

A woman with blonde hair is lying down in a dark, sleek hydrotherapy pod. The pod is situated in a natural setting with a river and lush greenery in the background. The pod has a control panel with a screen on the right side. The overall scene conveys a sense of relaxation and wellness.

dwl

the health & wellness concept for
everyone

dreamwater
lounge



dwl

experience the power of water

Water is the source of life, without it we cannot survive. Our bodies are made from it. Water is the main component of our home, the Earth.
We use water to relieve pain, refresh and revitalize our bodies.

Water relaxes our minds and the sight and sound of water helps to ease stress. These are the fundamental principles of dreamwater lounge. Allowing your clients to enjoy all the benefits that water gives without any inconvenience.



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I Introduction



Co-founder of dreamwater lounge

who are we?

Our company dreamwater lounge was founded in 2009 with the sole purpose of creating a marketing concept around the Medyjet massage system.

The popularity of dry water massage, especially in the commercial sector, was on the rise creating the demand for a marketing concept to support this medically proven form of alternative treatment.

The first 3 years were very successful with numerous installations around Europe. Furthermore, recognition of our concept drastically grew after we were awarded the prestigious **Acanthus Aureus** prize which, is given for the best marketing strategy for a fitness product.

The year 2012 also saw the completion of two water projects in Uganda and Sierra Leone. A fundamental part of our marketing concept

- **“the supply of safe drinking water to the third world”.**

The birth of the dreamwaterJet

Although the Medyjet was an excellent product, we felt the necessity to improve on the technology.

Therefore, in 2012, we joined forces with the company which, for 10 years, had produced the Medyjet.

This partnership resulted in the birth of the **dreamwaterJet** - **the latest generation in dry water massage systems.**



Acanthus Aureus close up



Our director receiving Acanthus Aureus



The dreamwater lounge head office in Denmark



The surrounding countryside

Our head office is a renovated water mill on the Danish island of Fyn (approx. 170 km from Copenhagen). It is the ideal location for inspiration when working in the health & wellness business. Additionally, we have a number of staff based at various offices around Germany.

The health & wellness concept that is dreamwater lounge is now available in many European countries and is growing in strength everyday. We sincerely hope, after reading our concept presentation, that you join us and take advantage of this booming market.



Part of lake dreamwater



what is dreamwater lounge?

dreamwater lounge harnesses all the benefits that water gives allowing your clients to enjoy an amazing range of health, beauty, fitness and relaxation treatments. In addition, a water based decoration theme ensures your client receives the absolute maximum level of enjoyment from each visit.

A recent survey shows that over half of the world's population seek alternative therapies for back pain, tension, stress reduction and overall wellness. Worldwide spending for these treatments exceeds 200 billion dollars a year.

Installing a dreamwater lounge for your clients will allow you to gain access to this huge and profitable market.



why do we use water?

For centuries now, people have used water to help promote personal well being, soothe aching muscles, ease pain and relieve stress.

For many people, simply being near water and listening to its calming and hypnotic sound has an amazing relaxation effect. When we take holidays from our busy schedules, many of us seek out locations situated close to water.

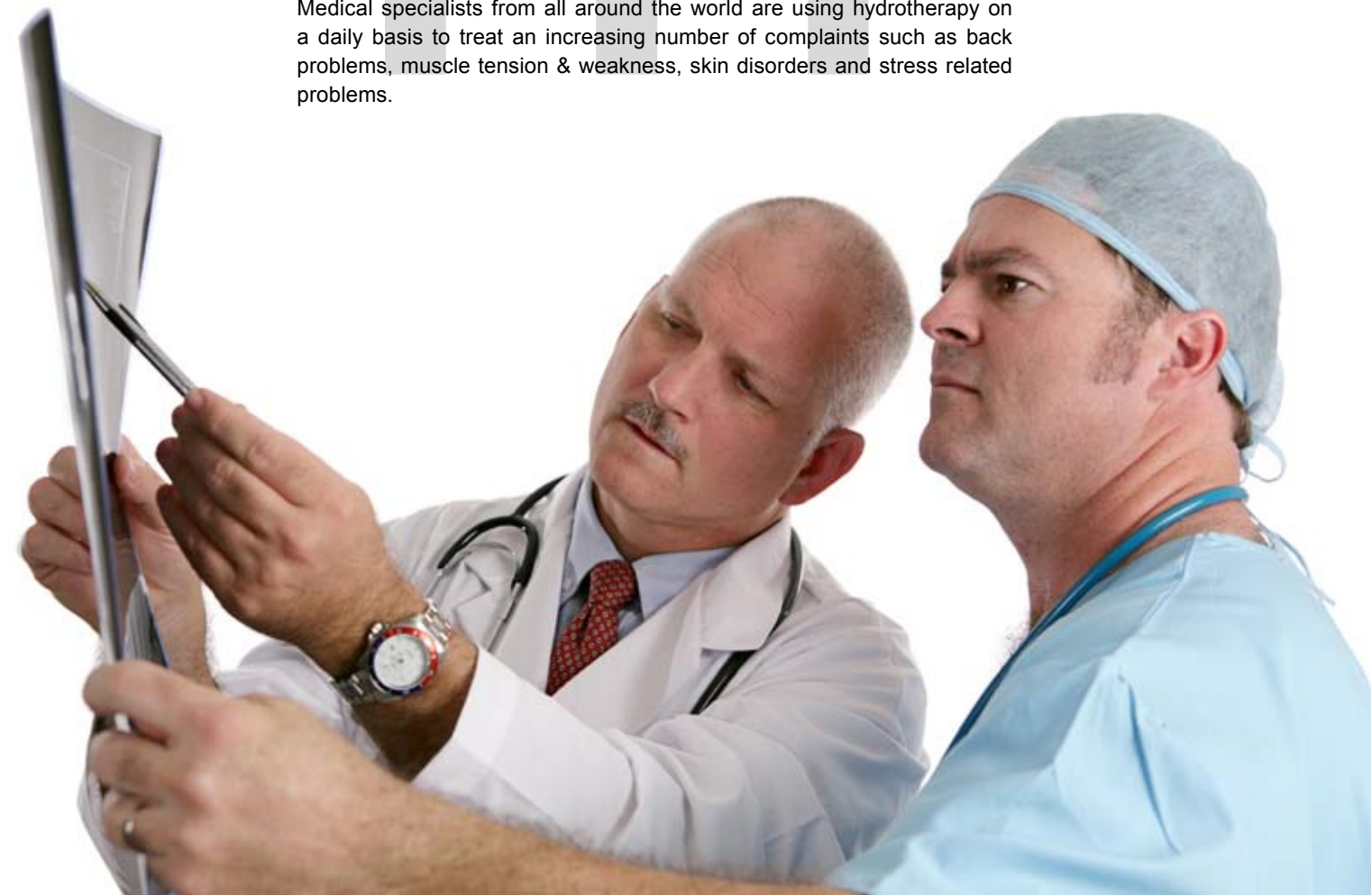
Water will always be nature's gift to us, it **refreshes**, **rejuvenates**, **revitalises** and **relieves**.



water - a valuable medical tool

The therapeutic benefits of water have long since been recognised by the medical world resulting in the birth of hydrotherapy. Hydrotherapy is the term given to the medical application of water and it is extremely effective and highly accepted.

