

# Selling Mindfulness

The Key Value Points to sell  
SolasVR meditation app



# What is Solas VR Meditation app- In General



SolasVR meditation app is the result of long term scientific and empirical research about the impact of VR in well-being. Our app, through different modules and exercises allows the mind to restart, to cope with stress and anxiety and to have better focus and openness to new ideas.

As a result, SolasVR meditation app has proven to be effective in productivity boost, better focus, better training results and an overall sense of wellness, beneficial to all aspects of life.



# The impact of VR to the mind- A real experience.

Key Takeaway: VR “tricks the body” into believing the experience is real

Everything happens in our head . What we see is light waves hitting objects and entering our eyes. Our brains then interpret these different frequencies as colours, shapes etc. When we use VR, through a process very similar to the “real experience” we react to the environment as if it were real - our bodies produce the reactions as if in the real life scene. For example, in training, we stimulate muscle memory . For wellness we stimulate the calming responses we get sitting in Nature. More relaxed, more focused.

**Sources:** Suvajdzic M, Bihorac A, Rashidi P, Ong T, Applebaum J. Virtual Reality and Human Consciousness: The Use of Immersive Environments in Delirium Therapy. Technoetic Arts. 2018 Mar;16(1):75-83.

<https://nautil.us/these-tricks-make-virtual-reality-feel-real-4106/>



# The power of microbreaks

Key Takeaway: Micro-breaks boost productivity as they prepare the mind to move from one task to another.

When we move from one task to another we often hold on to part of the last task – “I should have said this or asked this” or “I am annoyed or excited by that” This means we are not 100% in the new task. This can be unproductive or in some situations dangerous. Microbreaks allow us to let go of the previous task and focus fully on the next.

But, are all microbreaks equally effective? According to scientific research, a walk in the park is the most effective micro-break, far more refreshing than caffeine, or chatting at the water cooler

Sources: Atsunori Ariga, Alejandro Lleras. Brief and rare mental 'breaks' keep you focused: Deactivation and reactivation of task goals preempt vigilance decrements. *Cognition*, 2011;

Kim, S., Park, Y., & Niu, Q. (2017). Micro-break activities at work to recover from daily work demands. *Journal of Organizational Behavior*, 38(1), 28-44.



# Improving learning outcomes

Key Takeaway: The more relaxed we are , the better we listen and retain information

In a seminal case study, PWC has studied the impact of VR in training, both for soft and hard skills. The outcomes strongly supported that VR training is related to better results.

In our case, a short VR meditation session multiplies the outcomes, as it prepares the mind for better focus and makes it more open to new information. Through a “decluttering” process, SolasVR meditation relaxes the mind, creates a distance between thoughts and emotions and ultimately gets the mind ready to acquire new information.

Sources: [BBC.com](https://www.bbc.com)

[PWC .com](https://www.pwc.com)



The BCG logo is displayed in a large, white, serif font against a dark green rectangular background.

THE BOSTON CONSULTING GROUP

“Mindfulness programs help leaders and employees reflect effectively, focus sharply on the task at hand, master peak levels of stress, and recharge quickly. On an organizational level, mindfulness reduces sick days, increases trust in leadership, and boosts employee engagement. What’s more, mindfulness helps to unlock the full potential of digital and agile transformations. New processes and structures are just the starting points for these transformations.”

Boston Consulting Group Report, 2018



## SolasVR Advantages

### - Easily accessible

Key Takeaway: SolasVR meditation app is easily accessible without the need for any prior knowledge

An extra relaxing feature of our app is that it is very easy to use. No complicated or difficult to understand processes. We don't need to be trained on how to meditate or be mindful. We simply follow the guided voice overs and all Nature and VR to do the rest.

By the same token, training becomes easier, as well. Through VR training, there is no need for long classes, booking rooms, hiring instructors etc. All it takes is a headset, and a curious mind.



# SolasVR Advantages

## Time efficient

Key Takeaway: The SolasVR experiences create an immediate impact

Cognitive processes induced by the VR are immediately absorbed by the mind, as they trigger both parts of our brain. This makes VR training- and Solas VR app- very time efficiency, as we can see the results of the session immediately after it is completed. No time to waste, just direct, immediate results.



