

MUA'H

A Workplace Mindcare Solution
Supporting Positive Emotional States



Did Your Mind Find a Moment of True Peace Today?

Mental well-being begins with recognizing your emotional states. We help you to understand yourself more deeply and move toward inner balance.

The key lies in MUAH

With AI algorithms specialized in emotional inference, MUAH identifies complex human emotional states that user may not be aware of.

Transform Workplace into a Mindful Sanctuary

Support concentration, relieve stress, and enhance productivity. MUAH brings a new standard of mindcare to organizations.

A Measurable Mindcare Solution in a Compact space

1m² space optimized for meditation, delivered with curated content, makes measurable emotional and physical improvements within a short period of time.

Next generation mindcare experience that anyone can approach easily

In a rapidly changing modern society, more and more people are experiencing psychological distress. Mental well-being has become more important than ever before. Yet, due to lingering stigma around psychiatric treatment and the financial burden it often entails, many still hesitate to seek help. Mindcare is emerging as a promising alternative, but its high cost and steep learning curve make it feel inaccessible to beginners.

MUAH addresses these barriers to entry. By leveraging immersive XR technology, we enhance the visual and sensory experience of mindcare, helping newcomers more easily enter a deep and focused state. Our adaptive recommendation algorithm tailors sessions to each individual's current state, fostering trust in the effectiveness of mindcare and creating a sense of comfort and ease.

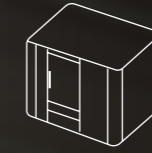
Innovative solutions driven by interdisciplinary collaboration



MUAH



Maximum Value with Minimal Cost



MUAH



Pod A



Pod B

Cost	\$15,000 subscription excluded	\$26,000	\$34,000
Health data coverage	multiple signals	none	single signal
Sound	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Light	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Scent	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Air Purification	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
AI Personalization	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

Space-Efficient Design

Installation takes only one hour for a unit
 No additional construction work or specialized installation staff required
 Stackable installation available (up to two levels)

Ease of Use

Intuitive UIUX flow from biometric measurement to mindcare, requiring no additional training

No On-Site Staff Required

Fully automated operation with no on-site personnel required

Fully Customizable

Modular structure that can be easily assembled using basic tools
 Customizable interior and exterior options available

MUAH Experience

Enhance Your Mindfulness Experience Through AI & XR

MUAH is a meditation capsule designed to support users in experiencing MUA using shared XR devices and tablets.

MUAH is an ideal solution for organizations seeking to support and manage employee mental well-being through immersive recovery experiences.

