



atmosphere
healthcare

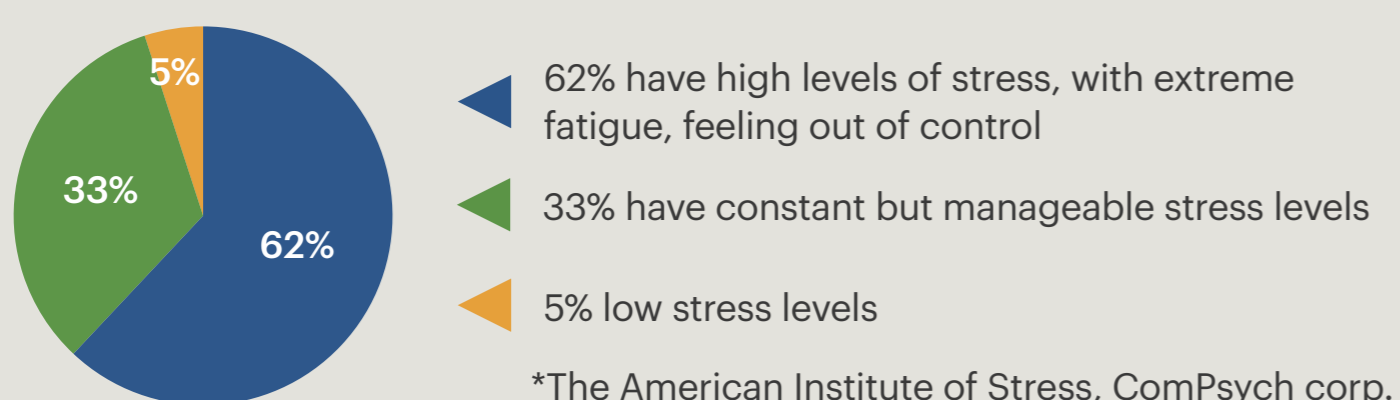


Pioneering audio visual relaxation technology

Confronting the challenges

1. Healthcare patients who enter a clinic, a medical or dental practice may be anxious about the outcome and the procedure itself. In addition, patients in the recovery phase post-surgery or after intensive treatments desperately need a tranquil space conducive to healing. **atmosphere healthcare** offers a calming and stress-relieving visual platform to help patients to calm down.

2. Stress in the workplace is a worldwide epidemic. In today's fast-paced corporate world, stress is a pervasive challenge that affects both employee well-being and organisational productivity. **atmosphere healthcare** addresses this with innovative relaxation concepts, combining ultra-high-quality content and advanced technology.



*The American Institute of Stress, ComPsych corp.

Visual platform with a clear clinical objective

atmosphere healthcare aids relaxation and recovery in healthcare and corporate environments. Tailored to diverse needs, the platform is transformative for:

- **Waiting rooms:** Reducing patient anxiety, enhancing communication with medical staff.
- **Dental treatment rooms:** Reducing dental anxiety with serene visuals.
- **Relaxing and healing rooms:** Creating a comforting room where patients can relax from negative external stressors.
- **Nursing homes:** Enriching the living space for elderly, particularly those with mental health conditions.
- **Corporate relaxation rooms:** Creating a sanctuary for employees to decompress and rejuvenate during the workday, promoting well-being and productivity.

The atmosphere healthcare solution

Unique stress-relieving visual platform

atmosphere healthcare redefines stress relief with its unique and world's most comprehensive library of immersive nature content. Tailored for both healthcare settings and corporate relaxation areas, our platform utilises advanced media technology to help bringing unparalleled serenity to patients and employees alike.

[Showreel](#) - The Healing Space: VCU Health Cancer Center USA

High-quality immersive nature content

The **atmosphere healthcare nature films** take patients on a serene audio-visual journey, through stunning landscapes - waterfalls, ocean waves, deserts - produced in 8K with 100 fps using the atmosphere "Slow Movement" technique for a therapeutic, well-being effect.

[Showreel](#) - The atmosphere "Slow Movement"

Leading the way

Our goal is to lead the B2B relaxation platform market while preparing to embrace B2C innovations with devices like Apple Vision Pro, Playstation VR, or Meta Quest Pro.

Competitive advantages

atmosphere healthcare stands out in the market with its unparalleled competitive advantages, setting a new standard for relaxation and recovery solutions:

- **Exclusive content library:** Including over 170 films, each 15 minutes long, meticulously produced across the globe.
- **Proven atmosphere365 media platform:** Trusted by top hospitality brands like NCL Cruises, TUI Cruises or Marriott, showcases its reliability and versatility across various settings.
- **Top healthcare installations:** atmosphere is already installed in prestigious sites like VCU Health, Cancer Center, USA or Wohnstift Rathsberg, leading nursing homes, Germany, underscoring our commitment to patient care and comfort.
- **ECO-Friendly platform:** atmosphere healthcare prioritises sustainability, offering an eco-friendly solution that reduces energy consumption and minimises environmental impact.



