



Aesthetic
AUDIO SYSTEMS, INC.



*Custom designed
sound, music and
image programs
for public, patient
and clinical spaces
in healthcare
institutions
using therapeutic
principles of
music and images,
listening and
viewing*

HEALING SOUND, MUSIC AND IMAGES

Aesthetic Audio Systems presents custom designed sound, music and image programs for public, patient and clinical spaces in healthcare institutions. Studies have shown that acoustic environments can affect how we feel, how we work and help balance the body's health and well-being.

The design of appropriate auditory and visual environments can create a positive mental, emotional and physical patient impression. Aesthetic Audio Systems introduces two distinctly different programs to the healthcare industry with an eye and ear toward creating a positive patient experience.

Harmonic HealthCare® Sound and Music Programs

Harmonic HealthCare® Environments

- Hospitals
- Clinics
- Medical offices
- Long-term living communities

Features of Harmonic HealthCare

- Custom designed audio systems address the specific needs of each zone
- Beautiful and artistic quality settings encourage “sound health”
- The “time–space experience” of waiting is reduced
- Noise of electronic medical technology, shift changes, traffic and other disturbances is masked or camouflaged

Benefits of Harmonic HealthCare

- Reduce stress and anxiety
- Invigorate and refresh the minds of patients, visitors, caregivers and staff
- Increase satisfaction and enhance the healing experience
- Emphasize the institution's focus on compassion and caring

The Harmonic HealthCare® Method

- Use evidence-based methodology to carefully consider each institution's unique architecture, geographic location, and culture
- Assess the auditory and acoustic environment of every room – from the lobby, to the emergency waiting, to the chapel, to the administrative offices – and each outside space
- Consider the well-being of patients, their

- families and visitors, as well as the staff, through the therapeutic principles of music and listening
- Study the waiting time, patterns of flow and movement of people at various times of day
- Recommend a blended design of light classical, smooth jazz, ambient and world music to provide a variety of harmonic experiences and to produce an atmosphere of energized relaxation
- Implement a system of Harmonic Zones™ so that each area has a unique personality, modified through the day and night

The Harmonic HealthCare® Process

- Provide a comprehensive on-site sound and acoustical evaluation of the environment, on a per zone basis
- Conduct interviews with administrative and clinical teams
- Conduct a noise audit to determine auditory problem areas
- Perform a hardware and software audit to determine existing systems
- Provide an assessment of the auditory goals and objectives of the healthcare facility
- Make recommendations for music and sound in each zone
- Develop hardware and software specifications
- Install and implement the Harmonic HealthCare system
- Perform site training and employee orientation with troubleshooting guides
- Facilitate local technical support
- Provide periodic system updating



MuViCure® Music and Visual Cure for Clinical Spaces



Healing Music and Visuals

Scientifically and clinically documented research studies, on over 6,000 hospitalized patients since 1998, have shown that MusiCure® designed sound and music produces positive health benefits. MusiCure is the music behind MuViCure®, a unique film genre that combines specially-composed music with images and outstanding moving pictures from nature, edited in close harmony. Tests on patients using MuViCure have demonstrated:

- Less anesthesia, anti-depressants and pain relievers needed
- Reduced anxiety and fear
- Improved surgical or health outcomes by calming and relaxing patients
- Positive focus, stimulation and distraction



MuViCure creates an isolated environment for the patient, allowing focus, concentration and relaxation even in distracting areas.

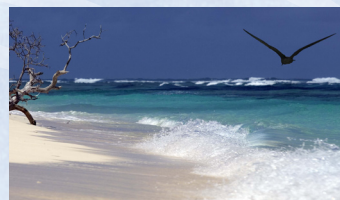
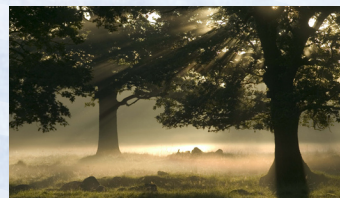
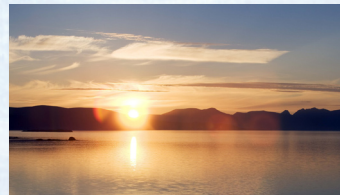
Musica Humana

Musica Humana, a nonprofit organization, has conducted intensive studies on the effects of designed sound and music, specifically MusiCure®, on hospital patients. The healing sounds of MusiCure by composer and musician,

Niels Eje, combined with Bjørn Wennerwald's stunning visual nature scenes from around the world have naturally evolved into MuViCure.

Research results on MusiCure have been published in several peer-reviewed journals, including *Intensive and Critical Care Nursing*, *European Journal of Cardiovascular Nursing*, and *European Journal of Nuclear Medicine and Molecular Imaging*. Ongoing quantitative and qualitative clinical tests on MuViCure at Aarhus General Hospital (Intensive Care Division) and Virumgaard Recovery Home (dementia patients) have shown reduced stress and increased relaxation in hundreds of patients. Preliminary tests with multiple sclerosis patients in Sweden have yielded excellent results.

Annual licensing of MusiCure and MuViCure is available in the United States through Aesthetic Audio Systems, Inc.



MuViCure's natural scenes range from Nordic mountains to tropical beaches. The breathtakingly lighted scenes are produced without computer-animation, and composed based on the Fibonacci numbers (also known as the Golden Mean). The synergy between the images and the MusiCure music stimulates the mind and the imagination. The variation of light and color, in harmony with the music, generates positive moods to aid patients in relaxation and recovery.



Aesthetic Audio Systems, Inc. is a combined venture of three internationally known experts in their fields.

Don G. Campbell

Principal, Musical and Acoustic Services

Don is a well known composer, author of 18 books including *The Mozart Effect®* and *The Mozart Effect for Children*, and an international lecturer on the healthy properties of sound and music. Don has advised schools, teachers and corporations for years on the importance of creating the proper aural environment for healing and learning. He brings over 35 years of experience to the selection of appropriate music for each public space based on the needs of patients, visitors and staff.

Annette Ridenour

Principal, Marketing

Annette is president and founder of Aesthetics, Inc., a multidisciplinary design firm that has designed multi-sensory healing environments for healthcare institutions since 1980. Annette is a nationally recognized specialist in interior design, wayfinding, arts and music for healthcare, and is a highly sought after consultant and lecturer. She is currently authoring books on evidence-based arts programs and wayfinding.

David Corbin

Principal, Operations

President of The Performance Technology Group, David is an author, healthcare trainer and lecturer on how to create and maintain brand impressions for corporations. He has advised healthcare institutions on how to develop customer service programs that reinforce branding and exceed customer expectations by supporting the human interaction between healthcare workers and their customers, to their mutual benefit. David's book, *Psyched on Service*, is used in the curricula of several medical schools.



Harmonic HealthCare® Case Study

In 2004, at the newly built Exempla Good Samaritan Medical Center in Lafayette, Colorado, we installed a hospital-wide music and sound system. The process began with a physical survey of the facility where we analyzed the various areas in terms of sound, noise and psycho-acoustics. We listened with our ears and instrumentation for ambient noise. These findings were factored into the prescriptive design solutions to work with the specific architecture and acoustics of the physical environment.

Don Campbell then selected over 9,000 pieces of music to be delivered over the hospital audio system into specific zones, based on the clinical and emotional needs of patients, visitors and staff, even taking into consideration such factors as the time of day. The resulting music and sound system is a model installation.

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