



Find relaxation in your stressful daily routine.
Stock up on energy. Break out of the mental hamster wheel.

In virtual reality: relax. enjoy. new energy.

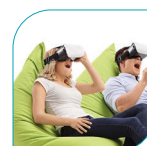
The overload of the present: always reachable, always under pressure, always on the clock, inundated on all channels, at all times. Always stressing with thoughts of the next task, the next email. Magic Horizons offers a solution to the combined stress of day-to-day life in the mental hamster wheel. Magic Horizons uses the unique combination of elaborately

produced 360-degree environments (in 3D), uplifting music, modern VR technology and fantastic virtual worlds. The holistic concept by Magic Horizons is both effective and efficient, sensationally easy to use and based on scientific insight – as evidenced by a comprehensive study led by the Humboldt-Universität zu Berlin.

Simply relax and immerse yourself in
fantastic worlds in virtual reality (VR)

Even a few regular breaks with a VR headset and the innovative content by Magic Horizons are enough to promote mental regeneration and to relax the user within a short time. The holistic approach with modern VR technology and unique, touching content far exceeds the possibilities of conventional relaxation CDs and smartphone meditation apps. VR applications are perfect for people in all walks of life who are exposed to great psychological stress and wish to achieve maximum concentration and mental fitness. Renowned partners in the fields of air, sea, and bus travel, telecommunications, technology and entertainment retail and corporate health management are already using the VR applications by Magic Horizons GmbH as pilots and for their customers. At the same time, the VR content offers exciting activities for burnout patients, senior citizens, people with limited mobility,

and people in long-term care. The high entertainment factor with active and passive interactive elements and the simple operation of Magic Horizons offer relaxation experiences for a global target group and people of any age.



Quality content based on the latest scientific findings

Magic Horizons GmbH in Munich, founded in 2018 by brothers Giorgio and Martin Koppehele, consists of experienced video and music producers, designers and programmers. Together with their wives, Suna and Gabi, the brothers designed all of the content and produced it with the help of their team. Scientific consultation for Magic Horizons was provided by gamelab.berlin run by the Cluster of Excellence for Image, Knowledge and Design at the Humboldt-Universität zu Berlin. The Humboldt-Universität zu Berlin will collaborate with the Charité-Universitätsklinikum Berlin for future testing of the VR experiences.

Diego M. Bonati's prize-winning 3D design studio in Spain creates beautiful, elaborate, high-resolution 3D worlds according to Magic Horizons' specifications. Interactive and particularly immersive VR content is created in cooperation

with the programming team at BidOn Games. Furthermore, Giorgio and Martin Koppehele travel around the world with their camera team and state-of-the-art VR camera equipment in order to create high-quality stereoscopic 360-degree videos in 4K and 8K resolution, which are later elaborately scored in the company's own studios.



Giorgio Koppehele



Martin Koppehele

From producers to the stars and creators of Ambra and Lichtmond to Magic Horizons

The multi-award-winning founders and producers Giorgio and Martin Koppehele have worked with many artists, including Plácido Domingo, Alan Parsons, Midge Ure, Boy George and Martyn Ware. They have produced successful 360-degree planetarium shows (in cooperation with the Planetarium Hamburg) as well as 3D relaxation Blu-Rays and DVDs (Ambra, Lichtmond), which received many Gold and Platinum awards. Moreover, they have composed and produced numerous soundtracks, corporate music, as well as radio plays for children. They collaborate with the Fraunhofer Institut and Dolby, and are considered to be pioneers in the field of immersive media. With their audio-visual project Lichtmond, they have enjoyed great success since 2010 and have received many awards. Their 360-degree planetarium shows have been licensed worldwide, including for the USA, China, Russia, and France. With their expertise, they have now launched Magic Horizons, a new pioneering software company, in order to create a global platform for mental deceleration in VR.

All of the 360-degree videos and interactive VR experiences by Magic Horizons are perfectly compatible with stationary virtual reality systems, such as Oculus Rift, HTC Vive, and Vive Pro.

The experiences are also adjusted for compatibility with mobile VR headsets, such as Oculus Go, Oculus Quest, Gear VR, and Google Daydream. As the mobile VR headsets are currently unable to keep pace with stationary VR systems in terms of reso-

Unique experiences for stationary and mobile VR systems

lution and performance, the complete desktop VR solutions, such as Oculus Rift and HTC Vive, are the first choice for fully exhausting the potential of VR experiences by Magic Horizons.

**Elaborately produced in 360-degree,
3D and 4K resolution (and 8K in future)**

All Magic Horizons VR content has already been adapted for different resolutions, up to 4K (4,096 x 4,096 pixels) and are also available in stereoscopic formats. The latter creates an authentic 3D effect which distinguishes itself from conventional 360-degree videos and offers a much more immersive experience in the magical worlds. The 3D nature of the content creates an authentic feeling of presence. For the first time, users have the feeling of actually being a part of it all, instead of simply sitting in front of a computer screen or smartphone. Using a fixed camera position and a floor that is constantly displayed, the content is able to circumvent the issues of the user's motion sickness or fear of heights.

The high-quality visual content is supplemented with excellent acoustic production quality – here, the pooled expertise of the experienced producers Giorgio and Martin Koppehele and their team comes into play. Usually, when using headphones, the music is only located within the head (IHL: In-Head Localisation). However, with the help of Ambisonics, it is possible to create binaural audio content in which the instruments can be located acoustically around the user (3D audio). The team at Magic Horizons has also improved the existing binaural mixing process, in order to create an excellent, three-dimensional musical space. Even with conventional stereo headphones, this creates a spatial impression of the sound, which also increases the authentic nature of the experience as the user is immersed in the sound itself. This creates the perfect sound for the perfect image.



