

**ad notam**<sup>®</sup>  
HIDDEN TECHNOLOGIES



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# AD NOTAM - HIDDEN TECHNOLOGIES

## ad notam MIRROR IMAGE - Technology becomes invisible

MIRROR IMAGE is the monitor system brought to you by ad notam, designed specially and exclusively to be installed with customized glass and mirror surfaces. Whether behind a crystal mirror or a Magic Mirror, MIRROR IMAGE turns a standard mirror into an „infotainment“ mirror communicating with its surroundings, meeting the highest standards in image quality and glass design.

All ad notam monitor systems are custom-engineered display technology. They are exclusively designed to overcome the unique challenges of operating in ventilation deprived environments and to allow easy and adjustable mounting. The elaborate unique mounting systems accompanying all ad notam products are distinctively designed to suit all types of placements behind any glass surfaces.

MIRROR IMAGE technology is patent protected.

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Monitor System



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# TAILORED PRODUCTS

## Design your own

All ad notam products are customized to your individual desires. ad notam offers the unique option of smoothly merging custom-made glass with a multimedia monitor system to attain brilliant, crystal-clear images that look like they spring directly out of the glass.

The ad notam configurator is a software tool helping you to individually organize your own tailored creation in a few simple steps. The configurator is similar in design to a car configurator with almost endless customization options. It combines the components of glass or mirror, monitor and mounting system, illumination as well as a wide range of accessories – starting from the installation situation up to when the monitor is mounted on

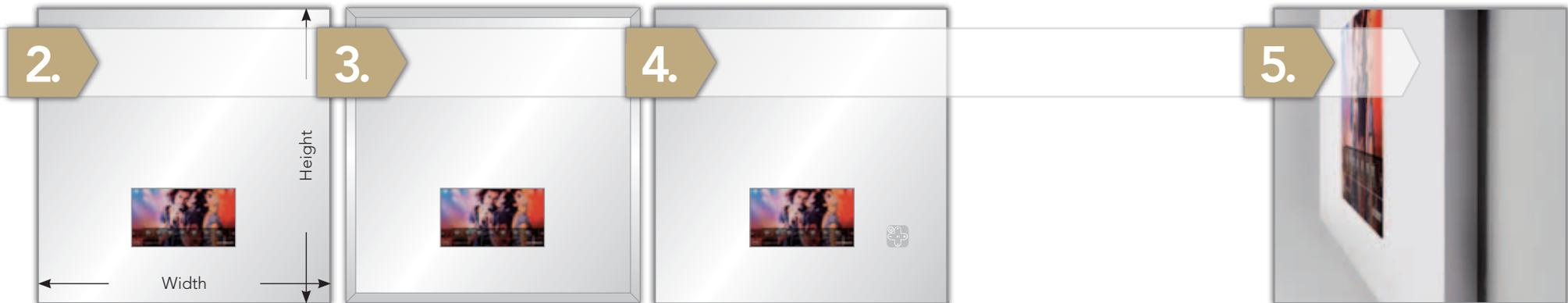
the rear side of the glass or mirror. In the end you get your own unique product, made by ad notam. Always custom-made to suit your high standard, providing a bill of materials and shop drawings. You are welcome to configure your personalized creation at your own time on our website:

[www.ad-notam.com/configurator](http://www.ad-notam.com/configurator)

### Glass or Mirror Type and Size Options

### Accessories

### Your Tailored Product



visit the ad notam configurator:  
[www.ad-notam.com/configurator](http://www.ad-notam.com/configurator)

# THE PRODUCT LINES

## The choice is yours

ad notam is a celebrated inventor, pioneer, and leader in the LED Mirror TV industry. The product lines are the integration of the ad notam LED behind a glass or mirror surface. Beginning with the stylish slick look of glass and following with the only LED monitor systems which are factory calibrated for integration behind glass, the result is sure to mesmerize your senses.

