainable

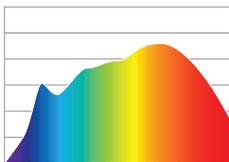
Séura's energy-efficient and long-lasting lighting reduces maintenance and electrical costs for a more sustainable and profitable option. Séura LEDs are mercury-free and environmentally safe, and are UL listed, CE certified, and RoHS certified.

Flexible Design

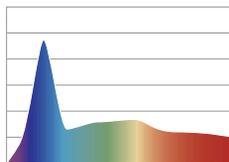
Séura's Flexible LED strips bend and form to virtually any size and shape, allowing unlimited design options with evenly lit patterns.

95+ CRI

A higher CRI (Color Rendering Index) rating yields a better color rendering that is similar to sunlight and preferred by users. The higher the CRI, the more natural the lighting environment, which has been proven to improve health and wellness.



High CRI



Typical LED CRI

* A color temperature of 3000K is preferred for task and general indoor lighting applications. Even though 2700K and 3000K are both typically considered "warm white", 3000K is closer to natural lighting. Because of the natural variability in color temperature (+/-10% permitted by the American National Standards Institute), 2700K may appear as low as 2,430K, which is far too yellow for most preferences. 3000K is generally preferred.





LIGHTED MIRRORS

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





**North
Charleston
Marriott**
Charleston, SC
Forte 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

All Séura Lighted Mirrors are handcrafted in Séura's in 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*

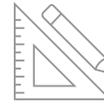


Custom Lighting

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

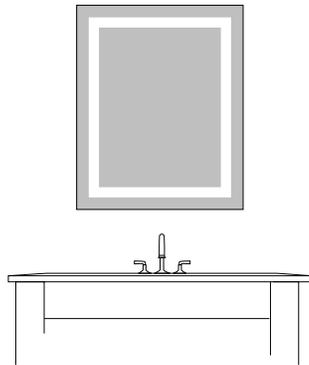
Factory Provided Product Limited Warranty

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



Séura Select Lighted Mirror Technology

AMERICAN-MADE SLEEK DESIGNS STARTING UNDER \$199

Séura Select™ is designed for the hotelier who needs high quality products for a budget-friendly price without the risk of imports. Enjoy sleek designs starting under \$199. Choose from our menu of 140+ models made in Séura's Green Bay, Wisconsin facility to access Séura quality, at more affordable prices. Our quality goes beyond product, and includes service.





Séura Select™

SÉURA SELECT LIGHTED MIRRORS

Séura Select Lighted Mirrors are available in Séura's Classic Design Collection etches and 21 popular standard mirror sizes for the perfect fit in guestrooms and bathrooms. Made with Séura's high quality silvered mirror glass and Select LED technology, Select Lighted Mirrors are an impressive value-engineered option.



Select LEDs

Séura Select LED technology offers bright, sustainable, and long-lasting light with user-preferred color temperature and high CRI for optimal lighting at the mirror.



85+ CRI

The higher the CRI (Color Rendering Index), the closer the light resembles natural sunlight which can improve human health and wellbeing, while making objects appear more vibrant.

3000
Kelvin

Natural Light Temperature

A color temperature of 3000K offers comfortable, clear and enhancing light and is preferred for task and general indoor lighting applications.



Sustainable

Energy-efficient, environmentally sustainable and long-lasting lighting, reduces maintenance and electrical costs.



