

# MagMirror Set to Launch on Kickstarter February 18, 2025

*MagMirror's portable, built-in display, LED lighting, and power bank let creators harness pro-quality smartphone video—no guesswork needed!*

NEWARK, NJ, UNITED STATES, January 19, 2025 /EINPresswire.com/ --  
MagMirror Announces [Kickstarter](#) Launch: A New Way to Frame High-Quality Smartphone Footage

Built-in display device helps content creators use advanced multi-lens cameras without the guesswork

MagMirror, a new smartphone accessory combining a built-in screen, LED lighting, and a power bank, today announced its official Kickstarter launch date on February 18, 2025. Developed to help users fully harness their phones' rear cameras—often featuring higher-resolution lenses—MagMirror aims to solve the longstanding challenge of blind framing when self-recording or taking group shots.

> "I really need this to improve the quality of my content!" shares one TikTok user with 3,000 followers, reflecting the widespread desire for sharper visuals and more confident filming.

A Modern Solution to a Common Problem



The main features of MagMirror, Screen Mirror, LED Lights, Power Bank



Selfie are better with your real camera and MagMirror

In an era where short-form video, live streaming, and social media stories dominate, many creators default to the front camera for convenience—despite the fact that rear cameras typically deliver far superior quality. For instance, top-tier devices such as the iPhone 16 Pro can include multi-lens systems (48 MP Fusion, 48 MP Ultra Wide, and 12 MP Telephoto), offering excellent resolution and advanced photography modes. Yet self-recording remains challenging without a reliable way to see yourself in real time.



Using MagMirror

MagMirror addresses this limitation by providing a built-in screen that mirrors the phone's display, enabling creators, vloggers, and casual users to position themselves perfectly, control lighting, and utilize advanced camera features without guesswork.

#### Inspiration: A Founding Vision Born from Everyday Frustrations

The concept for MagMirror took shape when its founder, an aspiring YouTuber, realized they were missing crucial shots due to poor framing and uneven lighting. Whether recording makeup tutorials or filming family vacations, using the rear camera meant higher resolution but less certainty about composition. The problem was amplified on group trips, where handing a phone to a stranger often resulted in off-center or poorly lit photos.

Determined to unify professional-grade video capabilities with user-friendly simplicity, the founder developed an accessory that would ensure real-time monitoring and convenient lighting—ultimately leading to MagMirror.

#### Key Features of MagMirror

##### 1. Real-Time Display

- Mirrors the phone's rear-camera view, so users always see the exact framing, exposure, and focus.

##### 2. Versatile LED Lighting

- Provides four lighting modes—soft, bright, warm, and party—to adapt to varying environments and creative styles.

##### 3. Built-In Power Bank

- A 4,000mAh battery offers up to five hours of continuous filming and doubles as a charger for

the phone.

#### 4. Easy Attachment

- Compatible with MagSafe on supported iPhones; comes with a magnetic ring for Android devices. Snap it on, adjust the screen, and start recording.

#### 5. Universal App Support

- Works seamlessly with TikTok, Instagram, YouTube, Snapchat, and all major mobile videography and social media content creation platforms.

> “This is genius! Why haven’t I thought of this?” says a lifestyle creator with 5,000 followers, underscoring the demand for effortless, high-quality filming tools.

### Competitively Priced and Crowdfunding on February 18, 2025

While some smartphone accessories offer partial solutions—such as standalone selfie screens or external lights—MagMirror consolidates multiple functions into a single product. Similar options on the market often come at a higher cost or lack certain features like integrated LED lighting or a built-in power bank.

To bring MagMirror to a wider audience, the team has opted for a Kickstarter launch on February 18, 2025. The crowdfunding campaign will reveal more details, including backer tiers, potential stretch goals, and extended product specifications. In anticipation of the launch, a select number of VIP seats are now available for those interested in early access.

#### Early Reservation Offer

Anyone seeking to secure MagMirror at an early-bird rate can visit the official website to reserve a VIP spot for \$1. This reservation ensures first-in-line status when the campaign goes live and locks in a discounted \$99 price with an additional free add-on. According to the development team, only a limited quantity of these reservations will be released.

> “Something that could make it all better and easier?? Yes, please!” adds an influencer focused on cats, coffee, and daily wellness. “I can’t wait to finally use my phone’s best camera without hoping I stay in the frame.”

#### Looking Ahead

Following the Kickstarter campaign, MagMirror plans to finalize manufacturing timelines and distribution strategies, potentially incorporating feedback and additional features based on community support. The founder envisions MagMirror as a valuable tool for both professionals and casual users, reducing the reliance on lower-resolution front cameras and delivering consistently sharper results.

“Our goal is to empower anyone—from a small business owner shooting product demos to a

parent documenting family milestones—to confidently capture high-quality footage, all with a simple, portable accessory,” notes a spokesperson for MagMirror.

#### About MagMirror

MagMirror is a grassroots innovation born from real-world needs in content creation and family photography. By combining a built-in display for real-time framing, versatile LED lighting, and a power bank, MagMirror bridges the gap between professional video quality and user-friendly convenience, making it easier than ever to produce standout mobile videography on today’s most advanced smartphone cameras.

#### Press & Media Inquiries

Organization: MagMirror

Email: [info@themagmirror.com](mailto:info@themagmirror.com)

Website: [themagmirror.com](http://themagmirror.com)

Ankit Bhangar

Ankit Bhangar, LLC

[email us here](#)

Visit us on social media:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[TikTok](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/775198793>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.