

brainLight®

LIFE IN BALANCE

brainLight®-Company profile

Company designation:

brainLight Company for the Marketing of Relaxation Techniques mbH (GmbH)

Date of foundation: October 31st, 1988

Managing Directors: Ursula Sauer, Jochen Hufgard

Business development:

The **brainLight** GmbH (Ltd.) has been developing and marketing holistic relaxation systems since 1988, and is the market leader in this field. The unique selling point (USP) of the offered and worldwide unique products lies in the synergy of audio-visual relaxation and Shiatsu massage. Both components are connected via an interface. Along the way of this product development and market launch lets mention the „**brainLight**-be-Synchro“ (2007) and the **brainLight** relaxTower for commercial use (2008). In 2011, the be-Synchro evolved into the „**brainLight** Touch Synchro“ with integrated touch keyboard. At the touch of a button, light, frequency tone, music and voice are each used simultaneously and a Shiatsu massage chair completes this holistic experience.

In the following years, these systems were supplemented again and again by more innovative Shiatsu massage chairs. In this development history, the advances in individualization technology are particularly noteworthy. The massage chair **4D Zenese** - in the program since 2016 - features a new generation of body scan. This is activated at the beginning of all programs. As a result, the massage chair adjusts the massage to the individual user's size. The Zenese not only measures the length and width of the back, but also the contours of the back. This makes it possible, for example, to massage along the shoulder blades. In 2019, the massage chair **flow** was added to the product range as an extra-robust power package, especially for private users. Simple but simply ingenious, it combines various air pressure and roller massage techniques and is particularly space-saving. The 4D-Shiatsu-Massage-Chair **SPHERE**, which was launched in 2023, also features a health check to determine the heart rate and oxygen saturation in the blood. From this, the chair's software can derive an individualized massage for the calculated fatigue level, which can then be selected.

A new program structure for all audio-visual **brainLight**-Relaxation-Systems (each with or without a Shiatsu massage chair) was launched by the company in 2020. The three-digit instead of the previously two-digit combination of numbers for the programs results in a greater variety of programs for relaxation enjoyment.

In 2022, the company launched a portable audio-visual relaxation system, the **brainLight** mobil. Users can enjoy light, music and voice guidance via their own smartphone and an app. They perceive the impulses via in-ear headphones as well as via a visualization system that delivers the light stimuli to their closed eyes. Deep regeneration is thus possible at any location.

Since 2015, companies and organizations have increasingly been offered services related to Corporate Health Management (CHM), which is required by law (in Germany). With special projects and health promotion measures, companies can test whether **brainLight**-Systems help their employees to sustainably relax and regenerate in their daily work. These measures are scientifically evaluated by various universities, such as the Bonn-Rhein-Sieg University of Applied Sciences.

Products and services:

- Distribution of audio-visual deep relaxation and learning systems, Shiatsu massage chairs and the combination of both: the **brainLight**-Complete-Systems.
- Sound studio productions
- Over 150 wellness lounges per year at trade shows and events
- **brainLight**-Systems bookable for incentives, events and health days in companies
- Realization of information events and the **brainLight** Life Balance Day
- Consulting and support of companies in the integration of solutions in the company health management
- Training as a „Corporate Prevention and Health Manager TÜV (German Association for Technical Inspections) approved.

Target groups and areas of application:

- Companies & CHM • Education and Learning • Fitness and Sports • Hotel and SPA
- Wellness and Beauty • Medicine and Healing • Rehab and Care • Private Users



Distribution channels:

- Presentation at trade fairs & in companies on site, in **brainLight** studios or showrooms
- Online-Shop www.brainlight.de
- In-house Healing and Clever study with free participation (Germany and Austria only)
- CHM projects in cooperation with the Bonn-Rhein-Sieg University of Applied Sciences (H-BRS)

Awards:



brainLight was voted as **TOP BRAND CORPORATE HEALTH** Service Provider in 2022 & 2023 and thus as one of Germany's best CHM (Corporate Health Management) service providers.



The brand „**brainLight** – Life in Balance“ was awarded the **German Brand Award** in 2023, 2021 and 2019 with a double award each; nominated for this award in 2018 and receiving it for the first time in 2017.



In 2021, **brainLight** was awarded the coveted **PLUS X AWARD** for the 6th time, including in 2012/13, 2013/14, 2014/15 and 2016/17 as „Deep Relaxation System of the Year“ and both in 2018 and 2021 with the seal „**BEST PRODUCT OF THE YEAR**“.



The brand „**brainLight** – Life in Balance“ is now one of the most successful brands at the PLUS X AWARD. **brainLight** was awarded as **BEST BRAND OF THE YEAR** in 2018 as well as in 2021! The award for „**HIGHEST CUSTOMER SATISFACTION**“ was awarded to **brainLight** in 2018, 2019, 2020, 2021, 2022 and 2023.



INNOVATION AWARD FOR ERGONOMICS 2023

2020 & 2023 the Institute for Health and Ergonomics (Institut für Gesundheit und Ergonomie e.V.) has awarded the „**INNOVATIONSPREIS ERGONOMIE**“ (**INNOVATION AWARD FOR ERGONOMICS**) to **brainLight** GmbH and thus its commitment in the field of Corporate Health Management (CHM) was honored.



In 2016 as well as in 2018, 2021 and 2023, **brainLight**-Projects were awarded the „**BEST OF**“ seal in the category „Service & Services“ at the **INDUSTRY AWARDS**.



At the **EUROPEAN HEALTH & SPA AWARD**, the then most recent **brainLight**-Complete-System won 2nd place in 2017 and in 2015, it was awarded 3rd place.

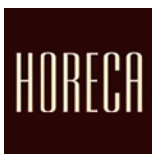


In 2017, the **brainLight**-Complete-System relaxTower Zenesse won the **AUDIENCE AWARD** of the **WELLNESS & SPA INNOVATION AWARDS**.



In 2016, **brainLight** was awarded the „**LUXURY BRAND OF THE YEAR**“ at the Polish Luxury Fair Luksusowa Marka Roku.

In 2016, all **brainLight**-Massage-Chairs in combination with an audio-visual **brainLight**-System were awarded the **SEAL OF APPROVAL** of the Initiative Group of **GERMAN SENIOR GUIDE** (Initiativkreis Deutscher Seniorenlotse) which is awarded for senior-friendliness, product variety, price-performance ratio and quality of the products.



In 2015, our holistic relaxation **brainLight**-System was awarded first place in the category „Wellness equipment and accessories for spas“ at the hotel and catering trade fair **HORECA** in Krakow/Poland.