

Text Vesitorni Sauna

Title:

atmosphere media
presents

VESITORNI

The special sauna experience with film
panorama

Speaker (in)

[Markus Diering](#)

[Friedhelm Peters](#)

Here at Saunaworld H2O in Herford you will find one of the most innovative media saunas in Europe. The Vesitorni Sauna.

On a 270° panorama projection with an image width of more than 17 meters, breathtaking nature and landscape images of the most beautiful places in the world are presented to the bathers. A sauna experience of a special kind.

Markus Diering, the director of H2O, comments:

We have always developed our own sauna concepts here in the team. In this respect, it was clear that if we build something new, then we build something unique, something extraordinary. In this case, however, it was something special because the building already existed and we now had to fill the whole thing with life. We had already seen other movie saunas cinema saunas. We wanted to develop the whole thing further. And this is what came out of it.

The makers of H2O succeeded in doing just that. Friedhelm Peters, Innovation Manager and Technical Director at H2O, first had to overcome major technical hurdles.

Special challenge was of course to solve the air conditioning and projection technology. We were very close from the center of the sauna to the wall. That was a very short distance and that was already a big challenge.

With a resolution of 12K, i.e. three times the UHD resolution, six professional laser projectors, accompanied by outstanding Dolby Surround Sound, form the fantastic 17-meter wide and 2-meter high film panorama.

We keep reviving the whole thing with new content. That's the special thing about this sauna, that you can always set new impulses with new films.

We always have themed events, so we always make sure that we show the corresponding content in the Vesitorni Sauna. For us, it's important to have a common thread in the house, and that works very well. We also use this sauna for rituals now.

The large range of films from atmosphere media offers themes and moods for every moment and for every season. Easy to use atmosphere player software allows the creation of individual playlist and schedules.

There are always new ideas, certainly we always need new films and atmosphere media is always wanted to film extraordinary things, like bringing the forest into the panorama sauna, to construct sound journeys.

We are in a very competitive environment, so it is always important to offer our guests something new and innovative. We have noticed that this Vesitorni sauna appeals to young people in particular, and we can now also welcome them to the hotel.

So in this respect, thumbs up, it was really worth it for us.

Innovation is the key word in the media world as well. Atmosphere media offers suitable media technology for every idea and every demand, and the right films to go with it.