Medical specialists from all around the world are using hydrotherapy on a daily basis to treat an increasing number of complaints such as back problems, muscle tension & weakness, skin disorders and stress related problems.



D

Room decoration



Water bubbles



Beach cove



Mountain cavern



Beach cove

creating the perfect ambience

The team at dreamwater lounge have realised the necessity of creating the perfect ambience for the client during their treatment. For this reason, with each installation we offer a complete room decor system depicting one of the following water themes:

Ocean blue / Water bubbles
Mountain cavern

Forest waterfall
Beach cove

The room decor system is available either as an individual solution, customised to the size of your room or alternatively, our standard solution known as “dreambox”.

Our design team are more than happy to advise you on which room decor system is best for your location.



Forest waterfall

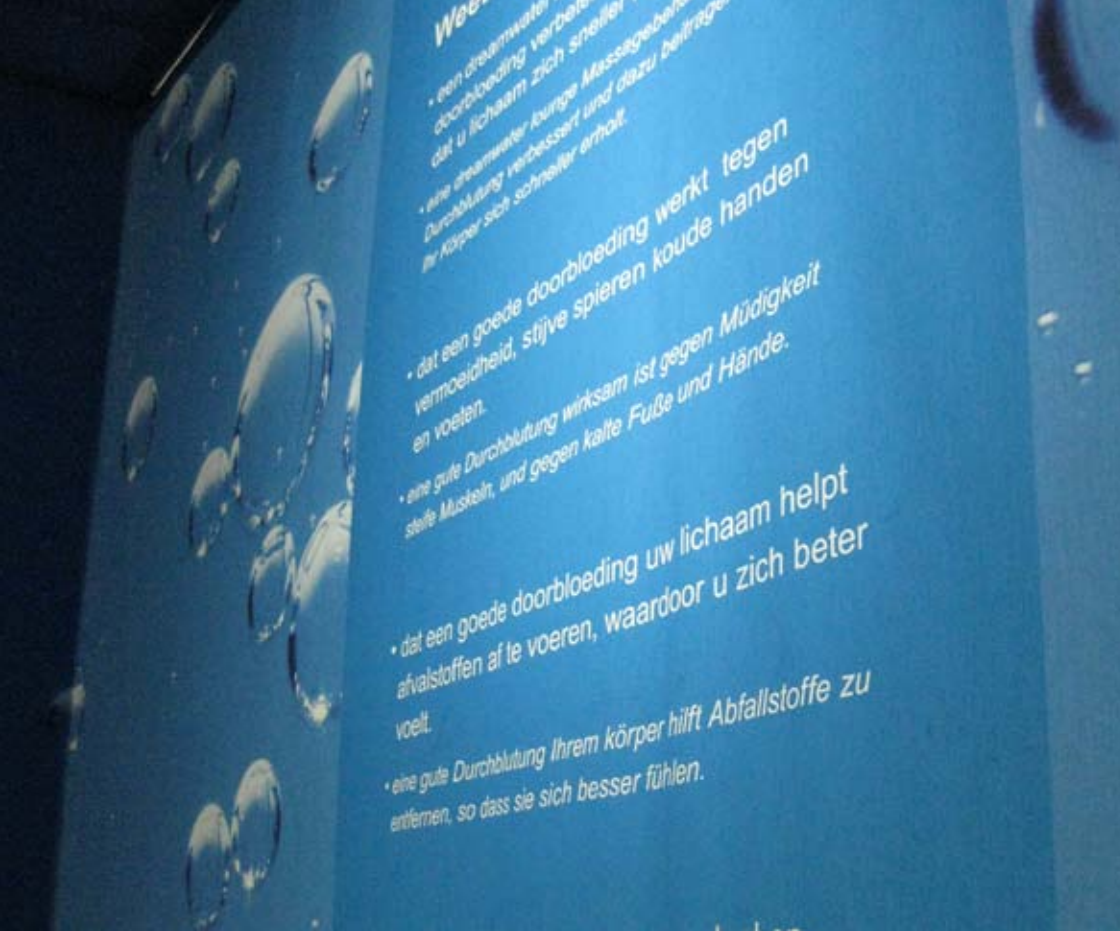


Ocean blue

B

Ocean blue / Water bubbles

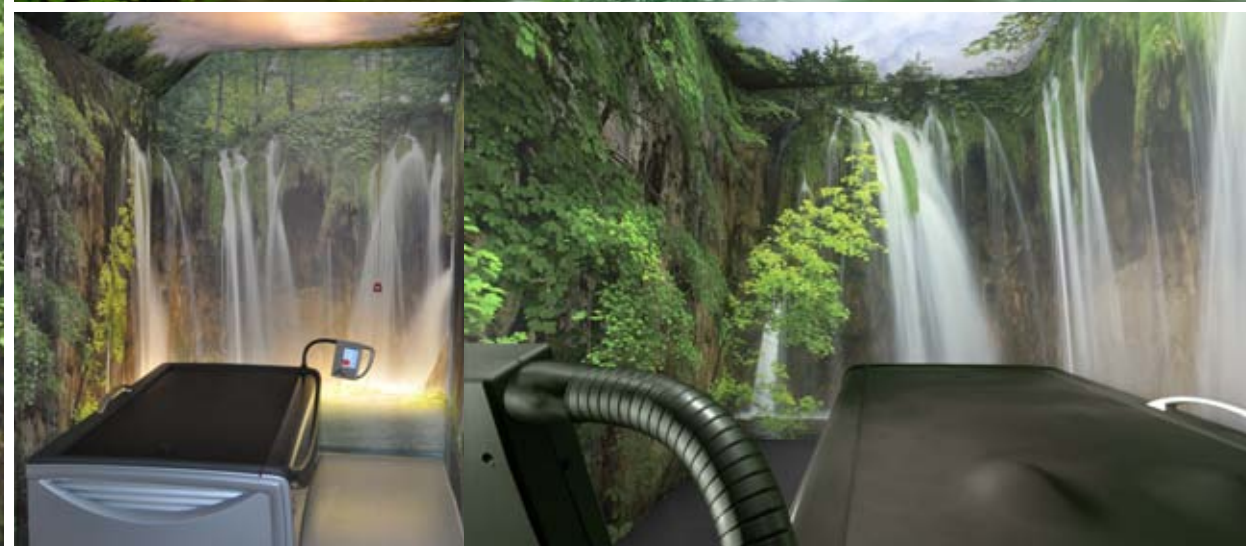
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Forest waterfall

