

Biophilica

The science of

atmosphere

Content for Hospitality & Healthcare

atmosphere
by **mac**man.

Reducing stress with atmosphere

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Summary

In this document we take a closer look at how the atmosphere platform is the right choice to help combat today's problems with stress and anxiety. This is done by using Ultra High Definition immersive nature films played back on large format displays.

Reading this document you will be introduced to the science of Biophilia, the benefits of relaxation, the atmosphere mission, industry studies, how to reduce stress-related illnesses, economic impacts, the atmosphere solution and more.

The atmosphere platform is created and content is produced by atmosphere Media GmbH in Köln Germany and is sold and supported in North America by MacMan, Inc.

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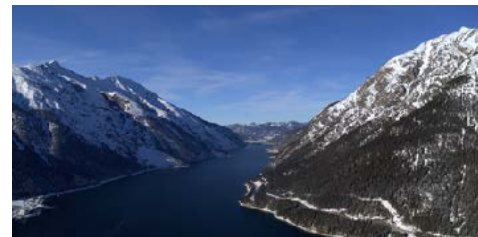
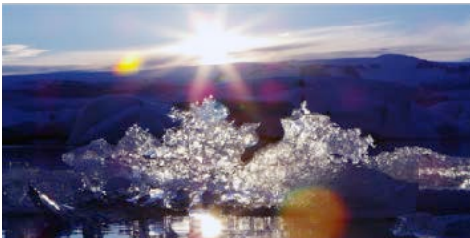
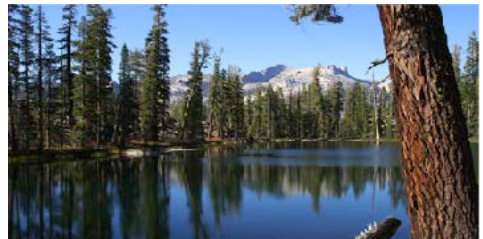
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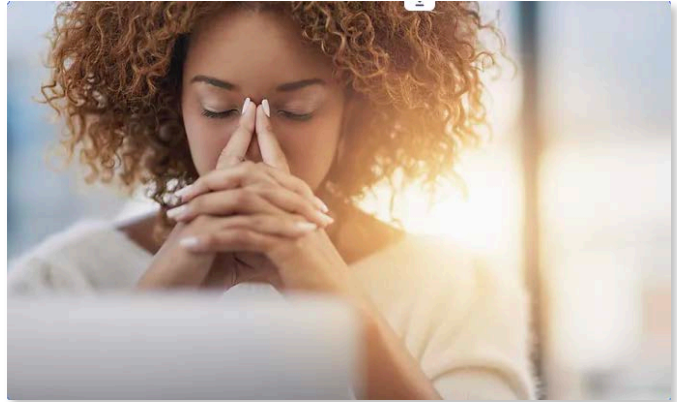


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2. atmosphere Relaxation Solution
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5. Biophilic Vision Improves Executive Attention
6. Mindfulness, Relaxation and Meditation
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1. Workplace Stress

1. Today's life in the workplace is often hectic and relentless. Workers are confronted with a multitude of information, distraction and stress. Constantly responding to phone calls, mails and push notifications while concentrating on multiple work assignments can become an extremely stressful multi-task hell.



2. For most of us, it has become very hard to slow down and the statistics are very clear: the American Institute of Stress (AIS)⁽¹⁾ reports that 65% of workers say that workplace stress causes difficulties and more than 10% describe these as having major effects. The European Agency for Safety and Health at Work reports that over half of the 550 million working days lost annually in the US from absenteeism are stress related. The phenomenon of job stress has been a mainstay since the economic and corporate boom of the 1980s, when it became problematic enough for the CDC⁽²⁾ to commission a report about how to best combat the issue. Forty years later, the problem has only grown. It now impacts both the health of the individual and the bottom line of every industry.
3. Stress in the workplace is a worldwide epidemic but there are positive, practical scientifically proven approaches like relaxation, meditation or Biophilia that can be of great help. Approaches that allow our mind to be more healthy, more focus and less distracted.

(1) Source: American Institute of Stress

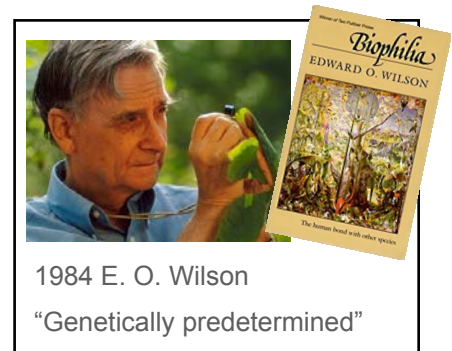
(2) Source: CDC Centers for Disease Control & Prevention

2. atmosphere Relaxation Solution

1. atmosphere relaxation solutions are based on two scientifically proven de-stress approaches:
2. **Biophilia** using the power and beauty of nature for relaxation
3. **Mindfulness** relaxation and meditation “journeys”.

3. Biophilia

1. Biophilia - “Love of Life” - describes the affiliation humans have with other life forms and the strong genetic connection with nature. The atmosphere video content employs the power of nature to bring relaxation and well-being to its viewers, following a unique content philosophy focussed on the appreciation of beauty and stillness, combined with cutting edge audio-visual technology. We call this Biophilic Vision©.
2. Humans have been shaped by hundreds of thousands of years of evolution together with nature. Six thousand years of living in urban environments and buildings is new by comparison.



