PRESS RELEASE

glancr develops smart mirror with own operating system

glancr revolutionizes the mirror

Smart Mirror with its own operating system

The mirror is becoming intelligent: Berlin-based startup glancr has now developed an operating system that turns conventional mirrors into Internet-enabled smart mirrors. Smart mirrors display personal information to the viewer, from weather forecasts and appointments to stock prices and the latest news.

Berlin, 07.04.2016. The day hasn't even really started yet, when your smartphone reminds you of birthdays, appointments and your to-do list. On the way to the office, you check stock prices, news and your account. You're constantly taking your cell phone out of your pocket to look up something. Entrepreneurs and friends Gordon Böhme, Tobias Danker and Mattes Angelus find this annoying. They want to clearly summarize personally relevant information and display it where everyone is looking anyway: on a smart mirror called "glancr" in the hallway or bathroom. So-called smart mirrors combine one-sided translucent spy mirrors, like those seen in police movies, with high-resolution LCD displays and a mini-computer connected to the cloud via WiFi.

READY-MADE DEVICE FOR CUSTOMERS AND A FREE OPERATING SYSTEM FOR HOBBYISTS

The idea of the smart mirror is not entirely new. The effect is familiar from the red fare displays in the rearview mirror of cabs. Until now, however, the development of such a device was only possible with professional programming and technical knowledge. glancr puts an end to this. With the specially developed operating system "mirr.OS", hobbyists can convert mirrors into intelligent information displays even without programming skills. Personal information then shimmers on the mirror surface in discreet white lettering. Co-founder Tobias Danker: "I wanted to build a smart mirror myself and reached my limits after just a few hours, because I don't have a clue about programming." He has had the prototype hanging in his apartment for a few weeks. With the help of friends, it was possible to implement the project. This is how the idea came about: on the one hand, to offer a ready-made device for technology-enthusiastic customers. On the other hand, hobbyists should also benefit from the knowledge. You can download the opensource operating system mirr.OS for free from http://glancr.de, use it and realize your own projects with it. Programming knowledge is not required. The building instructions for the frame and recommendations for mirror material are also provided by glancr.net.

OVERWHELMED BY USER REACTIONS

After the first releases, the scene reacts enthusiastically: "We receive many mails every day from users who can't wait to use mirr.OS," says Böhme, who is responsible for online marketing. Some have already assembled all the hardware and are just waiting for the release of the mirr.OS beta version. When Galileo ran a feature on smart mirrors in the evening program, the server went down for a short time and the tinkerers were overwhelmed by user inquiries.

COMPLETE INDIVIDUALIZATION: USERS DECIDE WHAT IS DEVELOPED

The mirr.OS operating system is designed for complete customization. Different things are important for everyone. One person wants to know how much electricity his solar system produces, while another wants to know how the club played yesterday while brushing his teeth in the morning. That's why users can decide for themselves what to see on glancr via individual modules. "We quickly noticed that linking with smart home components, for example, is a big topic," says Angelus. He programs the modules, focusing entirely on user wishes. Users can decide for themselves which module is next via a wish list and voting function.

RELEASE IN APRIL, ORDERS STARTING IN SUMMER

The release of the beta version of mirr.OS for hobbyists is planned for 10.04.2016. Then users can test and share their experiences. Böhme, Danker and Angelus expect to be able to deliver the first orders for the intelligent mirror from summer 2016. There are already around 1,000 users on the waiting list.

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