# SolasVR Advantages

## Nature is open and inclusive

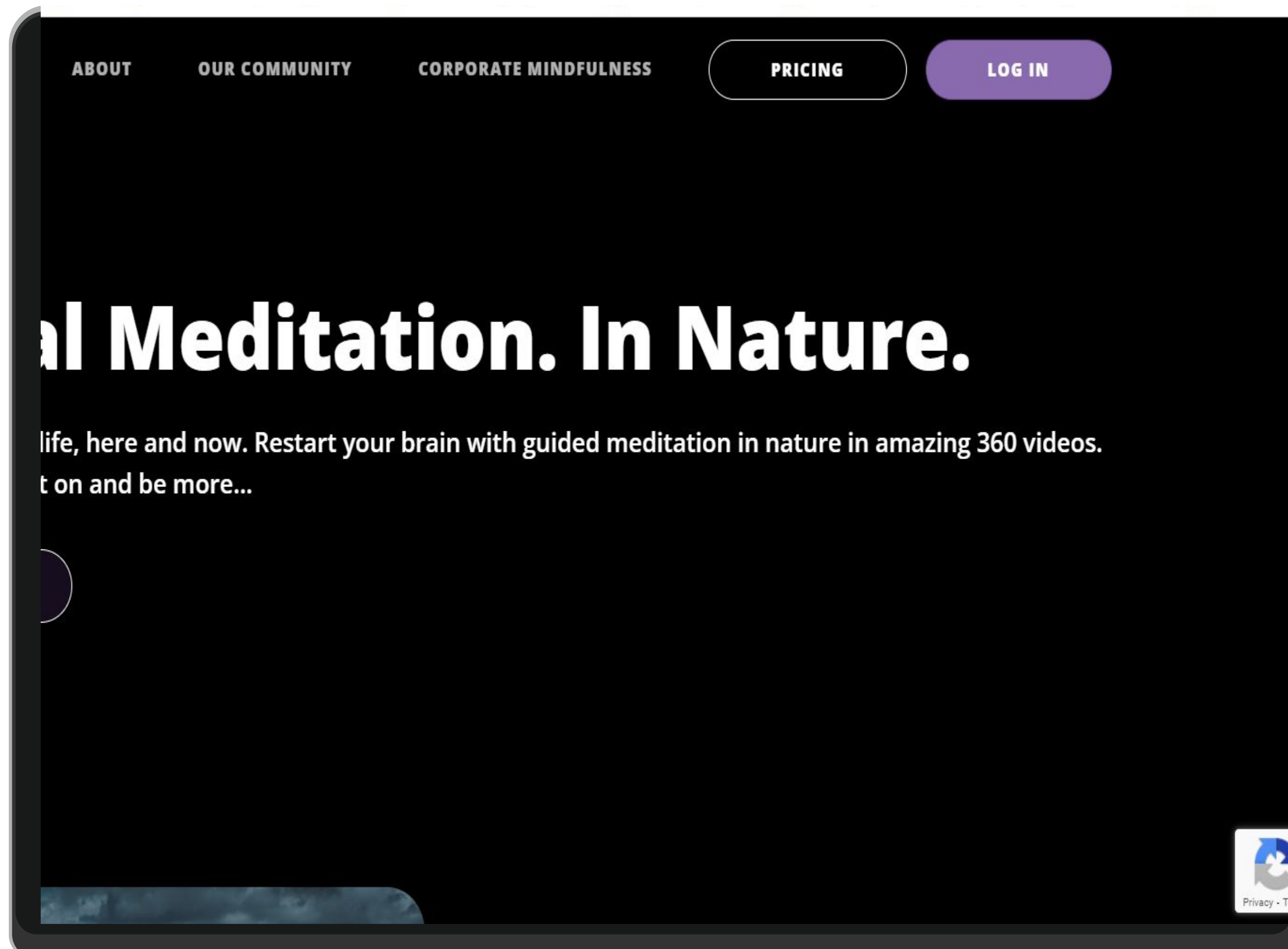
Key Takeaway: There are no cultural, religious or social barriers to engaging in these exercises

Nature is open to everyone and equally meaningful to all. Significant corporate policies referring to inclusivity, respect for religions etc, are all compatible to meditation in nature. SolasVR app is designed to welcome everyone in the most inclusive manner.





# About Solas VR



SolasVR is so much more than any meditation app. With guided meditations, tailored for modern people, this is the perfect option to reconnect with nature and take a little bit of time for yourself. The guided meditations can be easily downloaded from the app store or purchased directly from our website.

Virtual Reality “tricks” the user’s body into thinking they are in the natural environment of these locations shown in the videos. This triggers the endorphins in the exact same way that when at these locations set in nature. The endorphin release allows for increased feelings of calm and increased feelings of wellbeing.



# A New World of possibilities

So far, SolasVR app has been successfully adopted by a multitude of industries:

## HEALTH CARE

Supporting patients through meditation sessions, exercises and a series of VR tasks to keep them focused, positive and calm

## Heavy Industry

Supporting staff in refocusing and reengaging with tasks in hand.

## Corporate

Driving the Wellness conversion in a supportive non intrusive way

## TRAINING

Preparing the mind to absorb new knowledge as it is calm and focused when the training session begins.





LEARN MORE:

[WWW.SOLASVR.COM](http://WWW.SOLASVR.COM)

GET YOUR FREE TRIAL:

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