3. The connection with nature has left its fingerprint on our physiological well-being. It is beneficial for health and essential for our productivity and creativity.



“Biophilia”

“Love of life and all that is alive.”

1973 - Eric Fromm

4. Biophilic Vision Reduces Stress

1. Spending time in the nature has great benefits for our mind and our body, but very often a walk through the forest or a trip to the beach isn't possible during work hours, at a time when we could use such a break the most. Medical studies prove that viewing scenes of nature reduces anger, fear, and stress, and increases well-being. A study⁽³⁾ from 2015 showed that viewing scenic greeneries increased the activity of the parasympathetic nervous system. Using EKGs, researchers found that when the participants viewed the natural images, their stress levels lowered. In addition to helping reduce stress, studies ^(4,5,6) have shown that participants who viewed a scenic view prior to being exposed to a stressor had enhanced recovery and were, thus, better able to handle the stressor.

(3) Source: PMC US National Library of Medicine. Autonomic Nervous System Responses to Viewing Green and Built Settings: Differentiating Between Sympathetic and Parasympathetic Activity. Magdalena M.H.E.,....., Academic Editor - Published 2015.

(4) Source: Viewing Nature Scenes Positively Affects Recovery of Autonomic Function Following Acute-Mental Stress, Daniel K. Brown, Jo L. Barton, Valerie F. Gladwell. 2013

(5) Source: Ulrich, R. S. (1981). Natural versus urban scenes. *Environment and Behavior*, 13(5), 523-556.

(6) Source: Ulrich, R. S. (1984). View through a window may influence recovery from surgery. *Science*, 224(4647), 420-421.

5. Biophilic Vision Improves Executive Attention

1. Research has shown that viewing nature significantly improves executive attention in both older and young adults⁽⁷⁾. Executive attention refers to a part of the brain responsible for drawing on internal information and memories to adapt our thoughts and behaviors. Executive attention is vital to planning, decision-making, and correcting errors, among other things. Increased executive attention means your mind is clearer and better able to focus on important tasks without interference from unnecessary or unrelated thoughts.

(7) source: PMC US National Library of Medicine. Not just scenery: Viewing nature pictures improves executive attention in older adults. Katherine R. Gamble, MS, James H. Howard, Jr., Ph D, and Darlene V. Howard, Ph D. 2016.

6. Mindfulness, Relaxation And Meditation

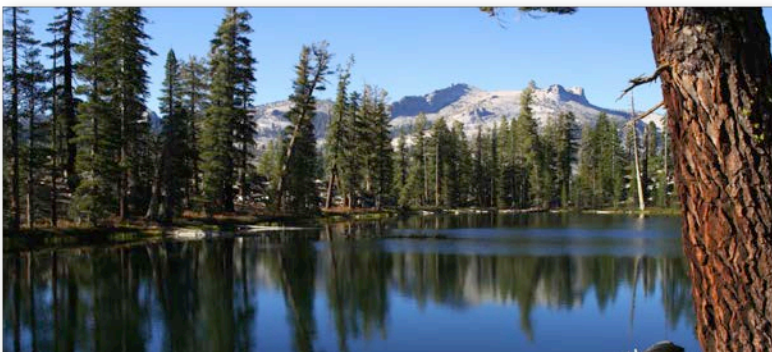
1. The human body in general and the human brain in particular need time to reset, recover and recharge. Throughout the day, our mind seems regularly distracted and we are unwittingly lost in thoughts, thinking so much about things other than the task at hand, that we are completely losing our focus time and again. This habit is called mind-wandering, which seems harmless enough, but on top of everything else, it also makes us unhappy⁽⁸⁾. Typically we are assuming that this is simply the way it is and that there's nothing much we can do about it as part of our working life. Relaxation and meditative approaches also called "mindfulness" lead us from the exhaustion of multi-tasking to focussed single-tasking, in other words, they brings us into the present moment.
2. These techniques can play a vital part in enabling us to unplug from all our tasks and worries for a short but essential time, helping us to experience a sense of inspiring calm and clarity. Multiple studies⁽⁹⁾⁽¹⁰⁾⁽¹¹⁾ show that mindfulness, guided relaxation and meditation increases focus and creativity, mental and physical health, productivity and therefore job satisfaction.

(8) source: ScienceDaily: Harvard University, A Wandering Mind is an Unhappy Mind Killingsworth and Gilbert. Science 2010

(9) source: Intern. Journal of Mental Health: the influence of a mindfulness-based intervention on job satisfaction and work-related stress and anxiety, Wongtongkam, Krivokapic-Skoko, Duncan, & Bellio, 2017

(10) source: Journal of Applied Psychology: Benefits of Mindfulness at work: The Role of Mindfulness in Emotion Regulation, Emotional Exhaustion, and Job Satisfaction, Hulsheger UR, Alberts, Feinholdt A. Lang JWB. Publ. Mar. 2013

(11) source: Web of Science Core Collection: Examining workplace mindfulness and its relations to job performance and turnover intention, Dane, E (Dane, Erik), Brummel, Bradley J. Publ. Jan. 2014



atmosphere Healthcare is a calming and stress-relieving visual platform designed to reduce stress and anxiety while promoting better mental awareness and mental wellness.