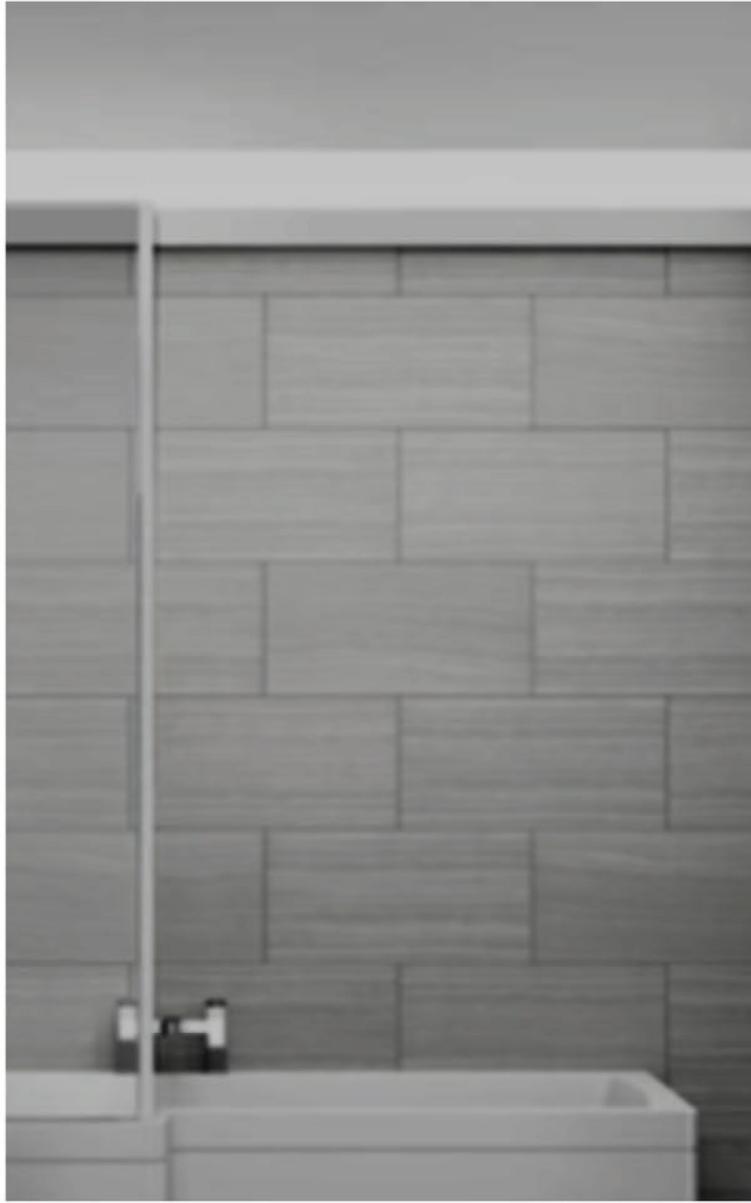
American Made

Manufacturing products in our own Green Bay, Wisconsin facility means better quality control, better support, and a better hand on the products our customers receive.

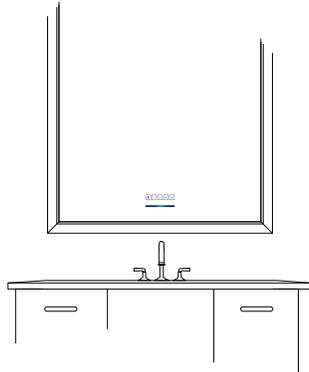


Copper Free Glass

Patented copper-free mirror coatings prevent black edge and de-silvering commonly seen on typical mirrors.



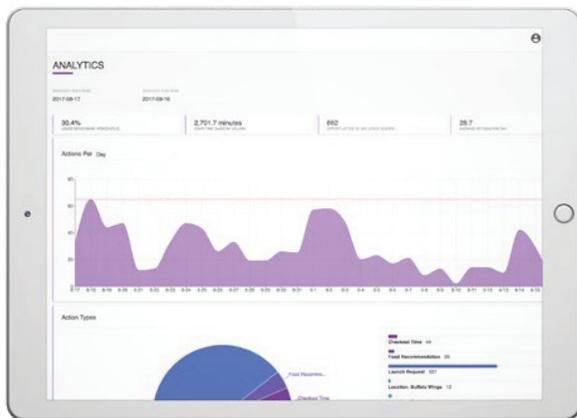




Voice Mirror Technology

WHERE ROI MEETS GUEST EXPERIENCE

Today, nearly 20 million households are equipped with voice technology. Now, hoteliers can harness this technology to offer a better guest experience while maximizing revenue potential. Séura Voice Technology allows hoteliers to customize the experience, adapt to guest needs, integrate operations, and better understand their customers.





Capacitive Touch Interface

Allows for convenient on-mirror control and location can be customized

Avoid Cord Clutter

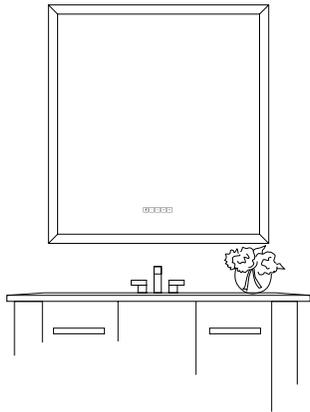
Maintain a clean and organized space, avoiding the clutter of devices and cords



Play Your Own Music

Bluetooth® Wireless Technology allows guests to pair their own devices to listen to their own audio





Music Mirror Technology

GET GUESTS STARTED ON THE RIGHT NOTE
WITH IN-MIRROR AUDIO

Bluetooth® Technology allows guests to play their own music and audio programs utilizing the in-mirror speakers. Guests may quickly and easily pair their own devices for an impressive audio experience. Illuminated capacitive touch buttons within the mirror allow for easy track and volume control.



