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## Inside an Unconventional Mirror TV Install

Integrator hangs a 65-inch mirror TV above the fireplace in a living room, solving the issue of keeping the room's aesthetics intact.

By [Arlen Schweiger](#)  
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Over the past 10 years, flat-panel television design has become a reflection of the impact of interior design, architecture and [HDTV](#) on homeowners.

Mirror TVs have taken that premise a step further. They are a literal reflection of homeowners' aesthetic demands. Most often, they're installed in master bathrooms and simply disappear when they're powered off - no concealment cabinetry, lift mechanism or motorized artwork necessary.

Aside from bathrooms, we've occasionally seen installations where such TVs are placed behind large mirrors in clients' wet bars where they can sit and have a beer while watching the game, and when it's over there's no sign of a TV to be found. Now that's wow factor.

But this grand installation of a [Seura](#) TV/mirror hybrid in New York might be the first we've seen in a living room. It may open CE pros' eyes to the possibilities of unconventional mirror TV applications, especially with such sets averaging more attractive margins than commoditized LCDs.

In this case, Harrison, N.Y.-based [Osbee Industries](#) installed a whopping 65-inch (80-by-5-inch) Seura LCD, the manufacturer's biggest model, above the fireplace to reinvigorate a room that no one wanted to live in all that much because there wasn't a TV.



This 65-inch Seura LCD above the fireplace to reinvigorate a living room that no one wanted to live in all that much because there wasn't a TV. A vanishing mirror TV was the solution to the clients' desire to not overshadow the aesthetic of the room.



**This vanishing mirror TV in the living room may open CE pros' eyes to the possibilities of unconventional mirror TV applications.**

The clients hadn't wanted the aesthetic distraction or potential focal point like a mega flat-panel TV (no matter how aesthetically pleasing they have become). Ah, a vanishing mirror TV could solve that problem - and only did it provide an impetus to bring family members and guests back in there, it also provided an impetus for the homeowners to purchase other products and systems for Osbee to install.

"The idea to use a Seura TV triggered an entire technology redesign," says Osbee president Dave Raines, who had suggested the Seura solution. It led to new lighting, audio and contemporary furnishings in the room, with Osbee working with the interior designer to deliver a lighting and shade control system that would create the ideal atmosphere for the formal space —

create three satisfied "customers": client, designer and integrator.

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