7. The atmosphere Mission Statement

1. General statement:

“Help people around the globe slow down; to be relaxed, to be focused and to be inspired through the power of natural beauty found in nature”.

2. Corporate statement:

“Help organizations strengthen and protect their most important assets, their people.”

8. The atmosphere Platform

1. Using the power of nature for relaxation for better health and wellness.
2. **The atmosphere platform is based on two scientifically proven de-stress technics: mindfulness (relaxation and meditation) and Biophilia.** Numerous studies show that viewing nature relieves tension and increases physical and mental well being. atmosphere content reproduces nature in the most realistic and immersive way. Viewers can savor the beauty, and sounds of nature. This exact reproduction of nature is created to stimulate the cognitive perception of the viewer and to trigger the same psycho-physiological relaxation response as an experience of real nature.

9. atmosphere Healthcare “Immersive” Is A Biophilically Designed Platform With A Clear Objective

1. Helps employees with relaxation and meditation
2. Helps employees with stress reduction and regeneration
3. Increases physical and mental well being
4. Increases energy reserves and inspires
5. Helps to sustain greater efficiency at work
6. Helps patients with healing, recovery and rehabilitation
7. Helps patients reduce anxiety related to dental or medical procedures
8. Helps students relax and focus
9. Improves overall mental wellness and awareness

10. Benefits of Nature

1. Elevates mood
2. Improves analytical abilities
3. Improves memory
4. Increases focus
5. Allows us to daydream
6. Less rumination
7. Decreases stress
8. Increase generosity, with increased acts of kindness and material gifts
9. Reduces fatigue and improves vigor
10. Decreases anxiety
11. Improves ability to see happiness in others
12. Slows down time
13. Generates awe
14. Nature shuts out other concerns

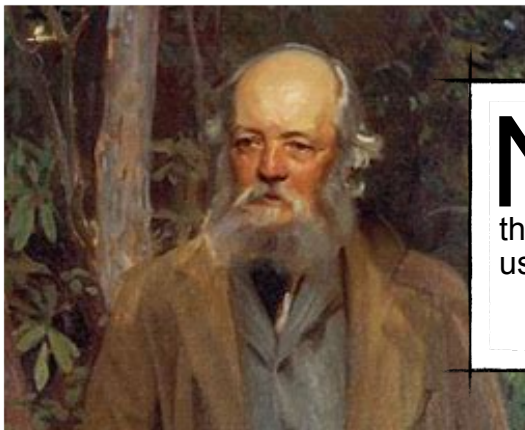
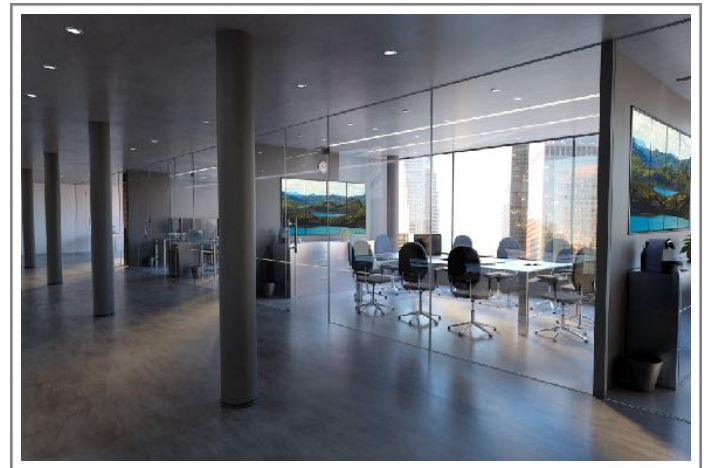
It is an incalculable added pleasure to anyone's sum of happiness if he or she grows to know, even slightly and imperfectly, how to read and enjoy the wonder-book of nature.

- Teddy Roosevelt



11. Benefits Of Relaxation In The Workplace

1. **Investing in the health of employees pays off.** More and more companies are investing in relaxation areas (Apple, Nike, Google, Facebook, CapitalOne,..). The reasons are mainly of financial nature:
2. **Absenteeism:** a heavy cost factor that can be reduced, because 70% of all diseases are mainly due to a lack of stress relief. This can be effectively combatted by taking appropriate preventive health measures.
3. **Retaining employees:** the loss of employees is very expensive and can be critical for a business. It is difficult to keep employees in a work environment that is unpleasant or overly stressful.
4. **Less stress means more motivation and more productivity.** Allowing employees to take a short 15-20 minutes relaxation or meditation break is an effective way to boost motivation, alertness and productivity.



Nature “employs the mind without fatigue and yet exercises it, and this, through the influence of the mind over the body, gives the effect of refreshing us and reinvigorates the whole system.”

- Frederick Olmstead

12. atmosphere Immersive Nature Films In Healthcare

Here are a few reasons to use an atmosphere solution in the healthcare industry. Contact us for a more in-depth look at how atmosphere fits into the healthcare industry.