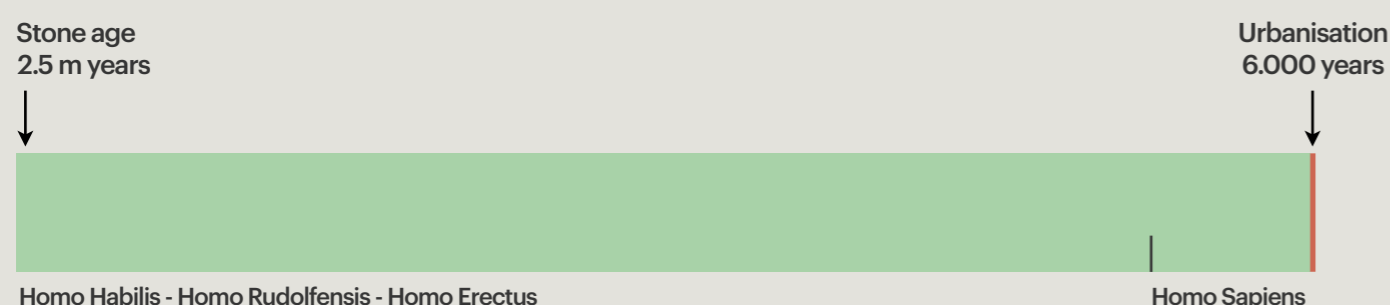


The Healing Space VCU Health USA

Where biophilic vision, mindfulness and medicine meet

The atmosphere healthcare Healing Space concept is based on two scientifically proven de-stress approach:

1. Biophilia - "Love of Life" - describes the affiliation humans have with other life forms and the strong genetic connection with nature. The atmosphere immersive nature content brings relaxation and well-being to its viewers, following a unique content philosophy focussed on the appreciation of beauty and stillness, combined with cutting edge audio-visual technology. We call this **Biophilic Vision**.



Humans have been shaped by hundreds of thousands of years of evolution together with nature. Six thousand years of living in urban environments and buildings is quite new by comparison with the many years of preceding evolution in which we lived with nature.

The connection with nature has left its fingerprint on our physiological well-being. It is beneficial for health and essential for our productivity and creativity.

Numerous medical studies prove that viewing scenes of nature reduces anger, fear, and stress, and increases well-being.

2. Mindfulness - Guided relaxation and meditation. The modern human brain, constantly bombarded with information, requires periods of rest to reset, recover and recharge. Our default state of mind-wandering, while seemingly harmless, contributes to our overall dissatisfaction. Mindfulness and guided relaxation techniques steer us away from the fatigue of multitasking towards focused attention in the present moment.

Multiple studies show that mindfulness, guided relaxation and meditation increases mental and physical health, focus and creativity.

Blending content, technology and tranquility

The Healing Space has been developed in the VCU Massey Comprehensive Cancer Center to help patients, families and staff find peace in a busy and sometimes stressful environment.

Using atmosphere Healthcare's unique nature films and technology, the Healing Space immerses visitors in a calming experience tailored to their preferences. The atmosphere media technology allows choosing from a selection of high-quality nature films and soundscapes, with ambient lighting harmonised to deepen immersion into the tranquil scenes. This innovation underscores atmosphere healthcare's commitment to enhancing the healthcare environment for patients, caregivers and healthcare professionals alike, facilitating a journey towards peace and recovery.