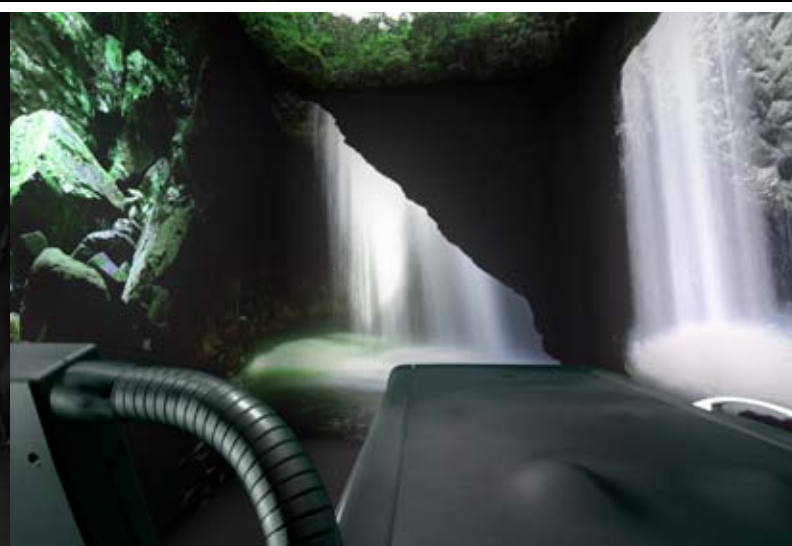
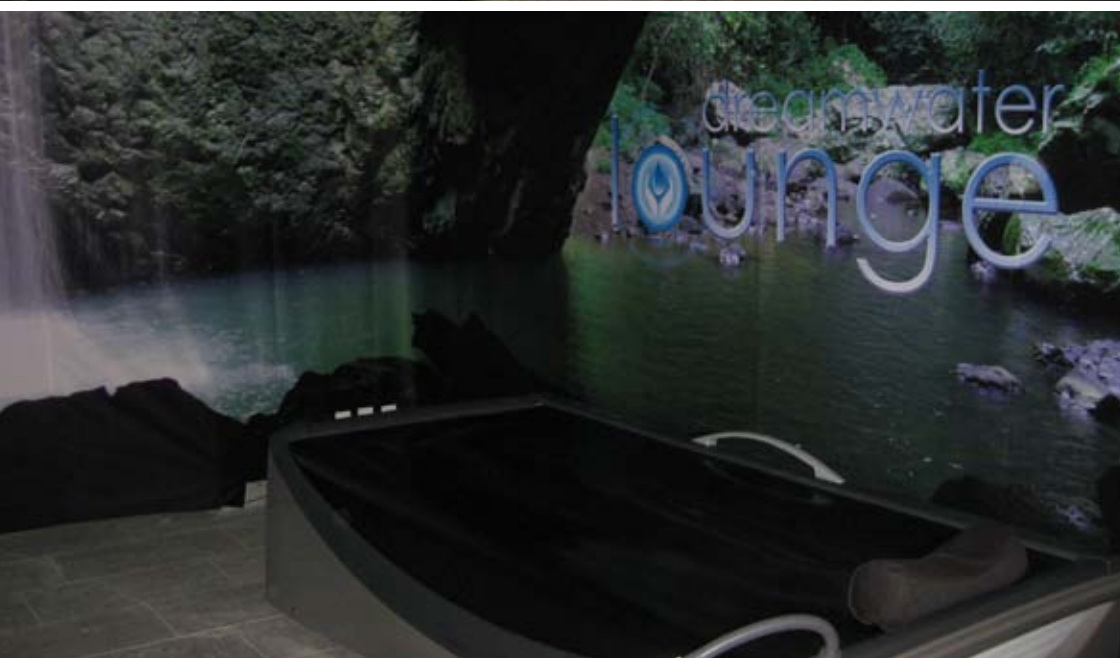
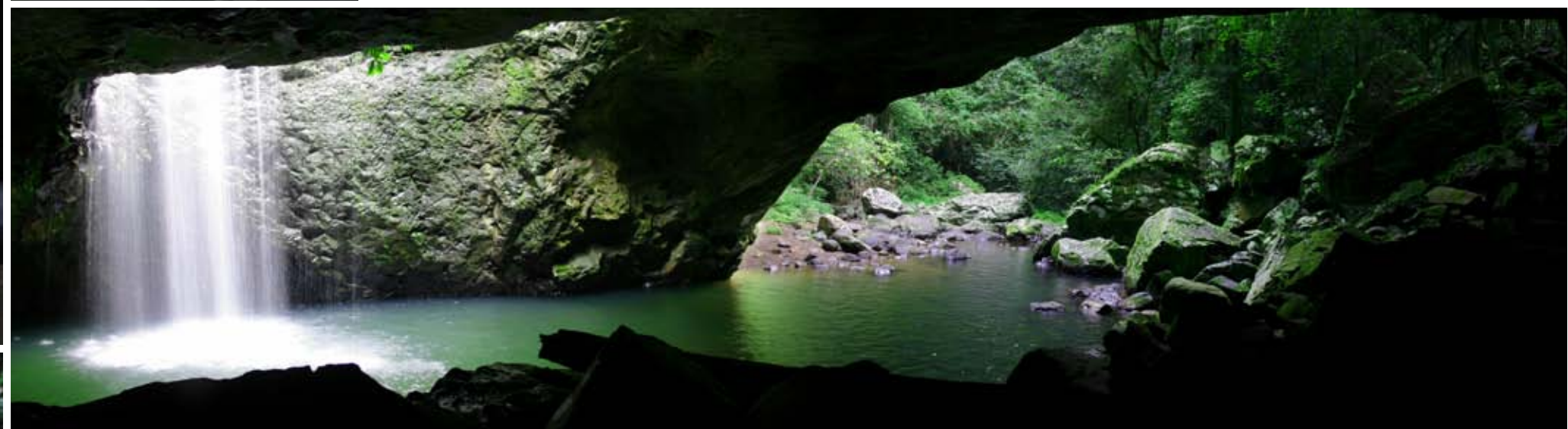
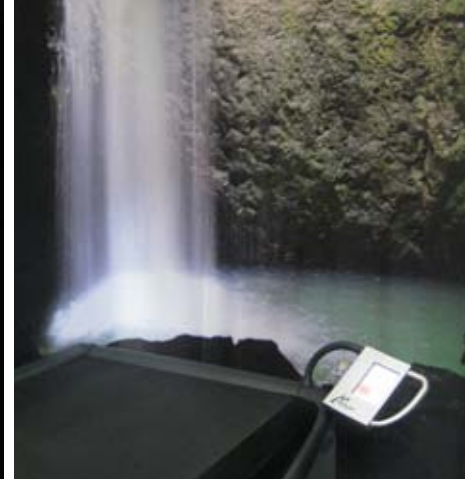
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m

