

HOMEDICS

Unforgettable massage experiences based on Virtual Reality:

HoMedics presents Virtual Reality Massage at the IFA

Neuss, 31 August 2018. Breathtaking journeys around the world, soothing relaxation in the nature, guided meditations for inner balance and relaxing audio and music experiences – all these experiences become reality during a soothing massage for a comprehensive sense of well-being. This futuristic vision is made possible by the new MCS-1000HVR-EU Virtual Reality massage seat cushion, which HoMedics will be presenting at IFA 2018. Virtual Reality (VR), which takes the user to other worlds, is currently one of the biggest trend topics worldwide. Combined with a real massage it results in a perfect, innovative combination for the personal well-being.

More than a hundred different virtual reality experiences can be explored with the new HoMedics Virtual Reality massage seat cushion MCS-1000HVR-EU. The VR massage experience is started quite simply in three steps: Download the Hyperience app to your smartphone, pair the smartphone and the VR goggles via Bluetooth with the massage seat cushion, put on the VR goggles, and relax. The Hyperience app offers customers the VR content for direct download. For this, the customers can use their own VR goggles. The Hyperience App offers access to a whole universe of new experiences – an entry into unprecedented worlds of relaxation and meditation. The VR massage is controlled quite simply through the app via the smartphone.

In addition to the unique VR experience, the new Virtual Reality massage seat cushion offers a variety of soothing massage programs: From shiatsu to roller massage, spot or acupuncture massage – depending on the customer's need for specific, intensive or pain-relieving massages. Four types of massages work in the back area: Shiatsu, roll and tapping massage or combined shiatsu and tapping massage. The spot massage is specially tailored for specific application in the back area (shiatsu and tapping massage). A separate shoulder and neck

massage zone, the soothing warming function in the shoulder, back and seat area as well as a separate vibration massage in the seat area round off the comprehensive range of massage options. Three massage zones can be selected: the entire back, the upper or the lower back.

Massage applications synchronized with virtual reality offer completely new massage experiences and thus make it possible to enjoy the full massage effect. The unique broadening of the horizon for body and mind stimulates three senses simultaneously: feeling, seeing and hearing. HoMedics' new MCS-1000HVR-EU Virtual Reality massage seat cushion will be available in specialist retailers from the fourth quarter of 2018 at a price of EUR 399.95 RRP.

HoMedics is one of the best-known and most innovative brands in health, wellness and consumer electronics. The company was founded in 1987 as a manufacturer of massage equipment for home use in the USA and is the world market leader in the field of massage today. HoMedics' brand portfolio includes HoMedics, The House of Marley, Salter, Sol Republic, JAM and HMDX Audio. The owner-managed company markets its innovative products in the wellness and personal care, kitchen appliances and consumer electronics segments in more than 90 countries in America, Asia, Europe, Africa and the Middle East. Medisana GmbH distributes products on behalf of HoMedics in Germany, Austria and Switzerland.

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