



Massages with Virtual Reality Experiences - 360 degree experiences for feeling, seeing and hearing

Neuss, September 1, 2017. As a pioneer of new developments in the mobile health field, MEDISANA will be presenting its products at the world's leading trade fair for consumer electronics and electrical appliances, the IFA in Berlin. Virtual Reality, which opens up new worlds to the user, is currently one of the largest and most fashionable trend themes worldwide.

As a protagonist for the digital lifestyle, which will continue to grow in all areas of life, MEDISANA is always at the cutting edge of technology as the leading specialist in the home healthcare market, and is committed to the development of new technologies.

At the IFA, visitors will be able to discover many new virtual reality experiences. MEDISANA has developed the perfect experience to complement the massage program for every user: Through this, it is possible experience and invigorating trip around the world, guided meditations on a tropical island, listen to a music experience in the nature while in the "Sound Garden", and also escape everyday life with an audio visualization. The specially created 360-degree experiences will enable you to dive into distant worlds and enjoy the full massage effect. Thereby, three senses will be stimulated simultaneously: The sense of touch, sight and hearing. All the massages offered are Virtual Reality synchronized massages, which are provided under the "connect body and mind" motto - a symbiosis of massage and the VR experience for a comprehensive well-being.

Ralf Lindner, Chairman of MEDISANA AG, is convinced: "The combination of these two areas, which complement each other perfectly, create a completely range of possibilities for the health and wellness market." Experts from the fields of medicine, therapy and research definitely case see great potential in this segment.

MEDISANA and HoMedics are exhibiting together in the trade fair booth 103 in hall 6.1 on a floor space of 255 m².

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