The basic models of the product lines offer a user-friendly alternative to custom products offered by ad notam. Whether you are looking for an upgrade of your existing environment or designing a completely new one, the elegant ad notam solutions are sure to elevate your TV experience to a whole new level.

ad notam has established distribution channels in over 60 countries all around the world and services many more countries via the headquarters in Germany with support from the regional headquarters in New York, Singapore and Dubai. From showroom-based sales and customized solutions via our regional authorized ad notam dealer network, through retail channels featuring the ad notam standard lines, ad notam is a recognized world brand with a reputation of ingenuity and unparalleled quality. ad notam is the only manufacturer of Mirror TVs that has established, maintains, and offers a localized, country-based, distribution network for the past decade. The ad notam global distribution network is formed primarily by localized showroom based companies. This hands-on service system allows for greater personalization of the ad notam brand with no language or culture barriers.

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**Mirror TV**



**Recessed TV**



**Image TV**



**Lighted Mirror TV**



**Lighted Mirror**



**Glass & Mirror**

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## Hospitality on a creative level

Entertain and inform your guests in a perfect harmony of technology and design. Whether it is an individually customized solution or a basic model of our product lines, each unit is the epitome of innovative style and elegance. ad notam products are an impressive and elegant way to install a multipurpose communications unit in hospitality environments. Use it to entertain, to inform and/or to present your marketing activities on a brilliant, flexible, high quality platform. Emphasize your high quality standards by using ad notam products to display them.

In the hospitality field there are a lot of potential clients and application areas for ad notam products, that make a good impression, so that your guests are eager to return. The target group contains hotels, restaurants, bars and clubs.



### CLIENTS

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Hotels (4\* and higher)  
Restaurants  
Bars  
Clubs

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### APPLICATION AREAS

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Guestroom  
Suite  
Fitness Room & Spa  
Bathroom  
Restroom  
In-Store  
Lobby  
Signage  
Conference Room  
Lounge  
Elevator

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PERFECT  
INTEGRATION  
INTO YOUR  
INTERIOR AND  
ARCHITECTURE



Image TV (42.0")

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# GUESTROOM / SUITE

## Complete satisfaction for your guests

You want to surprise your guests with something they have never seen before? Plus make a good impression, so that your guests are eager to return? So spoil your guests in the guestrooms and suites with that new dimension of an entertainment and media system.



Image TV (32.0")

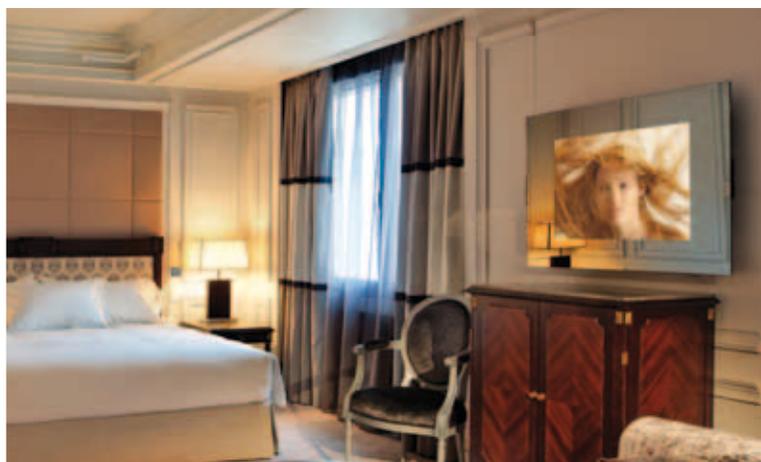


Image TV (42.0")



Image TV (55.0")

ASSURED  
ENTERTAINMENT  
AND HARMONIOUS  
AMBIENCE



Mirror TV (18.5")

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# BATHROOM / RESTROOM

## Solutions from ad notam redefine every room

It is the little things that make a big difference. ad notam offers you a way to stand out in the most elegant sophisticated way. Take your in-room bathrooms as well as restrooms to a whole new level and offer an extraordinary harmonious ambience of entertainment.