Study by the Humboldt-Universität zu Berlin confirms effectiveness

The effectiveness of the combination of stereoscopic 360-degree experiences with binaural audio content was confirmed in 2018 by a study conducted by the Humboldt-Universität zu Berlin.

For the study, Dr Christian Stein of gamelab.berlin at the Cluster of Excellence for Image, Knowledge and Design at the Humboldt-Universität zu Berlin evaluated the relaxing and regenerative effects of interactive content with reference to the most recent studies worldwide in this field. The study evaluates the effectiveness of the Magic Horizons concept as thoroughly positive and describes the effects of VR as follows:

« Relaxation effects and regeneration after stress have been demonstrated for music and virtual environments in various studies. »

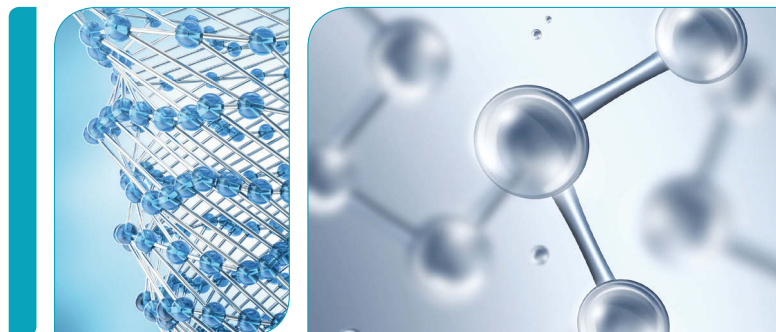
(Quote from Dr. Christian Stein, study from 1/11/2018)

« The studies show that, for the decisive degree of perceived presence in order to achieve a high degree of relaxation effects, VR is currently the best possible technology. The visual intensity is supported by the stereoscopic content, which Magic Horizons also offers. The high rendering quality of the Magic Horizons experiences also plays a decisive role here, and reinforces the presence effect. »

(Quote from Dr. Christian Stein, study from 1/11/2018)

« No other technology is able to provide a more intensive and more consistent simulation when it comes to perception than Virtual Reality (VR). »

(Quote from Dr. Christian Stein, study from 1/11/2018)



The Relax 4 Health Hotel – diverse VR experiences for all tastes and moods

The multifaceted 360-degree experiences by Magic Horizons form the Relax 4 Health Hotel, which is subdivided in to four areas.

This virtual hotel for mental relaxation in virtual reality is the basis for a global digital mental health platform.

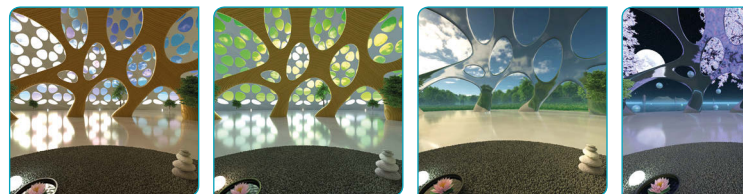
The Relax 4 Health Hotel is being launched with a basic package, but new content (expansions) will be added as time goes on, and will eventually be expanded to become a global platform. As such, Magic Horizons offers a multitude of suitable relaxation experiences for all users – depending on the amount of time they have and the mood they are in.

With VR Nature Videos (in 3D and 4K), users can relax with stereoscopic 360-degree films and have experiences like swimming with dolphins in the ocean, for example, seeing the untouched landscape and beaches of Crete, or enjoying the contemplative ambience of the Alpine foothills with mountain lakes and green forests – with musical accompaniment that is perfectly coordinated with the experiences. Other VR experiences can take you to mystic temples, pristine coves, or deep in the ancient jungles of Thailand. The journeys to picturesque locations have a positive effect on wellbeing and mental health. Just lie back and relax.

With Binaural Beats, the brain is addressed directly by way of binaural audio frequencies in VR scenarios developed specifically for this purpose. Delta waves (1Hz - 2Hz) induce a state of deep relaxation in the user, meanwhile theta waves (4Hz - 7Hz) encourage a relaxed, meditative state, and alpha waves (9Hz - 10Hz) invigorate and boost creativity.

The third area encompasses Interactive Experiences, which are especially effective thanks to the fully isolated display of the VR headset. In scenarios developed specifically for this purpose, two controllers are used to offer a particularly intensive yet relaxing immersive experience. Users can thus playfully experience a relaxing flow state in a crystal cave with leaves, flowers, butterflies or light particles, or roam through a Zen Garden and draw patterns in the sand with a virtual rake. The Number Training interactive experience offers a playful exercise with numbers.

In the fourth area, Meditate & Dream, guided breathing and meditation exercises and fairy tales read in a soothing voice help to achieve a state of deep relaxation, slow the breathing, and to promote regeneration of the mind and body. At the same time, the virtual environments provide intensive visual relaxation.





VIDEOLINKS

- ▶ **Magic Horizons in 100 seconds**
youtu.be/KhPIG4JeeZM
- ▶ **VR Preview (3:30)**
youtu.be/1XhRp1PGrUw
- ▶ **User Feedback**
youtu.be/YZrBNuKVwtM
- ▶ **Magic Horizons @ NEC Showcase, London**
youtu.be/EAJIHV2_qEI
- ▶ **Making of Green Mountains**
youtu.be/T8EkwMiFKxw
- ▶ **Instructions B2B VR Player**
youtu.be/1PLsZhGoFls



SOCIAL MEDIA

- ▶ **YouTube**
youtube.com/channel/UC6fmef90wTwzylIV0t8DVXw
- ▶ **Facebook**
facebook.com/MagicHorizons
- ▶ **Instagram**
instagram.com/magic_horizons
- ▶ **Twitter**
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