Mountain cavern

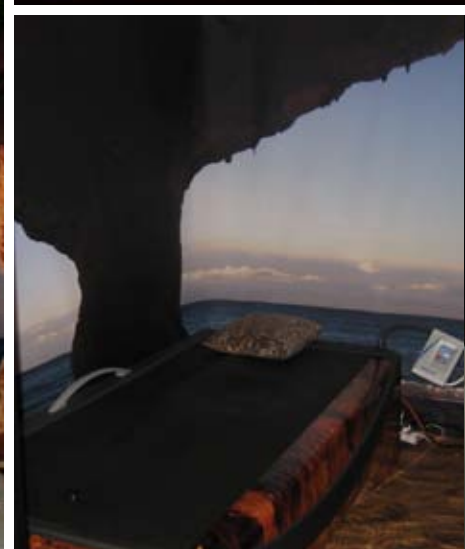
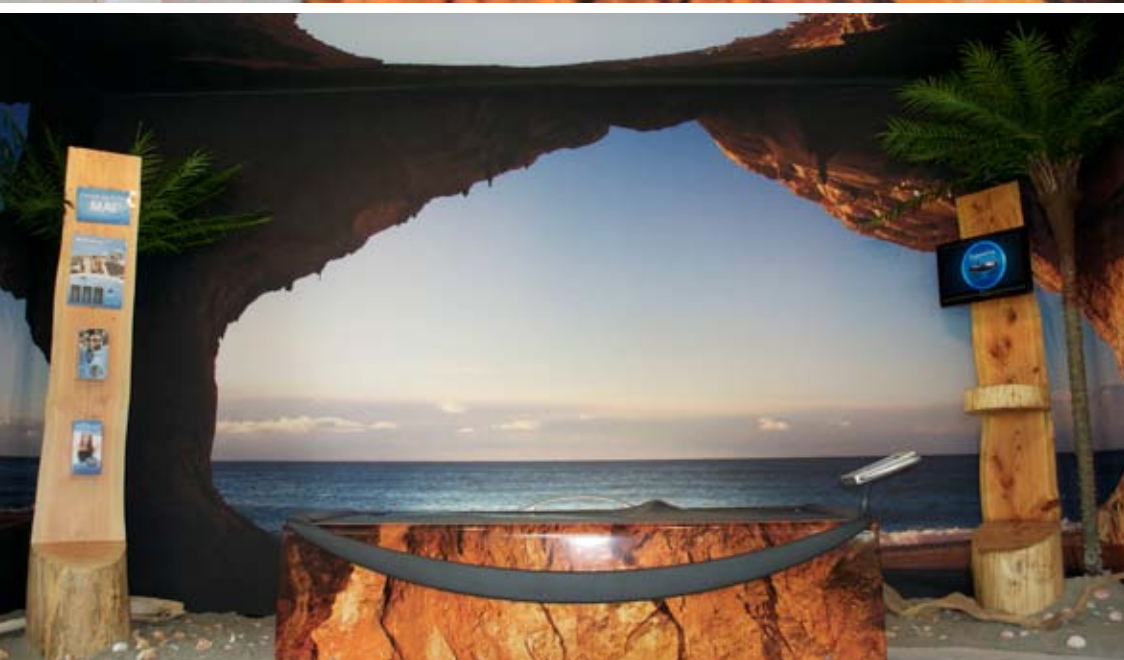
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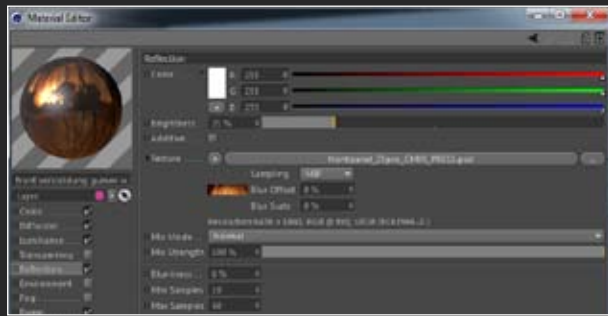
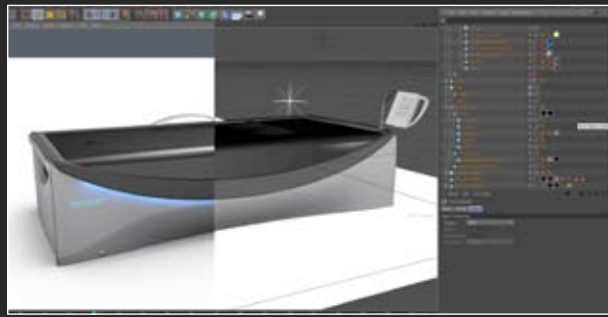


B

Beach cove

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technology meets nature

Creating the perfect natural ambience can sometimes require a little boost from modern technology. This is why the dreamwater lounge construction team take full advantage of all available modern day design tools such as computer generated animation & CAD - Computer Aided Design (see left).

The main advantage of using animation technology is to give you, the client a sneak preview of how your dreamwater lounge will look in the future. This allows you to make alterations to the format or design before installation starts. The series of images (see opposite), are all computer generated animation which, were used as a visual aid showing a medical client in Germany just how we intended to turn his storage room into a therapy unit containing 2 dreamwater lounges. For each “before” animation, there is a corresponding “after” animation taken from the exact same camera perspective.





Massage studio - after installation



Massage studio - before installation



Wellness hotel - before installation



Wellness hotel - after installation



Day spa - after installation



Day spa - before installation

from start to finish

The 2 main objectives of our room decoration system are:

To generate an interest at the client's location for the new product.

To improve treatment effectiveness by adding visual stimulation.

As you will clearly see from the before and after pictures (*opposite*), we have achieved our objectives at these various dreamwater lounge installations.

The visual improvement to the room after installation is spectacular and we receive a huge amount of positive feedback from people using the dreamwater lounges via our satisfied clients.

The series of images (*right*) show how a treatment room at a German hospital was transformed into a treatment experience. The animations (*Figs. 2 & 3*) were created to give the hospital staff a sneak preview how their treatment room would look with a lounge.

The result speaks for itself!



Fig. 1 - original picture of treatment room



Fig. 2 - animation of treatment room

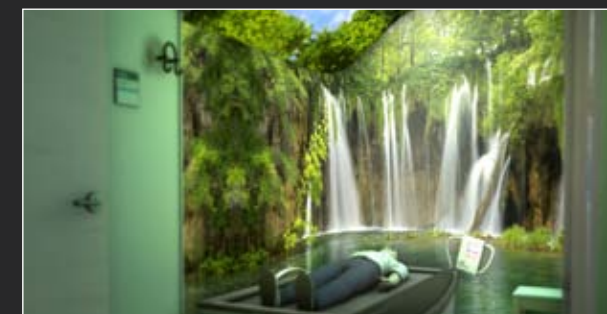


Fig. 3 - animation of room with Forest waterfall lounge



Fig. 4 - original picture of completed project



Empty room to dreamwater lounge in 3 steps



Step 1 - "dreambox" framework assembled



Step 2 - add the "dreambox" banners



Step 3 - ready for installing the massage system

the standard solution "dreamBox"

If you are looking for a room in room solution then our standard "dreambox" is ideal. It is simple to construct but as with the individual solution, brings any room to life. Floor space required is 3 x 2 metres and height requirement is 2.25 metres.