6

biodata

64

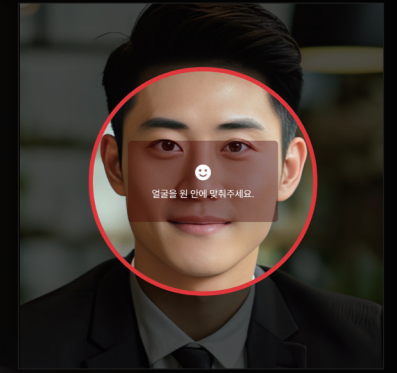
Core Emotions

196

Specific Status

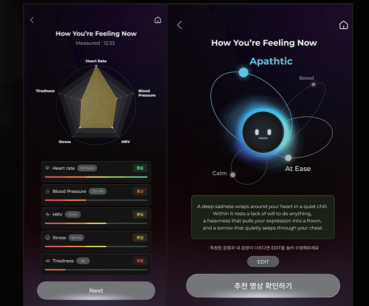
Step 1 MEASUREMENT

Measure users' biosignals through biometric sensors



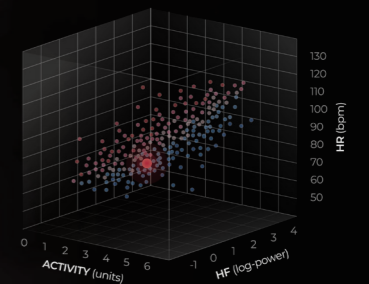
Step 2 ANALYSIS

Infer emotional states through biosignal analysis



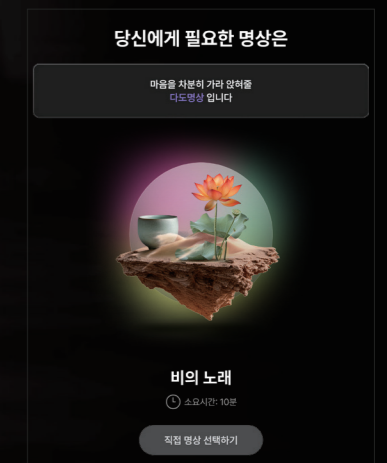
Step 3 PERSONALIZATION

Generate a personalized baseline model reflecting individual differences



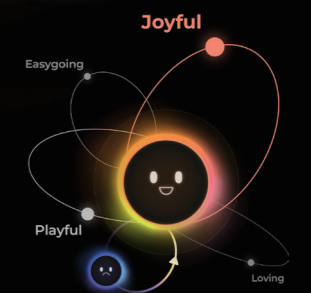
Step 4 RECOMMENDATION

Deliver personalized meditation content designed to activate the parasympathetic nervous system



Step 5 SELF-ASSESSMENT

Measure state changes after meditation and refine the baseline model over time



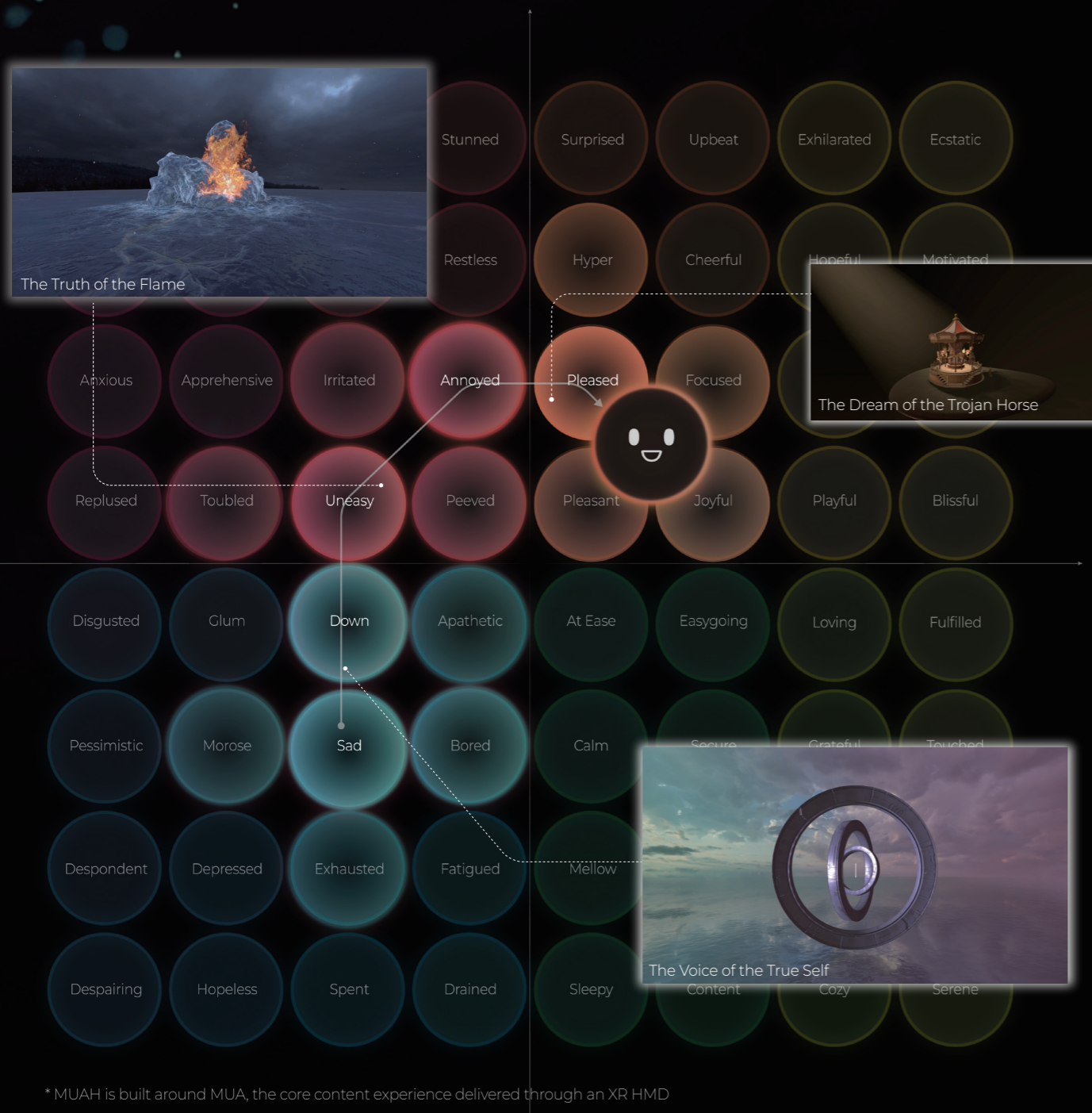
MUAH guides users toward ideal emotional states through a personalized content journey