1. Aids in recovery⁽¹⁾
2. Nature as Therapy⁽²⁾
3. Relaxation is an essential part of healthcare for the mind, body and soul
 1. Reduces anxiety
 2. Decreases cortisol
 3. Increases killer T cells in women with breast cancer
 4. Lowers blood pressure
 5. Lowers pulse rate
 6. Improves heart rate variability
4. Stimulation
 1. Produces emotions
 2. Triggers memories
 3. Inspires thoughts
5. Hope
 1. Creates anticipation and excitement of what is possible after recovery.
6. Shortens preserved wait times when used in waiting area and lobbies.
7. It's a great option to show in waiting areas and lobbies in stead of the news because it is noncontroversial.
8. Unlike a typical show on TV, it has no storyline to follow and therefore there is no need to see the beginning nor the end of the film to be gratified.

(1) In 1812 Dr. Benjamin Rush noted "maniacs" in asylums recovered more if they helped to cut firewood or gardened. (2) In 1984 Roger Ulrich: surgical patients left the hospital faster if they could view a live tree from their hospital bed.



It was already in my room.

"I recently had an overnight stay in a hospital that was equipped with atmosphere. They had the lights dimmed and this already on the TV when I got to my room. This was the first thing I noticed. Looking at the beautiful scenery and hearing the nature sounds immediately made me feel more relaxed and comfortable. I was able to rest a little easier and feel more calm, even though I was anxious about healing! Thank you for this incredible program!" -Rebecca C.

13. Unique Content Library - Not Just Another Video

1. **Immersive nature films:** atmosphere takes viewers on a unique journey through beautiful and dreamy landscapes; waterfalls, ocean waves, mountains or deserts. The films produced by atmosphere media GmbH are filmed in the highest quality 8K with 120 frame per second. The scenes are very long without any zoom or pan.
2. **Slow movement technique:** the very high frame rate is playback with 60 frames per sec. giving a smoother playback by removing the flicker produced by standard filming. Waterfalls, waves or grasses in the wind appear serene giving a sense of calm to the viewer.
3. **Immersive nature sounds:** all films are synchronized with original nature sounds edited in Dolby Atmos. for a complete immersive experience. All sounds are cleaned from any manmade noises, only pure sound that helps the listener to re-connect with nature, to our evolutionary past and to ourselves.



atmosphere media GmbH has developed the first Super High Vision MultiCamArray allowing filming in unprecedented quality without any parallax issues. This unique MultiCamArray was built in close co-operation with the Lang AG. The actual 3 RED Dragon cameras model has a resolution of 9.000 x 6.000 Pixels (26 times HD).

14. Unique Technology Platform

1. The atmosphere technology platform has been developed by atmosphere media GmbH to reproduce nature in the highest film and audio quality. The platform has been developed originally for



the hospitality industry and is installed around the world in renowned hotels, casinos and cruise liners as an entertainment platform (Marriott, Sheraton, TUI Cruises, NCL Cruises, AIDA Cruises,...). The platform offers:

