Introduction

Today, companies like Google and Amazon offer smart home assistants that all have one major problem – they are an eyesore to look at. No matter where in the household these devices are placed, their appearance hinders any attempts at aesthetic cohesion made by their owners.

The Illusion Smart Mirror solves this problem by merging the power of smart technology within the sleek, luxurious appearance of a mirror. At a glance, an Illusion user can see any of a multitude of personalized information modules, saving the user time that would be wasted interacting with and waiting for the response of current home assistant devices. Unlike those devices, the Illusion is useful even when turned off, as the device itself is built into a mirror, allowing for near-perfect immersion in any indoor environment.

How We Did It

Illusion is built with OSS, combining modules to meet the requirements of our customers – from simple clocks and weather widgets to complex Spotify integration and NJTransit schedules.

A custom wood frame, a monitor, a mini-computer, one-way reflective film, and room for upgrades like speakers & a microphone make Illusion the powerhouse product that it is.

The IoT Market...

$330 billion + 20% annual growth
Open to disruption
Millennials & Gen Z desire aesthetics
... And Us.
50% gross profit margin on mirrors
10% cut on software sales
Extreme scalability to cut costs

Our Modules

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