



GENERAL BROCHURE

One space. Two wellness services during the same day.

Soma Reale turns an existing room into bookable immersive sessions and, between appointments, into a staff-operated lounge.

ROOM 1-3 GUESTS

DOME 6 4-6 GUESTS

SESSION AND LOUNGE

Project visualisation. Soma Reale is a non-medical wellness experience. Price and feasibility are confirmed in the site proposal.

TRANSFORMATION

From generic room to an observable service.

The transformation is not limited to projection. The room gains a bookable use, a Lounge use, a staff routine, a clear offer and a minimum data system for deciding what to improve.

Before	After
Underused room or generic relaxation area	Recognisable, bookable wellness sessions
Space active only at selected times	Session during bookings, Lounge between them
Experience entirely dependent on an operator	Programmes and routine operated by staff
No service-specific data	Use, staff time, net revenue and contribution observable



Guest welcome and preparation.



Immersive session without a headset.

TWO CONFIGURATIONS

Room upgrades a space. Dome 6 creates a destination.

Room and Dome 6 have different sites, buying teams, technical processes and economic models. The choice starts with the intended service and real site conditions.

	Soma Reale Room	Soma Reale Dome 6
Intervention	Bespoke indoor retrofit	Dedicated six-metre dome pavilion
Use	Sessions for 1-3 guests and Lounge	Activities for 4-6 guests, groups and Lounge
Screening space	From about 12 m²; ideally 15-18 m²	Indicative 8 x 8 metre site area
Economics	Sessions, occupancy, contribution/session	Events, participants, contribution/activity
Starting price	EUR 14,900 / CHF 14'900	EUR 29,900 / CHF 29'900

Public starting prices: Room EUR 14,900 or CHF 14'900; Dome 6 EUR 29,900 or CHF 29'900, VAT excluded. Site works, transport, travel, Signature content and extensions have a dedicated quotation after the site assessment.

SYSTEM

Soma Reale + Activation + Measurement.

Every project includes three layers with explicit deliverables and owners. Technology enables the experience, Activation places it in the service, and Measurement makes operation and economics observable.

01 / Soma Reale Environment, surfaces, panoramic or fulldome projection, sound, lighting, seating, TholusOS, five programmes, installation, calibration, commissioning and training.	02 / Activation Spa menu, initial duration and price, booking, reception and concierge script, procedures, materials and opening plan.
03 / Measurement Baseline, KPIs, sources, owners, minimum data quality and reviews for use, operation, experience and linked economics.	One proposal Configuration, site, inclusions, exclusions, responsibilities, FAT, SAT and change requests stay in the approved version.

Initial programme	Primary use
Soma Ambient	Continuous 45-60 minute Lounge cycle
Soma Arrival	12-minute pre-treatment session
Soma Reset	20-minute main session
Soma Guided	20-minute guided option
Soma Evening	25-minute softer sequence

GUEST AND STAFF

A clear sequence from booking to reset.

The system is useful only when guests understand what happens and staff can prepare, start, stop and reset it reliably. These stages are tested during commissioning and training.

Stage	Guest	Staff
Book	Chooses duration or package	Confirms programme and comfort profile
Enter	Receives essential instructions	Checks room, stop and service lighting
Session	Uses the room without a headset	Monitors according to the operating procedure
Return	Moves back gradually to normal light	Confirms completion and assistance
Reset	Leaves the room	Resets contact surfaces and room status



Gradual return and clear exit.



Reset before the next session.

DELIVERY AND LIFECYCLE

The proposal covers opening, not only equipment.

Survey and simulation define geometry, light, sound, seating, accessibility, network and climate control. FAT, SAT, training, manuals, backup, warranty and support complete the delivery.

Assessment Space, access, demand, operating model and business-case inputs.	Design Layout, components, programmes, responsibilities, programme and price.
Production and site Fabrication, installation, calibration, FAT and SAT against approved criteria.	Opening and support Activation, staff training, 24-month warranty and standard support.

Corrective and security updates are included for 24 months. New scenes, new functions, extended support, on-site maintenance and recalibration are supplied only when requested, with a dedicated quotation.

DECISION

Start with the site and the service you want to operate.

The initial assessment determines whether Room or Dome 6 fits, what the site must provide, which commercial model is credible and which figures should form the baseline.

Space Room dimensions or Dome site, access, climate control, power, network and maintenance clearance.	Service Session, add-on, package, amenity, Lounge, retreat or event.
Economics Available activities, occupancy, paying guests, net price, staff time and recurring costs.	Decision team Spa or Wellness Director, General Manager or owner, Revenue, Facilities, IT and Procurement.

Assess the space and business case

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