1. The atmosphere media player

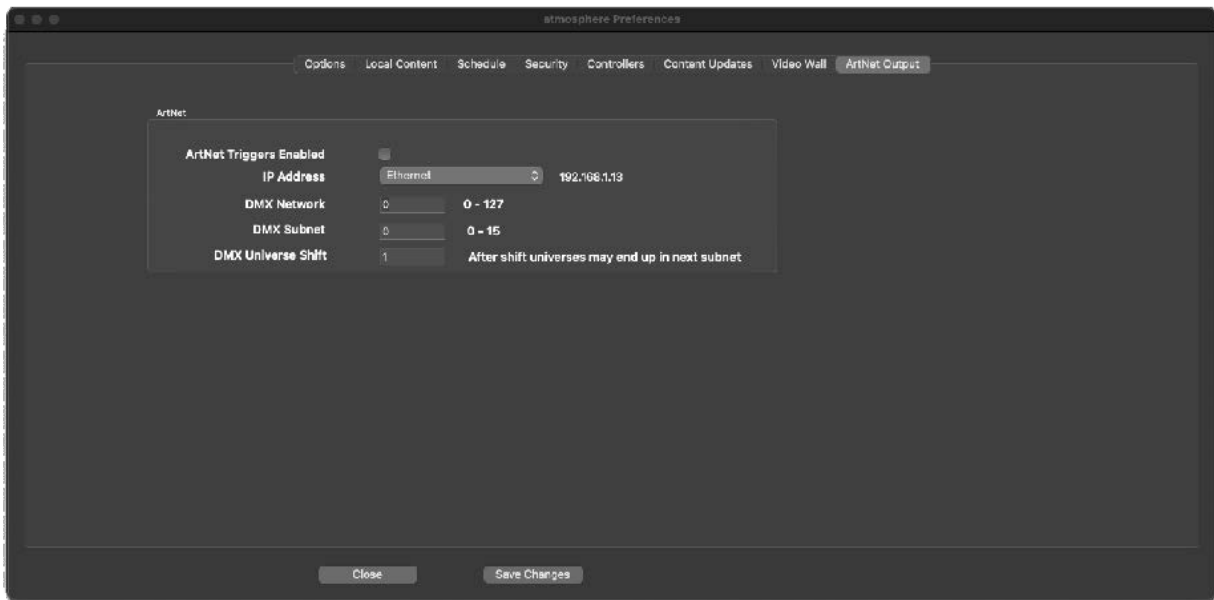
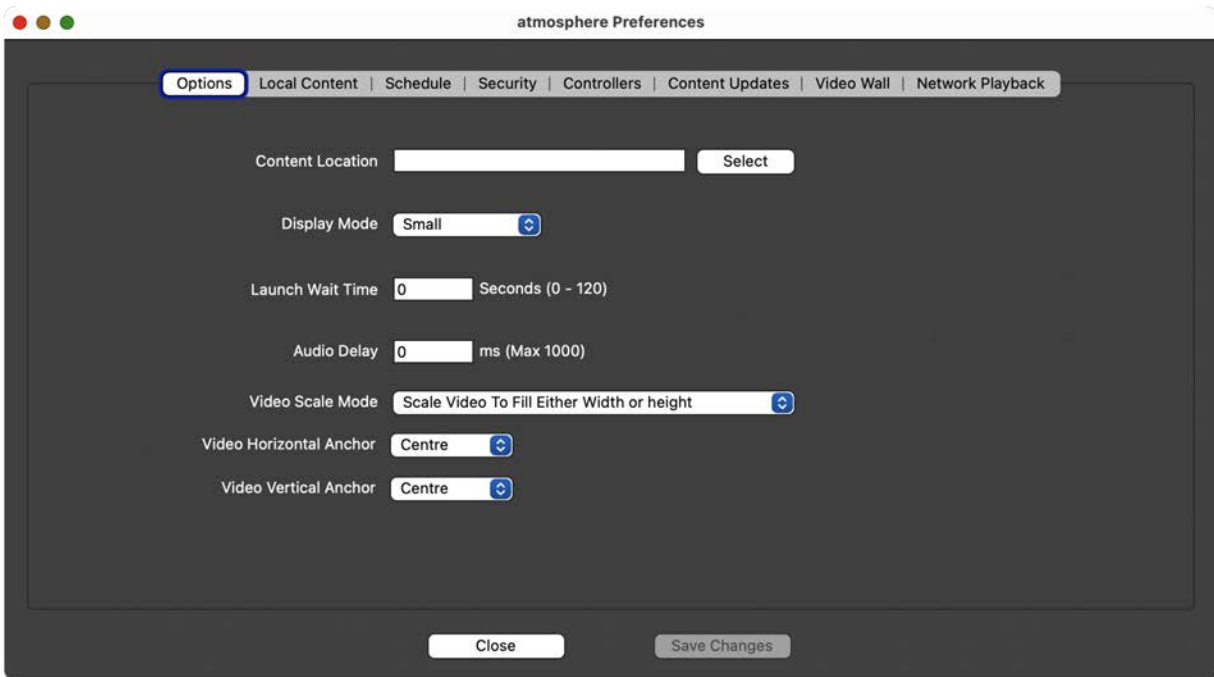
1. Plays 4K to 8K content, only limited by computer graphic configuration
2. Uses standard Apple computers and mobile devices with the macOS and iOS operating systems
3. Eco-friendly: download and play, no quality degradation with network limitations
4. Delivers multiple audio tracks: Dolby Atmos ambient sound, music
5. Content scaling to fit display
6. Use your own video content by importing to local content library
7. Create schedules for each day of the week
8. Remote controller security
9. Use iPad as controller
10. Background content updates
11. Built in video wall control
12. ArtNet Output Triggers - control other devices such as lights
13. Secured platform with fully encrypted content

2. Browser based centralized management

1. Manages multiple players per location and multiple locations per organization
2. Monitors all player licensees
3. Pushes automatic content and schedules updates to all players
4. Controller app with complete player and preferences functions

15. Media Player Preferences

1. Based on your needs, additional features can be added to the player software.
 1. Video Wall Control
 2. Network Playback (control multiple media players from one)
 3. ArtNet Output Triggers - control lighting, mounts, etc.



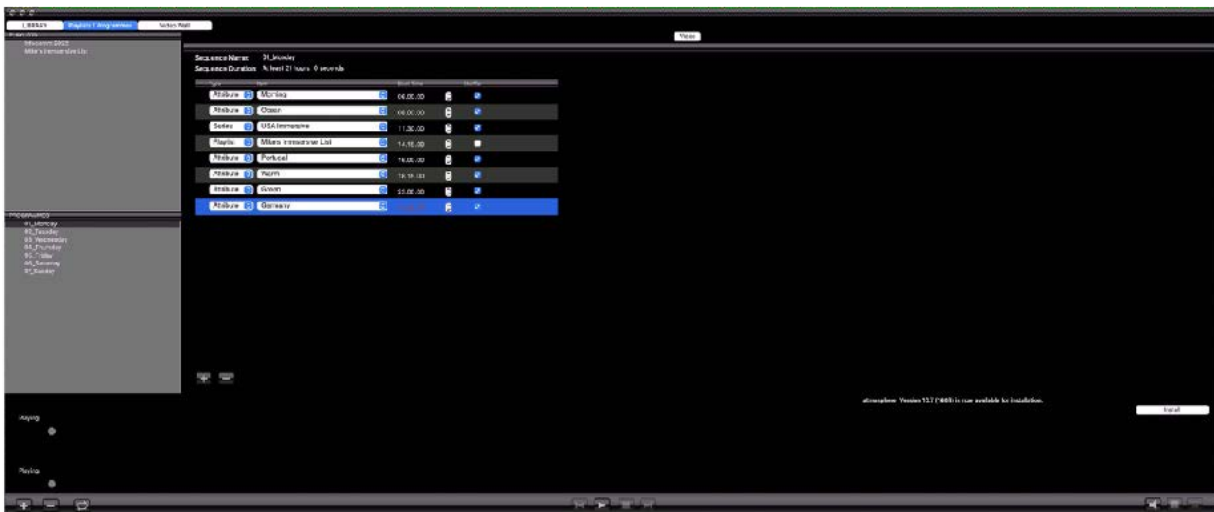
16. Library - Ultra High Definition 3840x2160 or 4K 4320x1920