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4K UHD Video

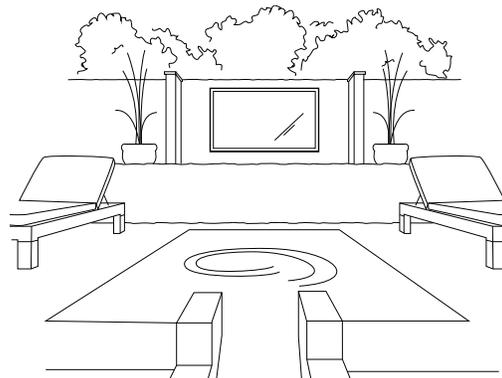
Offering 4K UHD for
the best viewing
experience



Outdoor Content Distribution

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





Outdoor Display Technology

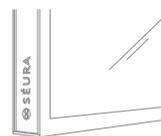
WEATHERPROOF AND WORRY-FREE

Séura Outdoor Displays are carefully designed and tested to thrive outside year-round, no matter how brutal the climate or conditions. Reliable performance in any weather condition is assured with Séura's climate control system that protects electronics. Séura's weatherproof design protects against water, dust, moisture, ice and insects.



Fully Weatherproof

Séura Outdoor TVs are carefully designed and tested to thrive outside year-round, no matter how brutal the climate or conditions.



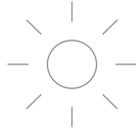
A Design Like No Other

Séura displays complement designed outdoor environments and exude style with clean, straight lines, and slim and sleek designs.

UHD 4K

Ultra High Definition

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



Ultra Bright™ Outdoor TVs

FOR ALL LIGHTING CONDITIONS

Ultra Bright boasts 1000-nit brightness panels, 4K UHD picture clarity, and Séura's exclusive Adaptive Picture Technology™ to provide the best picture settings, even as outdoor lighting conditions change. Ultra Bright TVs complement designed outdoor environments with clean, straight lines, and unique capacitive touch and dial menu control options.



Most Adaptive Outdoor Display

Séura's Adaptive Picture Technology™ continuously adjusts multiple picture settings to present optimal video quality in changing lighting conditions.



The Brightest Picture

Now leading the outdoor display category with 1000-nit brightness, Séura Ultra Bright is up to 55% brighter than previous designs.



Designed to Thrive in Every Season

Séura's Active Airflow System™ keeps television components at the optimal performance temperature in all thermal conditions.









Shade Series™ 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.



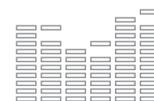
Brightest In Class

Séura Shade Series™ Outdoor TVs are 25% brighter than the leading competitor's full-shade outdoor displays.



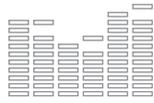
Impressive Picture Technology

Equipped High Dynamic Range, Séura outdoor displays provide high contrast between bright and dark colors for the best outdoor picture.



Superior Sound

Front-facing powerful soundbar options fill outdoor spaces with great quality sound.



Outdoor Audio

RICH OUTDOOR SOUND

Fill your outdoor space with rich sound. Designed to complement Séura Outdoor Displays, Séura Outdoor Soundbars offer powerful woofers and tweeters to deliver a reliable audio experience. Just like Séura's Outdoor TVs, Séura Outdoor Soundbars are carefully designed and tested to thrive outside year-round, no matter how brutal the climate or conditions.



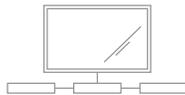
Fully Weatherproof

Séura Outdoor soundbars are carefully designed and tested to thrive outside year-round, no matter how brutal the climate or conditions.



Bluetooth® Wireless Technology

Allow guests to quickly pair their own mobile devices to play their own music.



Flexible Integration Options

With multiple connection configurations, your technology team will appreciate the flexibility to integrate with other audio components based on the needs of the property.



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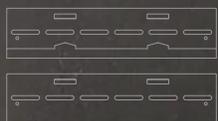
Remote Control

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

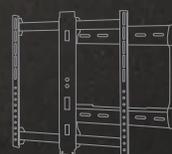
OUTDOOR DISPLAYS

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.



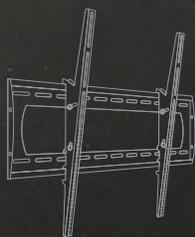
Slim Wall Mount

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.



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.



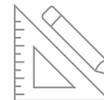
Dust Cover

This heavy-duty protective 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.

Slim Mount

This low-profile wall mount offers the sleekest design possible





Specification Guide

OUTDOOR DISPLAYS

Brilliantly Designed for the Outdoors

Shade Series for shaded locations: 450 cd/m2 (nits)
Ultra Bright for all lighting conditions: 950-1000 cd/m2 (nits)

The Best Picture

Adaptive Picture Technology™ automatically optimizes picture settings
Stunning 4K UHD picture resolution available in 55", 65", 75" and 86" screen sizes

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



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.



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Hospitality Lookbook, V2.0
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