



PRODUCT SHEET

Soma Reale Room

A modular immersive room for bookable sessions and Lounge operation in an existing indoor space.

FROM 12 m²

1-3 GUESTS

EUR 14,900 CHF 14'900

Project visualisation. Screening values are confirmed after survey and simulation. VAT excluded.

USE AND SPACE

Room starts with the room and operating model already available.

The strongest fit combines an active or opening wellness flow, staff ownership and a room that can meet access, blackout, acoustics, power, network, climate-control and maintenance requirements.

Screening item	Starting point
Room	From approximately 12 m²; ideally 15-18 m²
Capacity	1-3 guests
Modes	12-, 20- or 25-minute Session; 45-60 minute Lounge
Operation	Staff panel, comfort profiles, stop and room-ready state
Installation	Typically 2-3 working days after site readiness
Service	Standalone, couple, upgrade, package or amenity



Staff prepare programme and comfort profile.



Guest experiences panoramic imagery without a headset.

SCOPE

The base configuration is complete; site-specific work remains visible.

The proposal separates the Soma Reale supply from building work and adaptations that depend on the property. This keeps responsibilities, dates and change requests clear.

Included in the starting price	Site-specific or dedicated quotation
Base-configuration design	Building, electrical or acoustic work
Immersive shell and surfaces	Blackout or climate-control adaptation
2-3 channel projection, sound and lighting	Network, finishes or access upgrades
Up to three coordinated seats	Transport, travel and accommodation
TholusOS and five initial programmes	Signature content and customisation
Installation, calibration and training	Requested extensions and integrations

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.

OPENING AND MEASUREMENT

Activation makes it sellable. Measurement makes it manageable.

Before opening, the property defines duration, launch price, booking, reception script, staff routine and baseline. Reviews at 30 and 90 days connect use, economics, support and decisions.

Level	What it reads
M0 / Operations	Availability, bookings, completions, no-shows, staff, stops and downtime
M1 / Adoption	Voluntary feedback, repeat use, package use and staff notes
M2 / Economics	Net revenue, variable costs, staff cost, contribution and simple payback
M3 / Structured evaluation	Predefined hypothesis, outcome, comparison, controls and limitations

Assess the space and business case