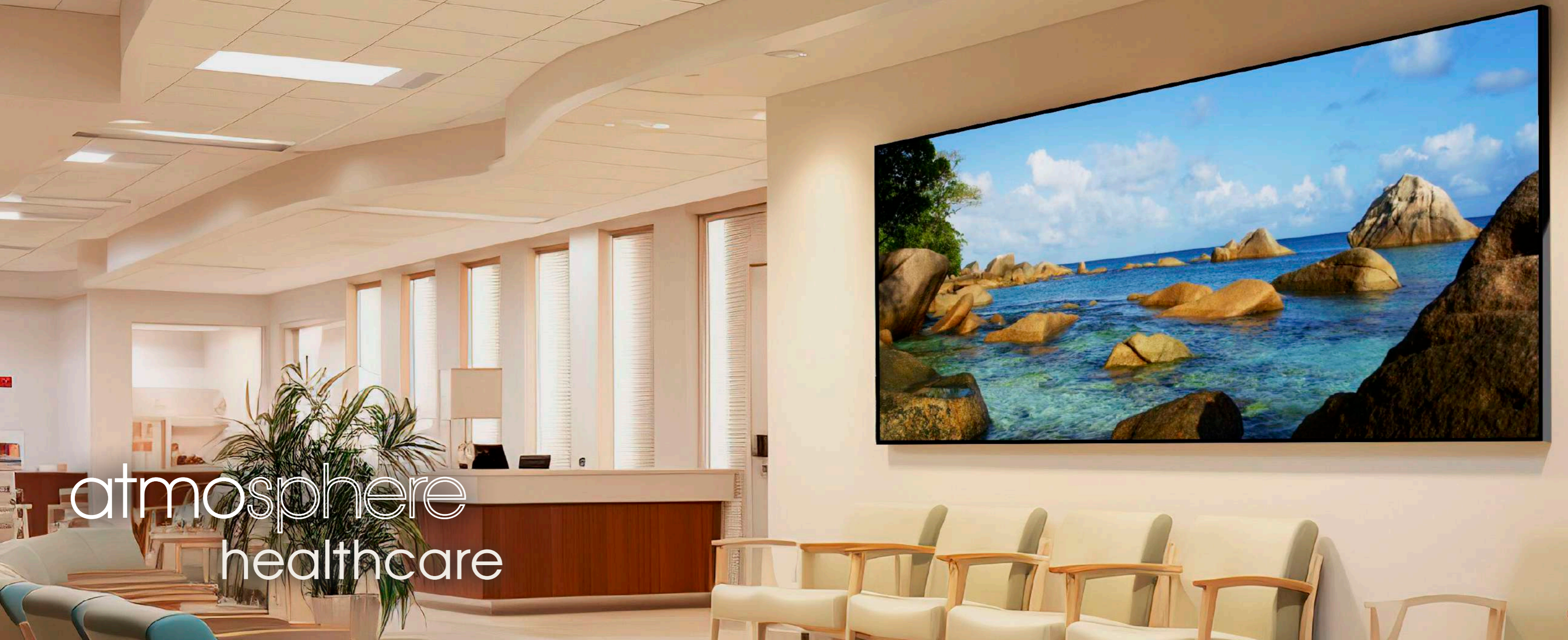
[Video](#) The Healing Space

Research and impact

"We are excited about the programmatic and research opportunities in The Healing Space," says **Masey Ross**, M.D., director of Massey's Integrative Health Program and an oncologist specialising in breast cancer. "We will collect data, to demonstrate the impact on patient and staff well-being in real time, which will generate more ideas for creative uses for the space."

A new era in integrative health

Becky Massey, chair of the Massey Advisory Board, views The Healing Space as a significant advancement in integrative health. "It represents what comprehensive cancer care should encompass," she notes, marking it as a milestone for the center's commitment to holistic patient care: "**It's exciting, it's groundbreaking, it's unique, it is the most fabulous advance that we've had in integrative health in a long time.**"