Based on James Russell's Theory, human emotions are mapped along two continuous dimensions, valence and arousal.

MUA curates content from each user's current state and guides them toward their intended emotional state.

Valence Indicates whether an emotion feels positive or negative (horizontal axis)

Arousal Indicates the intensity or level of activation of an emotion (vertical axis)



* MUAH is built around MUA, the core content experience delivered through an XR HMD

6 categories of meditation content recommended based on the user's state

Tea Ceremony Meditation



Warmth in a Teacup
When you feel tangled and unsettled



A Flower in the Abyss
When anxiety tightens the mind

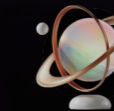


The Whale's Ascent
When you feel small and insignificant

Space Meditation



The Voice of the True Self
When you are swayed by outside environment



The Center of the Universe
When you feel uncertain about yourself



Infinite Canvas
When you need inspiration



The Truth of the Flame
When anger burns intensely

Bodyscan Meditation



Peace in the Everyday
When you need a pause in your routine



Compassion and Mercy
When you need time to tend to your heart

Creative Meditation



The Secret of the Pawn
When you seek new inspiration



The Dream of the Trojan Horse
When you need deep concentration

Sound Meditation



Play of the Waves
When your energy feels drained



Journey of the Planets
When you feel unstable and fragile

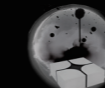


Morning Song
When you feel overly sensitive

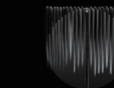


The Evergreen Tree
When tangled thoughts cloud judgement

Art Meditation



The Contemplative Gaze
When you are ready for a fresh start



Balance of Yin and Yang
When you need an objective perspective



Order of the Universe
When you need an objective perspective



The World of Ink Wash
When you need grounded calm

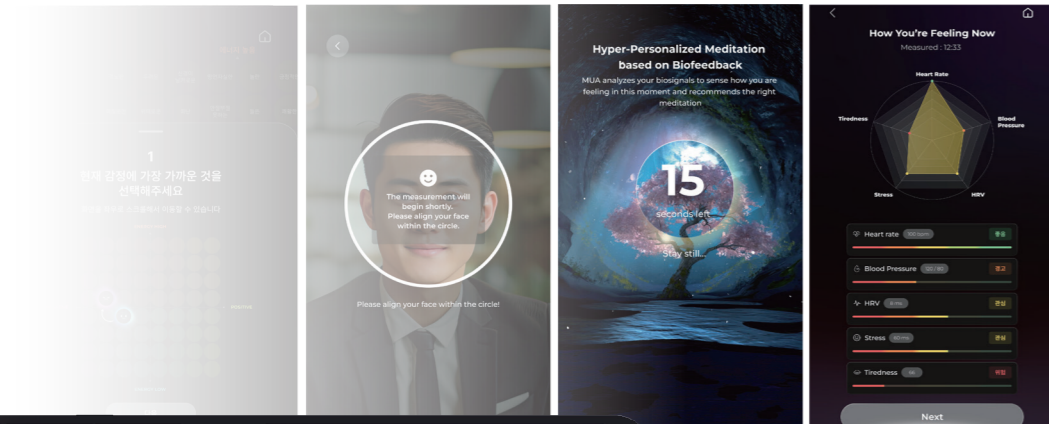
MUA Mirror

Emotion Measurement Software Powered by MIND C-AI

An unmanned operation system built on proprietary software, enabling simple and intuitive measurement (only four clicks) and automated data management.



