



DATE: 20 May 2022

## **Magic Horizons and inMotion VR announce strategic partnership**

**[Netherlands/Germany] – inMotion VR and Magic Horizons join forces with their new strategic partnership, offering customers a wider range of VR applications for XR healthcare solutions.**

inMotion VR, creators of the VR rehabilitation platform Corpus VR, are now including in their software a selection of the ever-growing library of Magic Horizons' immersive 360 relaxation videos. These videos bring a blend of 3D stereoscopic videos of nature with computer-rendered animations. The videos are unique and surpass the quality of competing products, and now enhance Corpus VR products with immersive binaural audio that takes products to another level.

In 2021, co-founders of both companies, Gert-Jan Brok and Kiki Coppelmans (InMotion VR) and brothers Martin and Giorgio Koppehele (Magic Horizons), got in touch through their mutual contact Todd Keitz. A veteran of the U.S. health care market who is U.S. business manager of Magic Horizons, Todd saw potential synergy and brought the two companies together. After the first meeting, it was clear that they shared the same passion and energy in their work. Martin & Giorgio, multi-awarded immersive multimedia producers, have created hundreds of video productions before entering the VR market in 2018. Gert-Jan, a veteran serious game producer, started with VR in 2014 at the time when the first Oculus headset was released.

*"Getting to know Martin & Giorgio and their team has been an incredible experience. When they showed me their videos during our first online meeting, it was clear to me that this was a perfect match for Corpus VR!", said Gert-Jan Brok. "We want to offer our customers the absolute best in XR therapy solutions. Creating the right content is key to that and we have always been focused on delivering high-end interactive exercises for physical, occupational, and neuro therapy."*

*"One of its many applications, VR is an effective way to help mitigate stress and anxiety, which in turn has a positive effect on pain, distraction, relaxation, and stress reduction – before and during treatments," said Martin Koppehele. "In combination with Corpus VR, the effectiveness of the stereoscopic videos increases. Where you can alter movement exercises, it is good for blood flow, coordination, attention, and more."*

*The companies agree, "The combination and effectiveness of both Medical Class registered products help to further reduce health care costs, through a unique integration of emerging technologies and gamification in customary treatment methods. This is not the future, this is now!"*

### **About Magic Horizons**

Founded in 2018, Magic Horizons (Neufahrn bei Freising, Germany) is a virtual reality company that offers a unique combination of elaborately produced 360-degree environments in 3D, with calming binaural music, and relaxing and resilience-strengthening virtual worlds for VR. To create the ideal outcomes for

customers, the company continuously improves their existing VR platform and experiences and constantly develops new ones, in close dialogue with users and scientific partners. The company's platform and ongoing development is based on scientific research by Humboldt-Universität zu Berlin, conducted specifically for Magic Horizons and in cooperation with internationally renowned universities. Their overall mission is to help as many people as possible to reduce stress, worries, and anxiety in all situations, and to strengthen their mental health in the long term.

#### **[About inMotion VR]**

Founded in 2016, inMotion VR's (Hertogenbosch, Netherlands) mission is to bring the most complete and flexible XR rehab solutions to patients and healthcare professionals worldwide. Their award-winning product Corpus VR is the backbone of their innovations to empower patients and therapists. This platform is a flexible NextGen solution for Precision Health Care and Personalized Health Care in the field of Physical Therapy for Faster & more Effectual Patient Recovery. The VR exercises help patients to be faithful to their program. While immersed in another world, distraction can lower pain perception and anxiety, while fun and relaxation kick in to support the healing process. In the meantime, an integrated Range of Motion check offers a tailor-made exercise program, visualized in real-time on a tablet as well as in-game. The company's mantra is "Let's play to heal."

For more information, to schedule a demo, or explore a partnership, please contact:

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## CORPUS VR