Recessed TV (32.0")



Lighted Mirror TV (18.5")



Mirror TV (13.3")

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THE ELEGANT LOOK  
FOR YOUR IMAGE

ATTRACTIVE AND  
DISCREET



Image TV (84.0")

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# LOBBY / SIGNAGE / CONFERENCE ROOM / LOUNGE

## Stylish and impressive look

Make a statement at first glance. ad notam offers a dazzling, perfectly customized, first impression for your lobby, conference rooms and lounges. Integrate your marketing, activities, facilities highlights, and attractions into a mesmerizing display of elegance. An eyecatcher at all events.



Image TV (65.0")



Image TV (55.0")

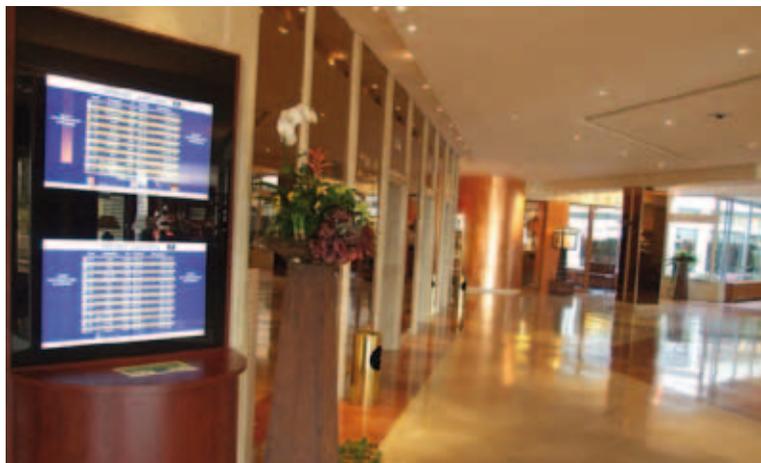


Image TV (32.0")

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ELEVATE  
YOUR  
COMMUNICATION



Image TV (42.0")

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# FITNESS ROOM & SPA / ELEVATOR

## Extraordinary entertainment

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. Fitness rooms and spas are also a perfect match for ad notam solutions. Provide your guests welcomed entertainment, all while hitting form or enjoying a beauty treatment.



Image TV (32.0")



Mirror TV (18.5")



Mirror TV (21.5")

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RESTAURANTS  
BARS  
CLUBS



Image TV (65.0")

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# IN-STORE / LOBBY / SIGNAGE / RESTROOM / LOUNGE

## Set a grand stage for your messages

The sophisticated ad notam solutions act as an elegant and attention getting communications tool that captivates the observer. In combination with Magic Mirror the monitor system can be placed "invisibly" behind the mirror when turned off, reinforcing the interior design in a subtle and sophisticated way.



Image TV (46.0")



Image TV (26.0")



Mirror TV (21.5")

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TOTALLY  
INVISIBLE  
WHEN  
SWITCHED  
OFF