1. Based on the subscription and license, all media content will show here. As of the day of this publication, (November, 2023) we have release 129, 15 minute Immersive films equalling 32.25 hours. Each year, more films are added to the library.



17. Playlists Scheduling

1. This is a key feature and advantage of using atmosphere instead of a consumer based streaming service. Films are put into daily schedules based on attributes or hand selected films. When new films are release, they are downloaded by the Mac media player and automatically inserted into a playlist based on attributes.



18. A True B2B Solution

1. atmosphere can be used across a wide range of industries and businesses.

Corporate Offices	Clinics & Hospitals	Cancer Centers
Surgical Hospitals	Dental Offices	Dialysis Centers
Senior Living Facilities	Memory Care Centers	Behavioral Health
Rehabilitation Centers	Wellness & Spas	Fitness Centers
Police Departments	Fire Departments	911 Call Centers
Hotels	Resorts	Airline / Airports
Cruise Lines	Government Agencies	Military
Education	Anywhere you need to relax	

19. atmosphere Content Distribution

1. Files are downloaded and stored to an on promise hard drive connected to an Apple Mac computer used as a media player. Files sizes are approximately 6.5Gb to 7Gb in size.
2. No streaming taking up bandwidth and creating network traffic.

20. Display Types And Content Resolutions

1. Single display - Ultra High Definition - 3840x2160
2. DVLED video walls
3. LCD video walls, 2x2, 3x3, etc.
4. LCD 4x1 video walls at 4320x1920
5. Networks of displays - UHD 3840x2160 and 1080P / 720P
6. Projectors - best at UHD or greater when using multiple projectors
7. Custom content can also be made available for special types of deployments

21. Deployment Areas

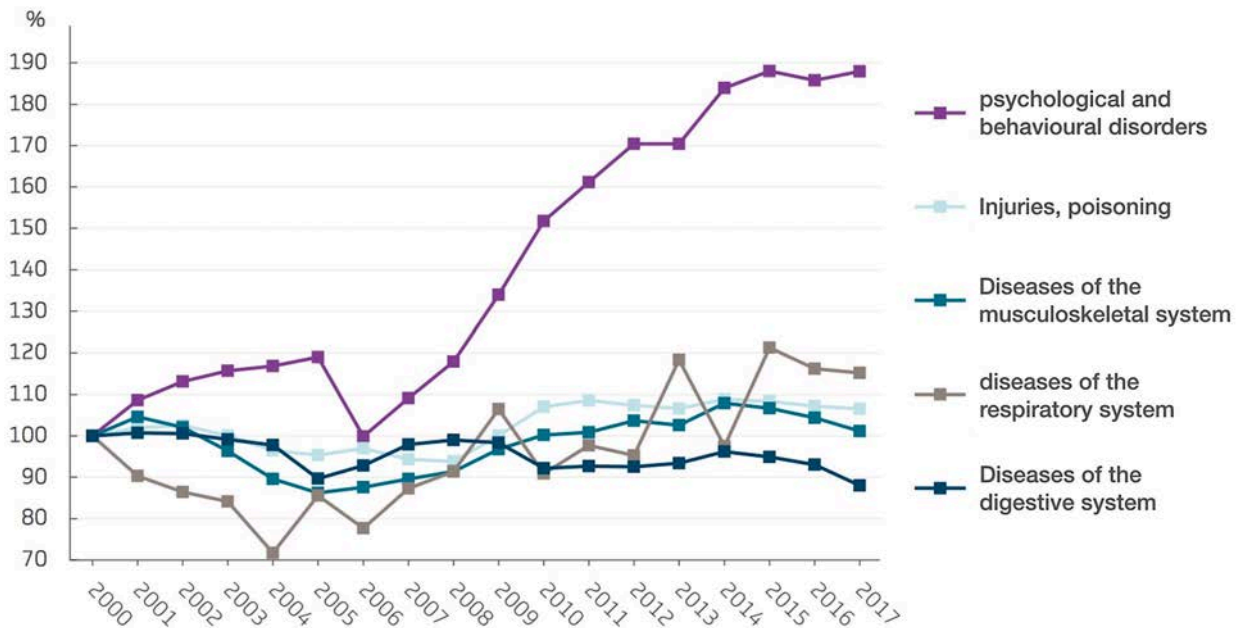
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|-------------------------------------|----------------------------|----------------|
| 1. Meditation / Decompression Rooms | Patient Rooms | Waiting Rooms |
| Dental Operatories (ceilings) | Treatment Areas | Birthing Rooms |
| Doctors and Nurses Lounges | Lobbies | Common Areas |
| Executive Offices | Boardrooms | Cafeterias |
| Hotel Lounges | Bars / Restaurants | Hotel Rooms |
| Senior Living Resident Rooms | Anywhere you need to relax | |