It comes in 5 various formats (Figs. 1 - 5 opposite), This flexibility enables you to choose the best "dreambox" layout to fit the room /space available. If you are installing the "dreambox" into an existing room, it literally fits around the entrance/doorway for that room giving the illusion you have completely decorated the whole room.

Once you are happy with the format, now choose the water theme you like best (Figs. A1,B1,C1 or D1 opposite) to complete your "dreambox" configuration.

Other options are an "L" shaped entrance attachment giving the user more privacy during the treatment. Additionally, for stand alone "dreamboxes", customised exterior banners used for decoration purposes and/or promotion of your new dreamwater lounge service.



Fig. 2 "dreambox" format landscape with door middle



Fig. 3 "dreambox" format landscape with door left



Fig. 4 "dreambox" format portrait with door left



Fig. 5 "dreambox" format portrait with door right



Fig. A1 "dreambox" Water bubbles (transparent)



Fig. 1 "dreambox" format landscape with door right



Fig. C1 "dreambox" Mountain cavern (transparent)



Fig. B1 "dreambox" Forest waterfall (transparent)



Fig. D1 "dreambox" Beach cove (transparent)





The Forest waterfall "dreambox" on display in Holland



The "dreambox" can be mounted on legs which, allows installation in wet areas



Two "dreamboxes" on display in France



Two "dreamboxes" on display in Poland



The Forest waterfall & Water bubbles "dreamboxes" on display in Germany



The "dreambox" exterior can also be decorated

putting the "dreamBox" to use

the flexibility and versatility of the "dreambox" makes it the perfect solution for us when we are showing our dreamwater lounge at exhibitions and fairs.

Regardless of the size or shape of our exhibition stand, it is extremely simple for us to take full advantage of every available square metre of space, achieving the highest possible value for money.

As the "dreambox" is based on an interchangeable modular system, it allows us to make separate "rooms" out of a single area and to join these "rooms" together with a network of entrances or corridors.

This advantage will obviously help any customer who intends to install multiple dreamwater lounges in a larger room or area. There will be no requirement to build walls, room separators or cabins thus keeping renovation and building costs down to a minimum.

It so simple, its genius!



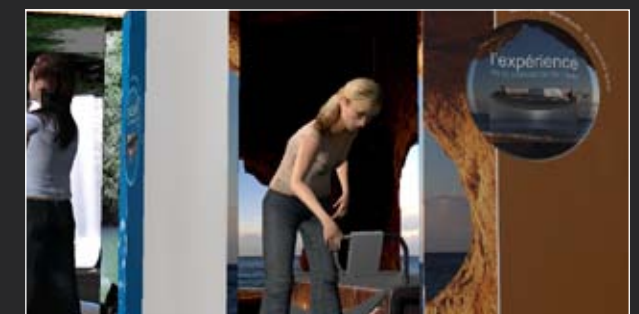
An animation of 4 "dreamboxes" together



Forest waterfall & Water bubbles animated



The rear side of a "dreambox" animated

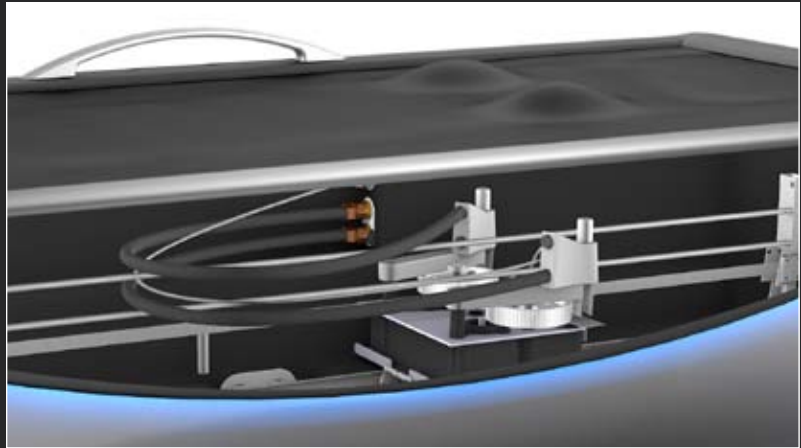


Beach cove & Mountain cavern animated

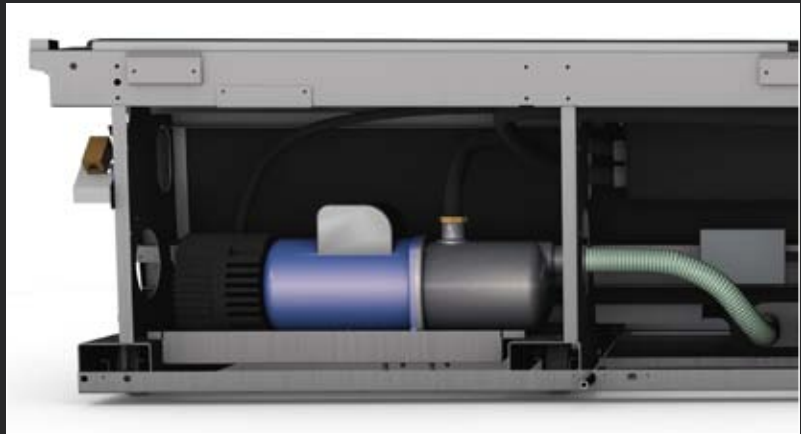
J The dreamwaterJet



“In our opinion, it is by far the best product of its kind available on the market today.”



An animation of the interior workings of the dreamwaterJet



One of the powerful pumps which, creates the water pressure



Our message system has 2 pumps, one for each of the water jets

quality has a name

The water massage system used in all our lounges is the **dreamwaterJet**.

The system is manufactured by the same company that for 10 years, produced the Medyjet massage system. As improvements had been made to the technology originally used in the Medyjet, we decided to use a different name for the massage system to avoid any confusion.

In our opinion, the **dreamwaterJet** is by far the best product of its kind available on the market today. It meets all our technical and functional requirements which, enables us to offer our customers an extensive range of treatments.

The **dreamwaterJet** is built by hand in Germany and undergoes a rigorous quality control procedure lasting 3 days after construction.



Mirror - imaged & parallel massage simulated



Circular & Effleurage massage simulated



Medial & lateral massage simulated



The dreamwaterJet simulates many classical massages



An animation to demonstrate how the water jets are used to massage



The water jets hitting the top of the 5m plexiglas tower

harnessing the power of water

A combination of state-of-the-art technology and windows based software enables the **dreamwaterJet** to simulate many various massage patterns (*see above*).

