**Mues-Tec GmbH & Co. KG at imm cologne 2020 (Hall 4.2, Stand B-054)**

**Pure Smart Technology for Pure Architects**

**Grossenlueder/Cologne, December 2019** –In 2020 »Pure Architects« will again provide an exclusive tool case for the creative work of planners. There are countless ideas and impulses to be discovered, presented in walk-in-pavilions for the creative industry.

**The brand-new Smart Mirror "Marlo", which was specially developed for hotels and gastronomies, Mues-Tec will be part of Pure Architects in Hall 4.2**. With their pioneering Smart Mirror novelty, the technology-leading provider of intelligent, interactive mirrors is presenting for the first time a tailor-made product with value-added attributes for the hotel and hospitality industry.

The Smart Mirror »Marlo« offers a new, revolutionary platform for digital communication with the guest in all areas of hotels and restaurants - starting with the welcome message for the guest by the digital personal butler in the interactive mirror. Sensitive to movement, the smart host wakes up when entering the suite, invites to enjoy the happy hour in the bar or other hotel specials and reveals details such as opening hours and today's culinary delights. »Marlo« also suggests spa treatments, provides inspiration for excursions and local events, and books sightseeing packages, if desired. The intelligent takeover of the entire room control system is easy for »Marlo«, which once again underlines Mues-Tec's technological leadership in the field of smart mirrors: thanks to integrated voice control, the Smart Mirror delegates lights, roller blinds, TV, music and more - even very conveniently from the bed. In this way, »Marlo« supports communication between guest and host in a clever and charming manner and offers a wide range of options for responding to requests even more effectively and increasing customer loyalty.

Individual instead of commonplace: »Marlo« will be custom designed in cooperation with the architect and individually configurated by Mues-Tec’s IT staff. At imm 2020 it will be presented both as a classic bathroom mirror version and as a modern round mirror with integrated illumination.

**Visit us at imm cologne 2020 in hall 4.2, stand B-054**

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**We are happy to provide high-resolution images on request.**