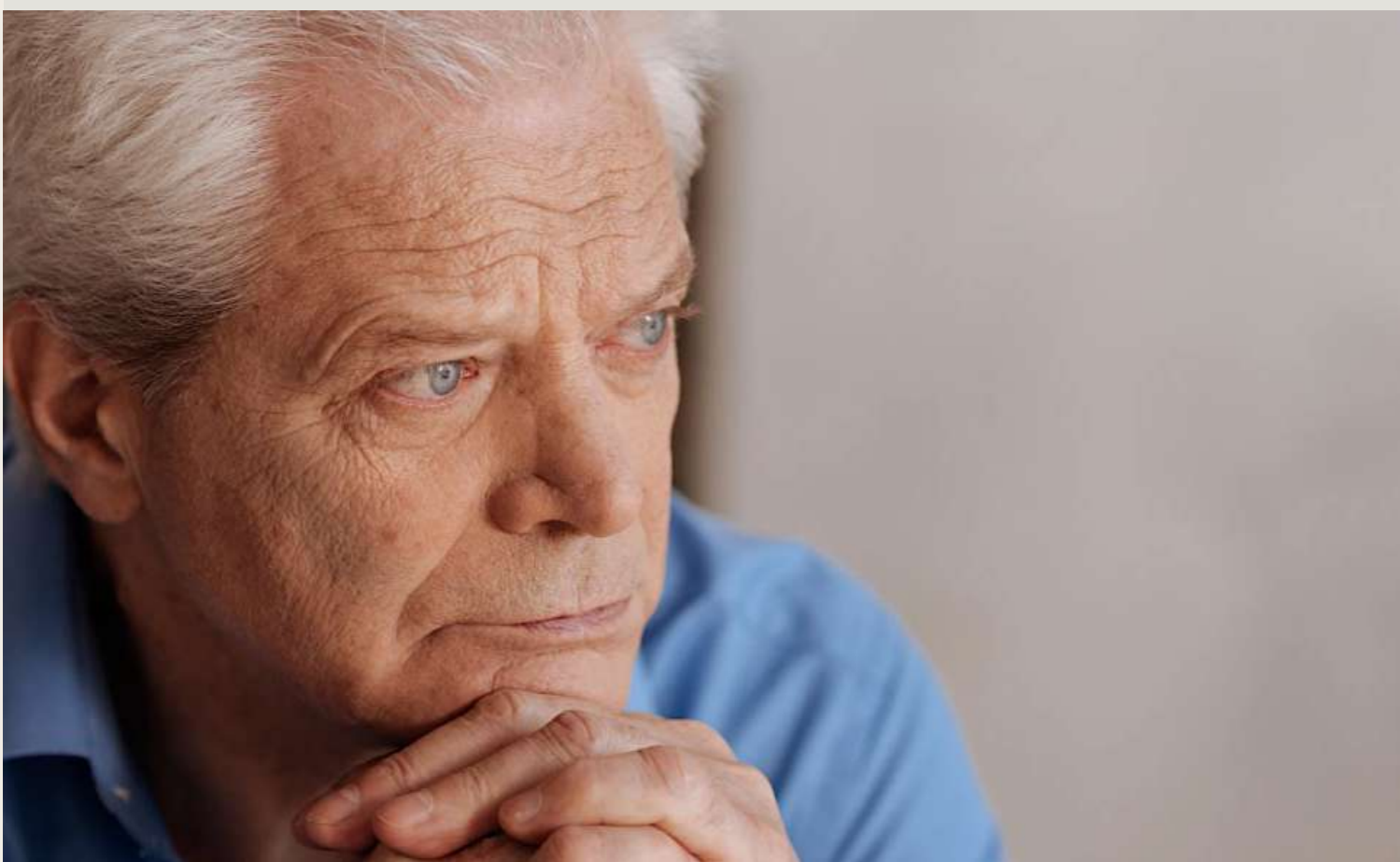
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Wohnstift Rathsberg Germany

Enhancing Well-Being and Cognitive Engagement

Unlike traditional TV and internet programs that may lead to cognitive overload, the atmosphere healthcare films minimise mental restlessness and stimulate relaxation. As seniors face social and emotional challenges that can impact their happiness and well-being, atmosphere reconnects older people with nature through immersive content.

atmosphere healthcare provides mental stimulation and fosters companionship, ultimately promoting happiness and improving their quality of life.



Spending time in the nature has great benefits for our mind and our body, but very often a walk through the forest or a trip to the beach isn't possible anymore for elderly individuals. Medical studies* show that viewing nature scenes helps reduce anger, anxiety and stress while increasing well-being. These positive effects are linked to increased activity in the parasympathetic nervous system. Studies using ECGs have found that participants' stress levels are reduced when viewing natural images, and those exposed to nature scenes before encountering a stressor had a better recovery and were therefore better able to handle the stressor.

Revitalising senior care through calming media

At **Wohnstift Rathsberg** in Erlangen, Germany, the introduction of two atmosphere healthcare systems marks a significant leap forward in enhancing the living experience for seniors. The media platform is transforming senior living by immersing residents in the beauty of nature through high-definition films and virtual journeys.

By curating content specifically designed for mental and emotional well-being, atmosphere healthcare provides an invaluable tool to alleviate the daily routine's monotony. It introduces new stimuli that can help reawaken memories, stir emotions and encourage mental activity, especially beneficial for individuals with dementia.

Katrin Amende, Nursing Management at Wohnstift Rathsberg, notes, **"With atmosphere healthcare, dementia patients can be reactivated,"** highlighting the platform's impact on residents' engagement and interaction.

Cornelia Wöhr from Marketing at Wohnstift Rathsberg adds, **"For many of our guests, it's like traveling through memories and their own past."** This testament speaks volumes about the profound effect that carefully chosen visual content can have on seniors, offering them a window to relive cherished moments and explore new vistas.

atmosphere healthcare's implementation in senior and nursing homes like Wohnstift Rathsberg exemplifies how technology and content can come together to forge **meaningful, life-enhancing experiences for the elderly, making every day richer and more fulfilling.**

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* Source: [Autonomic Nervous System Responses to Viewing Green...2015](#).
Source: [Viewing Nature Scenes Positively Affects Recovery...2013](#)