These patterns are similar to the classical massage techniques used by physiotherapists and massage therapists except, they are applied with 2 high pressure jets of water instead of the therapists hands.

During a 15 minute dreamwater lounge treatment, the user can expect to be massaged with approx. 2000 litres of warm

water which, is constantly being recycled from the 330 litres of water on which, the user is lying.

For exhibitions, we created a plexiglas display system with a 5m tower. This display system replaces the black rubber mat normally found on the **dreamwaterJet** (*see right*). The plexi-glas system allows us to demonstrate the true power of water.

Visitors to our stands are always surprised to see the water jets easily reach the top of the tower at only 50% of treatment pressure.



An animation showing the water jets hitting the underside of the rubber mat



The 5m plexiglas tower mounted to the plexiglas cover on our demo system

fingertip convenience

With the **dreamwaterJet PLUS**, all treatments are stored directly on the touchscreen in the form of a library. Additionally, it is possible to adapt the layout and language on the touchscreen as required. Examples of different layouts can be seen below.

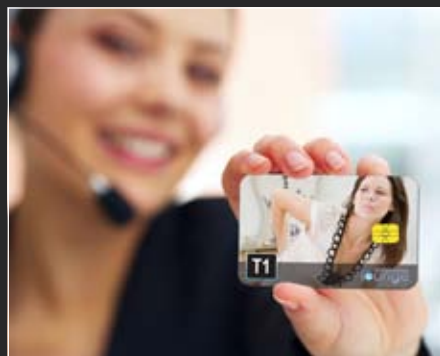
The images used for each button are identical to the image used in all marketing material for the treatment.

When your customer presses the button corresponding to the treatment of their choice, the program will start and run automatically.

Although treatments are stored directly on the screen, it is still possible to control access to these treatments by using modern RFID technology which, comes as standard with the **dreamwaterJet PLUS**.



Treatments are preprogrammed on printed chip cards



No extra workload for your employees



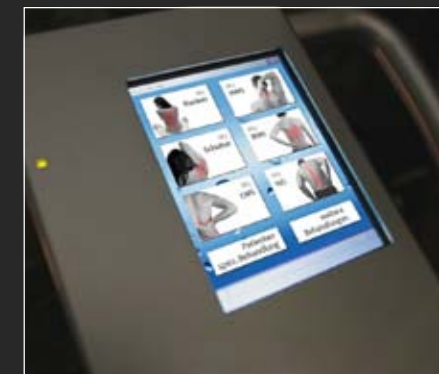
Insert the chip card into left side of the touchscreen



Treatments are conveniently stored on the touchscreen



Treatments are stored in the form of a library



The layout can be individually customised

simple operation with chip cards

With the standard version of the **dreamwaterJet**, all treatments are preprogrammed for you and stored on printed chip cards.

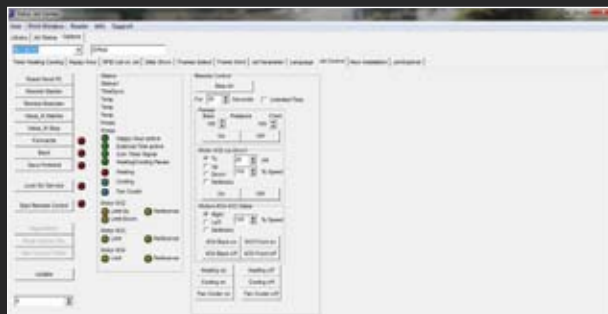
Identifying each individual treatment is child's play as the chip card design is identical to the marketing used to advertise that particular treatment.

Your staff simply hand out the required chip card. The chip card is then inserted into the left side of the **dreamwaterJet**

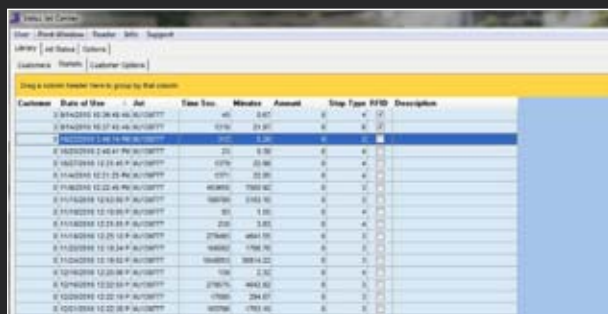
touchscreen (see above). After pressing "card" on the screen, the treatment runs automatically.

Additionally, the chip card has a "counter" function which, enables you to preprogram the number of treatment sessions.

When the card is empty, simply recharge using either the **dreamwaterJet** or additional PC software.



Original screenshot of the remote maintenance menu



Original screenshot of the statistics menu



Original screenshot of the jet status menu



Original screenshot of the energy save menu

support software for your PC

Our technicians in cooperation with VELUS have designed PC based support software which, opens a range of extra functions for your **dreamwaterJet**. Examples of these extra functions are:

Chip card management

Recharge, check and update dreamwater lounge chip cards via an external card reader.

Remote maintenance*

Enables our technicians to access your **dreamwaterJet** immediately to analyse faults, update software, reset etc.

Energy saving*

Set the sleep times to reduce energy costs.

RFID technology*

Control access to the **dreamwaterJet**.

Jet status*

Check from a distance whether the **dreamwaterJet** is being used and if so, how many minutes are remaining. View fault warnings, temperatures and pressure levels etc.

Slideshow*

Convert the **dreamwaterJet** screen into an advertising display when not in use.