OFF

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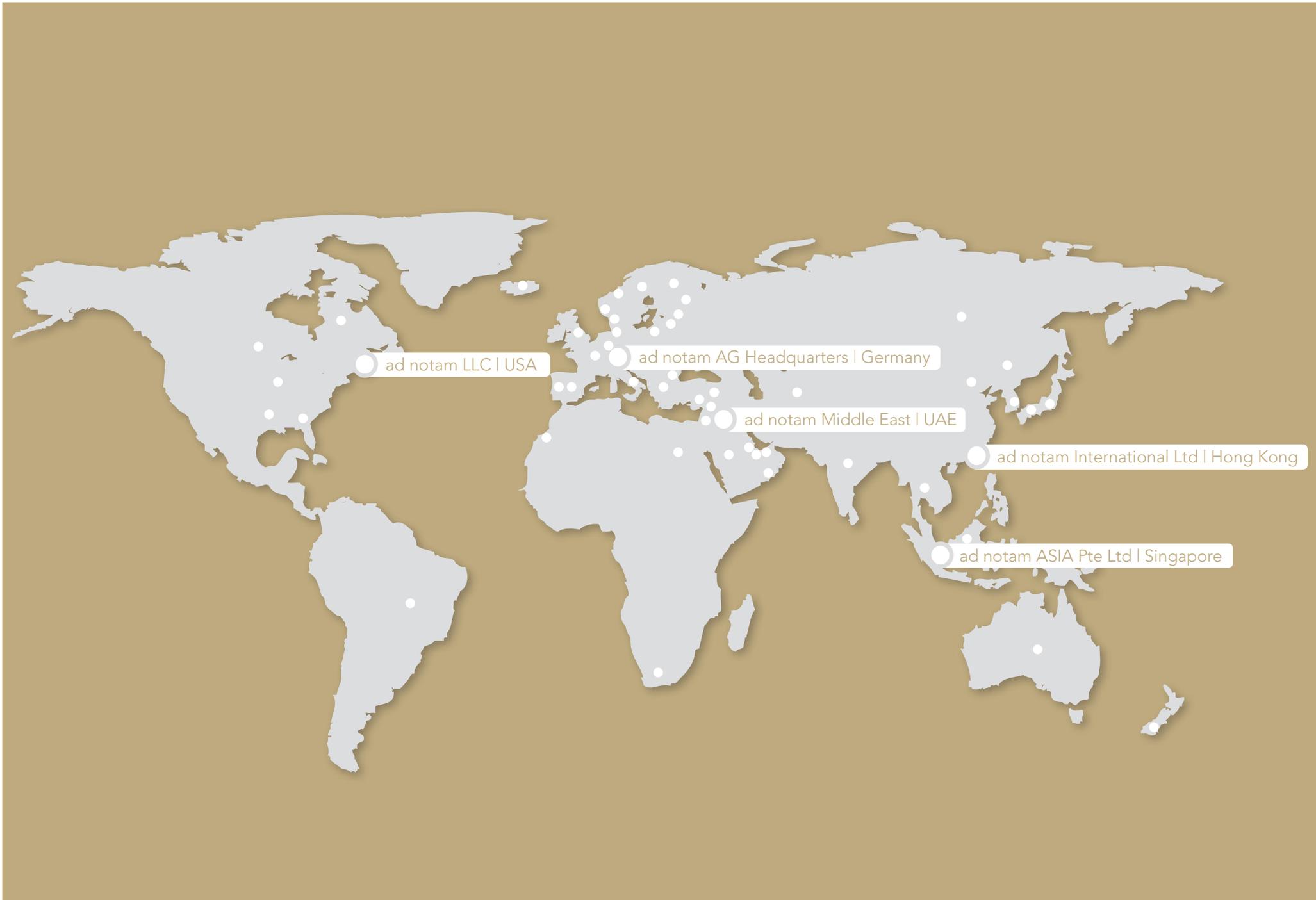
# MAGIC MIRROR EFFECT



ON

## Magic Mirror - Hidden Technologies

The Magic Mirror technology is a special mirror coating process that allows the viewing surface of the monitor system to disappear completely behind a uniform mirror surface when it is turned off. The monitor system can be placed flexible at any place behind the mirror. The Magic Mirror has a slightly dimmed appearance to be able to ensure complete invisibility when turned off.