22. The Advantage Of Using atmosphere

1. The atmosphere platform, media player and immersive content makes a professional relaxation solution.
 1. **Market leading technology:** Complete technology platform able to display highest video and audio content with content encryption, license management, central and local content management. Eco-friendly: download and play, no quality degradation with network limitations. The technology platform is already in use around the world and can deliver and playback ultra high quality content with 24/7 reliability.
 2. **Extensive and Unique content library:** Tailor-made for relaxation, shot in the highest quality with very high frame rate. Breathtaking views of landscapes, oceans, mountains, deserts, waterfalls, based on strong visual aesthetics and the “Slow Movement” concept to create a beautiful and relaxing experience for viewers.
 3. **More than 30 years of experience:** The management and producer team consist of highly qualified specialists from various areas. Film and music producers as well as technology experts.
 4. **Little interaction needed:** The atmosphere Media Player is designed to run 24/7 with limited customer interaction. Once schedules are set, simply walk away and let it run. Even after a power failure, the system is designed to automatically reboot, launch the atmosphere player and continue playing.
 5. **Not a consumer based steaming service:** Most consumer based steaming services require a lot of customer interaction when the film ends. This adds labor costs, may result in downtime and additional unwanted network traffic.
 6. **Licensed for commercial use:** Unlike consumer based streaming solutions, atmosphere content may be fully licensed for commercial use. Licenses, in North America, are granted by atmosphere Media GmbH in partnership with MacMan, Inc.
 7. **Security:** atmosphere films can be played even when the computer is not connected to the network or internet. The Mac only has to be connected when updating the software or downloading new films. This can be done via a guest network. Streaming services would have to be connected to the internet making the streaming device more susceptible to outside security threats and network traffic.

23. Stress Related Illnesses

1. The number of stress related illnesses has increased massively since 2006⁽¹⁾ and is currently at a consistently high level, while the causes of other illnesses have remained relatively stable during the period. One of the elementary cause of psychological stress in the workplace is the steadily increasing demands. Now days employees have to be always online, ready to answer emails or phone calls anywhere and at anytime. We can see that the conversion of work processes to digital media has been the trigger for this increase.



(1) Source: TK Gesundheitsreport 2018 (Health report Germany)

2. The most known stress related illness is burn-out. Burn-out is a syndrome conceptualized as resulting from chronic workplace stress that has not been successfully managed. It is characterized by three dimensions:
 1. Feelings of energy depletion or exhaustion
 2. Increased mental distance from one's job, or feelings of negativism or cynicism related to one's job
 3. Reduced professional efficacy

3. **The World Health Organization** developed a mental Health Action Plan (2013-2030) outlining relevant principles, objectives and implementation strategies to promote good mental health in the workplace. The WHO writes “The development and implementation of a workplace mental health policy and program will benefit the health of employees, increase productivity for the company and will contribute to the wellbeing of the community at large”.⁽²⁾

(2) Source: World Health Organization, Mental Health

4. **The European Union Health Programme** (2014-2020) includes mental health among the first priorities of the public health agenda.⁽³⁾ This recognition is based on the growing evidence and awareness about the magnitude of mental health problems in European countries which impose a heavy toll on individuals, society and the economy. Issues such as work-related stress are particularly important in these considerations since there is abundant evidence that prolonged exposure to unmanageable pressure can result to stress that might, in turn, result in several more severe mental health problems.

(3) Source: EU compass for action on mental health and well-being - Health programme 2014-2020

24. Studies - Costs Due To Illnesses

1. EU-OSHA (2014)⁽⁴⁾ reports that the total cost of mental ill health in Europe is €240 billion/per year of which €136 billion/per year is the cost of reduced productivity including absenteeism and €104 billion/per year is the cost of direct costs such as medical treatment. Reduced performance due to psychosocial problems may cost twice that of absence.
2. The cost of absenteeism and premature mortality for depression in 30 European countries were estimated to be €109 billion in 2010 while costs for all anxiety disorders accounted for a further €88 billion (Olesen et al., 2012). Another study by Matrix (2013) estimated that the total costs of work-related depression alone in the EU-27 are nearly €620 billion per year. The major impact is suffered by employers due to absenteeism and presenteeism (€270 billion), followed by the economy in terms of lost output (€240 billion), the health care systems due to treatment costs (€60 billion), and the social welfare systems due to disability

benefit payments (€40 billion). In high- income countries, governments are usually responsible for paying the majority of long term sickness and disability benefits for people absent from work because of poor mental health. As the Matrix analysis indicates, there are substantial costs to welfare systems when individuals leave work because of poor mental health.

