



Press Release

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MirroCool, the Only Smart Mirror with Facial Gestures Recognition Coming to Kickstarter July 11

SAN FRANCISCO ([rushPRnews](#)) 06/26/17 — Mark your Calendar: July 11, 2017

[MirroCool](#), a touch-free smart mirror and personal assistant hybrid featuring groundbreaking **Facial Gesture Recognition Technology (FGR)**, has announced the launch of a Kickstarter crowdfunding campaign. **The [campaign](#) is set to launch July 11**, and early backers will have exclusive access to a variety of rewards and discounts.

Innovation

MirroCool is a groundbreaking new device that harnesses the power and convenience of a smart mirror and integrates it with the world of touch and voice-free technology to introduce the marvel of FGR. MirroCool takes all the best features in other by mirrors and revolutionizes the device with a proprietary, advanced technology known as Facial Gestures Recognition. FGR can recognize up to 70 unique facial positions and use these to complete a task or other function. With no need to tap or speak, users can make a facial gesture -- such as smiling -- to quickly get all the information they need. FGR conveniently displays anything from upcoming appointments and medical reminders to current traffic and weather conditions.

Wojtek Kaszycki, MirroCool CEO told [The Tech Ranch](#) newsmagazine during an interview, "One of the most intriguing features about MirroCool is that it uses Facial Gesture Recognition (FGR) technology, a little-used technology in home automation. It does not use voice or a touchscreen, so it's completely hands-free and voice free. The device activates once it recognizes your face, so you could be brushing your teeth, shaving, applying makeup, or blow-drying your hair at the same time as organizing your day and catching up on current events. Think increased productivity and efficiency."

Convenient

The Smart Mirror can be mounted wherever it is most convenient to its users – the hallway, living room, and beyond.

Security

Further, [MirroCool](#) is equipped with a camera which recognizes registered user profiles through the device. Any time an unregistered profile is detected, users will be alerted through the intuitive MirroCool app. Users can snap selfies using the app and have them sent directly to a mobile phone for quick sharing. The mirror's visual configuration can also be controlled by the widget manager to set up specific alerts and news based on user preferences. As mentioned, the camera can also be activated and deactivated at any time for security and peace of mind – even if a user is not at home.

Privacy issues

The device content is securely uploaded to MirroCloud. And the display is easily turned off if you would rather not be recognized.

The MirroCool Kickstarter campaign is scheduled to start July 11, 2017. Pre-orders can enjoy a variety of perks for backing the project – including discounted prices, early access, and more. Because these rewards are limited, all interested parties should back the project on the [MirroCool Kickstarter page](#) as soon as possible.

To learn more about this innovative new product, please visit the [MirroCool website](#) and sign up for the newsletter for product updates, announcements, and more.

Sign-up now and take advantage of the Early Birds Rewards.

MirroCool Mission Statement

MirroCool strives to design and manufacture innovative automation technology for the home and business that easily enhance your daily tasks.

MIRROCOOL INC

MirroCool is based in San Francisco, California.

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