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# HOSPITALITY REFERENCES

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Alpina, Gstaad, Switzerland  
Asia Hotel, Beijing, China  
Baur au Lac, Zurich, Switzerland  
Belvedere, Mykonos, Greece  
Breidenbacher Hof, Düsseldorf, Germany  
Brenners Park-Hotel, Baden-Baden, Germany  
Burj Al Arab, Dubai, UAE  
Café Royal, London, UK  
Cascais Miragem, Cascais, Portugal  
Chalet Andy Turner, Verbier, Switzerland  
Conservatorium, Amsterdam, Netherlands  
Cosmopolitan Hotel, Las Vegas, USA  
CTF Guangzhou, Guangzhou, China  
Dolder Grand, Zurich, Switzerland  
Eden au Lac, Zurich, Switzerland  
Elounda Beach Yachting Club, Crete, Greece  
Four Seasons, Jakarta, Indonesia  
Grand Hyatt, Hong Kong, China  
Grand Hyatt, Kuala Lumpur, Malaysia  
Grand Millennium, Dubai, UAE  
Grand Resort Lagonissi, Athens, Greece  
Hilton Hotel, Pune, India  
Hotel Bukovina, Bukovina, Poland  
Hotel Widder, Zurich, Switzerland  
Hotel Sacher, Vienna, Austria  
Hyatt Regency, New Jersey, USA  
Iniala Group, Phuket, Thailand  
James Hotel, Chicago, USA  
Jeddah Hilton, Jeddah, Saudi Arabia  
Jumeirah Hotel, Frankfurt, Germany  
Jumeirah Hotel, Guangzhou, China  
Kempinski Adriatic, Istria, Croatia  
Kempinski River Park, Bratislava, Slovakia  
La Mamounia, Marrakech, Morocco  
Le Meridien Airport, Dubai, UAE  
Le Royal Mansour, Casablanca, Morocco  
Madinat Jumeirah, Dubai, UAE  
Mandarin Oriental, Munich, Germany  
Mandarin Oriental, Shanghai, China  
Mandarin Oriental, Paris, France  
Marriott Del Mar, San Diego, USA  
Marriott, Kyoto, Japan  
Mark Hotel, New York, USA  
Meydan, Dubai, UAE  
Nassim Hill Residence, Singapore  
Orchard Residences, Singapore  
Palace Hotel, Barcelona, Spain  
Palacio, Porto, Portugal  
Park Hyatt, Ararat Moscow, Russia  
Park Hyatt, Ho Chi Minh City, Vietnam  
Park Hyatt, Sydney, Australia  
Premier Palace, Kiev, Ukraine  
Pullman Hotel, Dubai, UAE  
Pullman Hotel, Bangkok, Thailand  
Ritz Carlton, Dublin, Ireland  
Ritz Carlton, Düsseldorf, Germany  
Ritz Carlton, Florida, USA  
Ritz Carlton, Kyoto, Japan  
Rocco Forte Hotel, Abu Dhabi, UAE  
Savoy, London, UK  
Schlosshotel Velden, Velden, Austria  
Schweizerhof, Bern, Switzerland  
Shangri-La, London, UK  
Shangri-La Bosphorus, Istanbul, Turkey  
Sofitel, Paris, France  
Solaire Resorts & Casino, Manila, Philippines  
St. Regis, Florence, Italy  
St. Regis, Singapore  
St. Regis, Jakarta, Indonesia  
Terrass, Paris, France  
The Thief, Oslo, Norway  
The Waldorf Astoria, Berlin, Germany  
TwentyOne Augullia Park, Singapore  
Tivoli, Lisbon, Portugal  
Vier Jahreszeiten, Munich, Germany  
Villa Magna, Madrid, Spain  
Walt Disney's Grand Floridian, Orlando, USA  
W Hotel, Singapore  
W Hotel, St. Petersburg, Russia  
Westin Hotels Resorts, Singapore  
Wynn Hotel, Las Vegas, USA  
continually growing...

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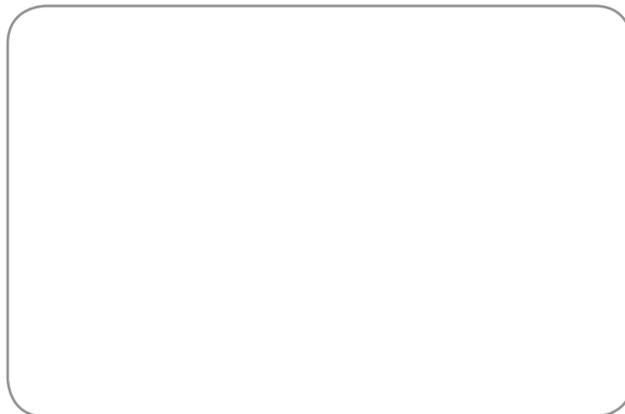
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