(4) Source: EU OSHA 2014 - European Agency for Safety and Health at Work

25. Mental Illnesses - Researched in Germany

1. Based on multiple research studies made in Germany in the last ten years, the share of expenditure by statutory health insurances due to sickness is constantly increasing. In Germany it has increased by an average of 7.1% (2016).⁽⁵⁾ The average sickness rate was 4.2% (2017). With 16.7% of all days of incapacity for work in 2017, illnesses due to mental stress were in second place. According to Statista ⁽⁵⁾, lost work in 2018 resulted in a loss of 22.8 billion in Germany.

(5) Source: Statista Report, Rainer Radtke, 27.07.2018

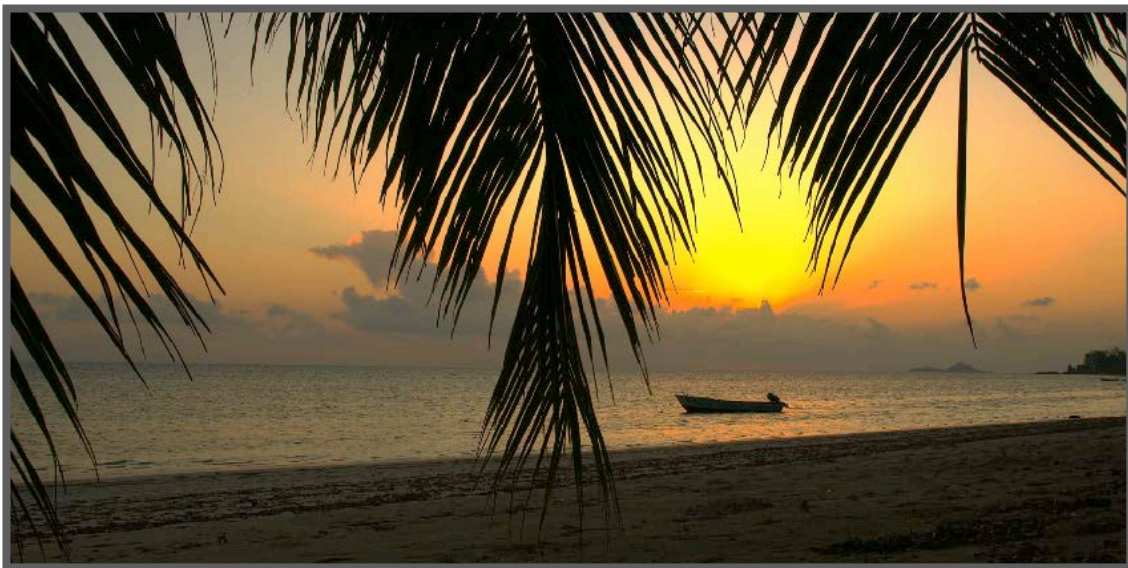
2. Mental illnesses have been diagnosed with increasing frequency in recent years, and they cause long absenteeism in companies. The TK health report 2011⁽⁶⁾ shows that an average of 1.7 days of absence per employee per year can be attributed to this diagnosis group. According to calculations by the German Federal Statistical Office from 2009, a day on which an employee is unable to work costs a company an average of 654 euros. A company with 1,000 employees must therefore expect an average of around 1,700 days off per year due to mental and behavioral disorders and costs of €1.1 million per year. The indirect costs are not even taken into account. These include, for example, the reduced performance before and after sick leave, the additional workload for colleagues and the effects on customers.

(6) Source: Techniker Krankenkasse Germany August 2012

26. Stress Related Illness Prevention

1. Relaxation, meditation, yoga, mindfulness training are starting to be popular in the business world, and many large corporations have been incorporating practices into their culture as prevention measures against stress related illnesses. For example, companies such as Google, Apple, Procter & Gamble, General Mills, Mayo Clinic and even the US Army offer relaxation and meditation breaks to their employees to improve workplace functioning.
2. Mindfulness meditation is the new trend and derives from Buddhist traditions, and based on Zen and Tibetan meditation techniques. Mindfulness has been found to result in better employee well-being,⁽⁶⁾ lower levels of frustration, lower absenteeism and burnout as well as an improved overall work environment.⁽⁷⁾ Since high levels of mindfulness correlate with ethical decision-making and increased personal awareness and emotional regulation, mindfulness training has also been suggested as a way to promote ethical intentions and behavior for business students.⁽⁸⁾

(6) Source: Janssen M, Heerkens Y, Kuijer W, van der Heijden B, Engels J (2018). "Effects of Mindfulness-Based Stress Reduction on employees' mental health: A systematic review" (7) Source: Schultz PP, Ryan RM, Niemiec CP, Legate N, Williams GC (2014). "Mindfulness, Work Climate, and Psychological Need Satisfaction in Employee Well-being". (8) Source: Lampe M (2012). "Mindfulness-based business ethics education". Academy of Educational Leadership Journal. 16 (3).



27. Conclusion

atmosphere is the right choice.

You wish to create a state of the art media installation, an audio visual experience that will mesmerize your audience.

atmosphere provides the most innovative and unique filming technology available on the market today. Our technical know-how and our unique production skills guaranty that your vision will become reality.

With atmosphere Super High Vision films you are not only watching a scene, you are part of every moment. The picture is richer, sharper, livelier and more true to life than ever before.



Maxx Hermann with the new atmosphere MultiCamArray

atmosphere
by **macman.**

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