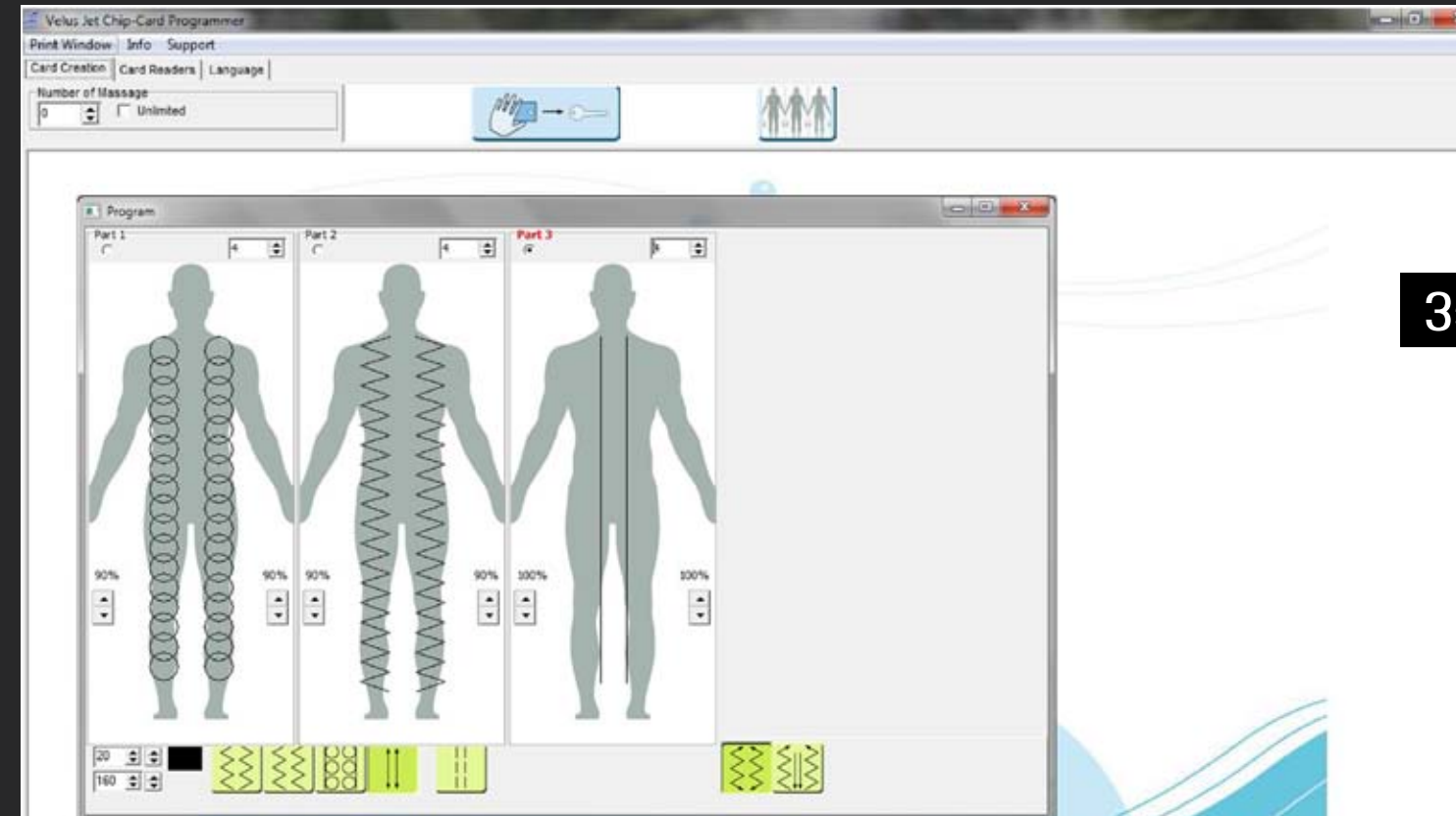
Statistics*

Check on how many times a particular customer has used the **dreamwaterJet**, especially useful when charging customers for treatments.

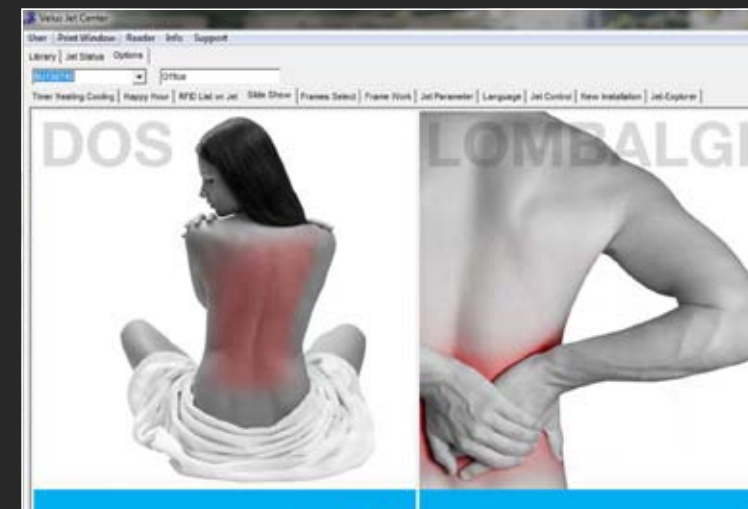
VIP treatments

Create individual treatments for those special clients.

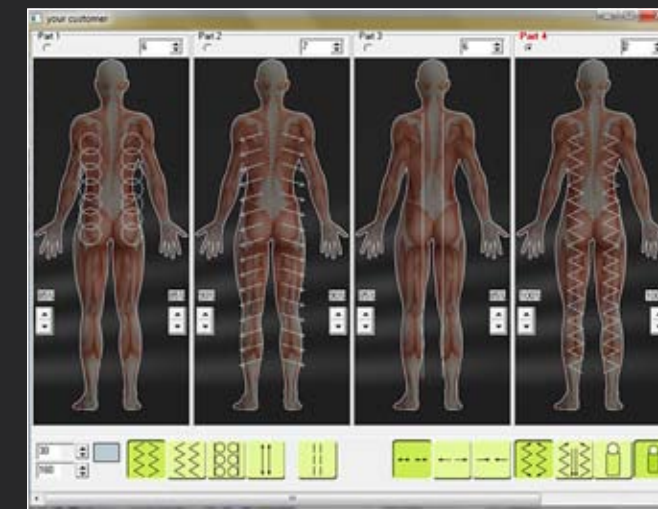
*only compatible with the **dreamwaterJet PLUS**.



Original screenshot of the chip card management software



Original screenshot of the slideshow menu



Original screenshot of the VIP treatment menu

T The dwl treatments



Beauty



Fitness



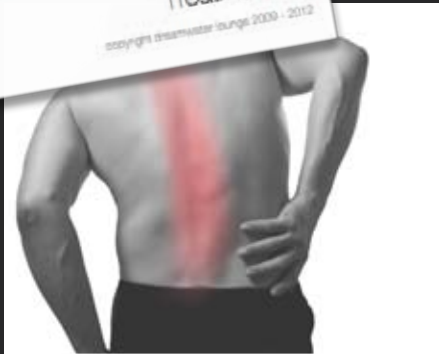
Relaxation



Therapy



Corporate



Medical



the luxury of choice

The dreamwater lounge concept has an extensive range of treatments which, you in turn, can offer to your clients. These treatments are divided into the following categories:

Beauty / Fitness / Relaxation / Therapy / Corporate / Medical*
** only available for medical institutes*

A full list of treatments can be viewed in the dreamwater lounge treatment list. An extract of which, can be seen opposite.

The treatments you choose for your dreamwater lounge can of course, be updated at any time. So regardless of any change in your business plan, the dreamwater lounge can be adapted accordingly. **A major advantage for a modern business!**

T1 - Backpain relief

An absolute dream for those of us who suffer with backpain. A combination of heat and massage can help to relief tension in painful muscles which may lead to improved mobility.


PHASE 1 - 5 min
PHASE 2 - 5 min
PHASE 3 - 5 min



T2 - Lower back pain

This treatment is an ideal alternative to dealing with pain caused by tension in the lower back. The combined effect of 3 different massages techniques can help to relieve tension in painful areas. This in turn may help to improve mobility and flexibility.

PHASE 1 - 6 min
PHASE 2 - 6 min
PHASE 3 - 3 min



Extract from the dreamwater lounge treatment list showing information about 2 of the many treatments available

m Marketing



The concept film on DVD - example of multimedia material



We can provide you with professional presentation material



A4 treatment posters on display



Examples of printed marketing material



B2C flyers



Various pieces of marketing on display using dreamwater lounge (Forest waterfall) accessories

professional & comprehensive

A sound marketing strategy is absolutely necessary for any new business. After all, your customers will not buy something from you, if they don't know you have it.

For this reason, we supply all our dreamwater lounges with a comprehensive marketing package to ensure maximum exposure.

The marketing package includes:

- treatment information vouchers
- treatment information posters
- treatment information wall banners
- treatment overview
- gift voucher sets
- table top advertisement system
- concept film on DVD
- B2C flyers



Attractive presentation material



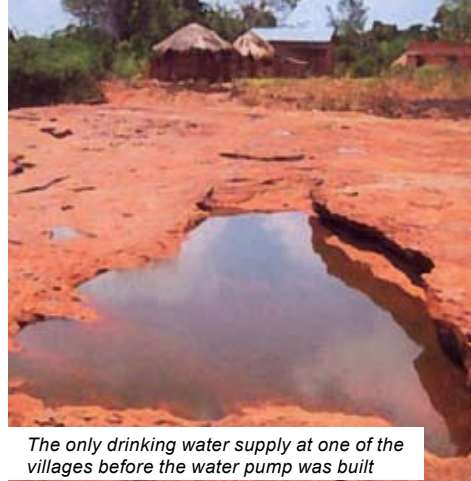
60 x 160 cm treatment info banner



The cinema advertisement in full HD



Life has changed for these children thanks to users of dreamwater lounge



The only drinking water supply at one of the villages before the water pump was built



Villagers collecting drinking water from a source also used by animals



Drilling work in progress



The water pump now giving clean water to a village in Uganda



Villagers using the pump



Clean and safe water for the village

the "feel good" factor

This presentation has shown how dreamwater lounge is a concept based around water, a natural resource that many of us take for granted. It is unacceptable that in this day and age, clean water still remains a luxury for millions of people.

For this reason, dreamwater lounge work together with various charities such as Just a drop who, supply clean water to third world countries.

With a number of projects already completed, we would very much like to continue our financial support for this important cause.

Everyone who takes a dreamwater lounge treatment is doing their part to help us support these projects.

Your customers should "feel good" about their involvement in supplying water where it is needed!





Aquanale 2011 - the dreamwater lounge



Stand personnel at Interbad 2012



Timeout for our film crew



The mobile demo lounge in Germany



Our stand hostess at Aquanale 2011



The mobile demo lounge in Germany (inside)



Cheers! - with our hostesses at Rehab 2012



The dreamwater lounge trailer



A very happy visitor at Aquanale 2011



The boss getting his hands dirty at Fit Expo 2011



Interbad 2012 with our 2 hostesses



Filming for a promotion film



The dreamwater lounge trailer (inside)



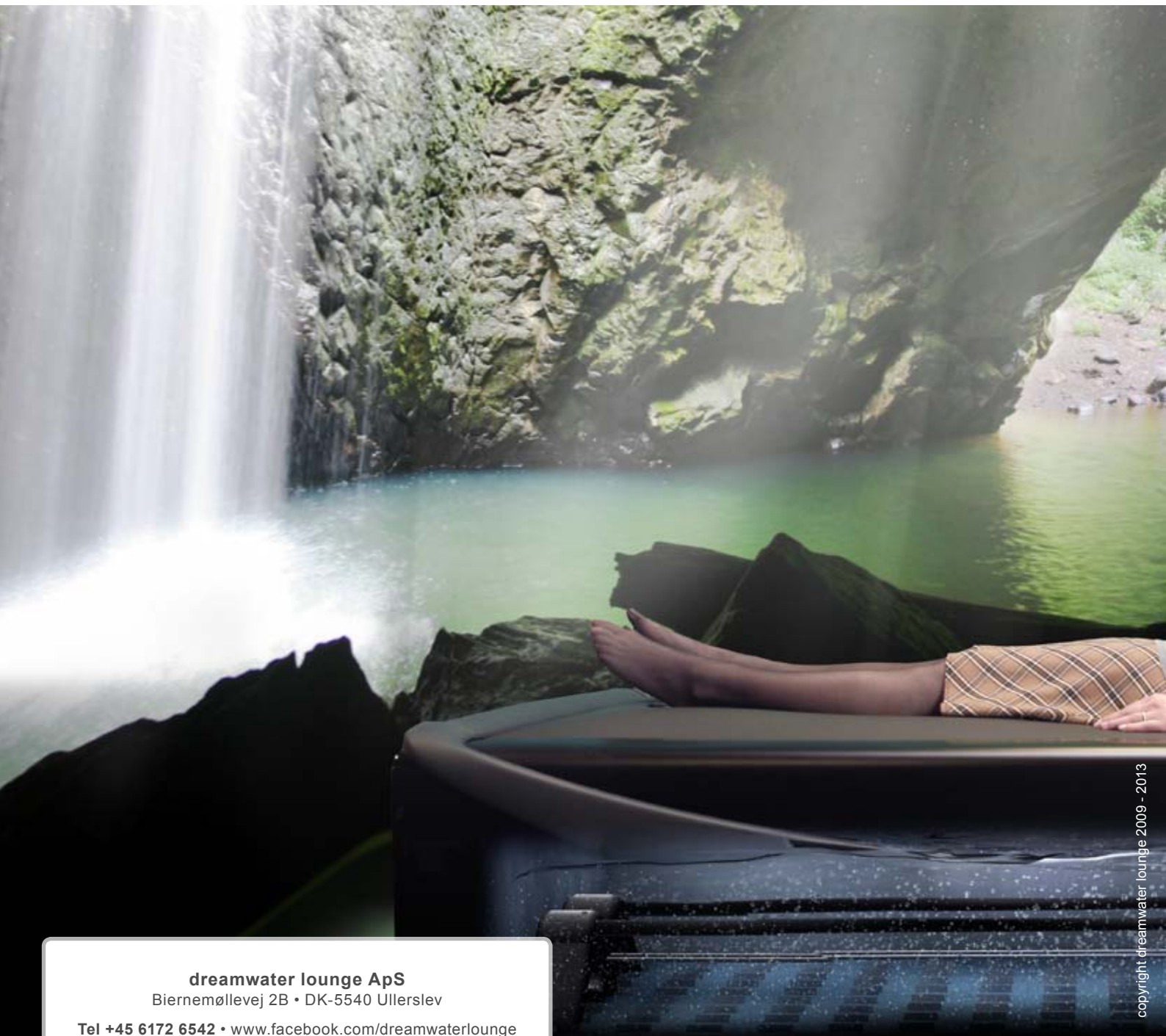
Rehab 2012 with our hostess and "dreambox"



Our award winning design team at Fit Expo 2011



The German sales team at Aquanale 2011



dreamwater lounge ApS

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