Account Login via Facial Recognition



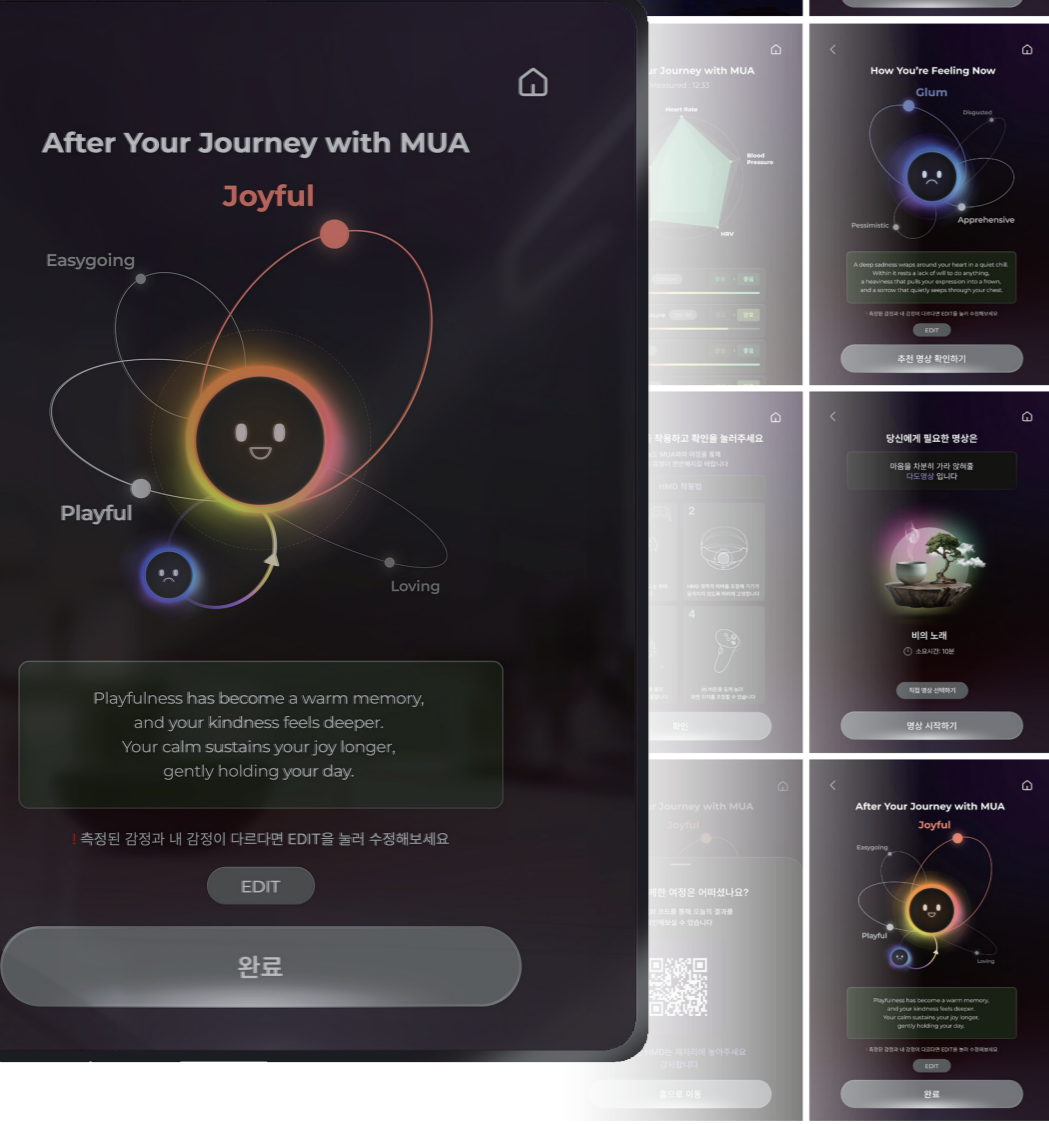
AI-Based Camera Sensors

- Collection of user biometric signals
- Certified as a Class II medical device

Measurable Data

- Heart Rate Variability
- Heart Rate
- Blood Pressure
- Body Temperature
- Stress Index
- Fatigue Level

Mindcare Contents Delivered via HMD



Pre- and Post-emotion Comparison of Biometric Signals

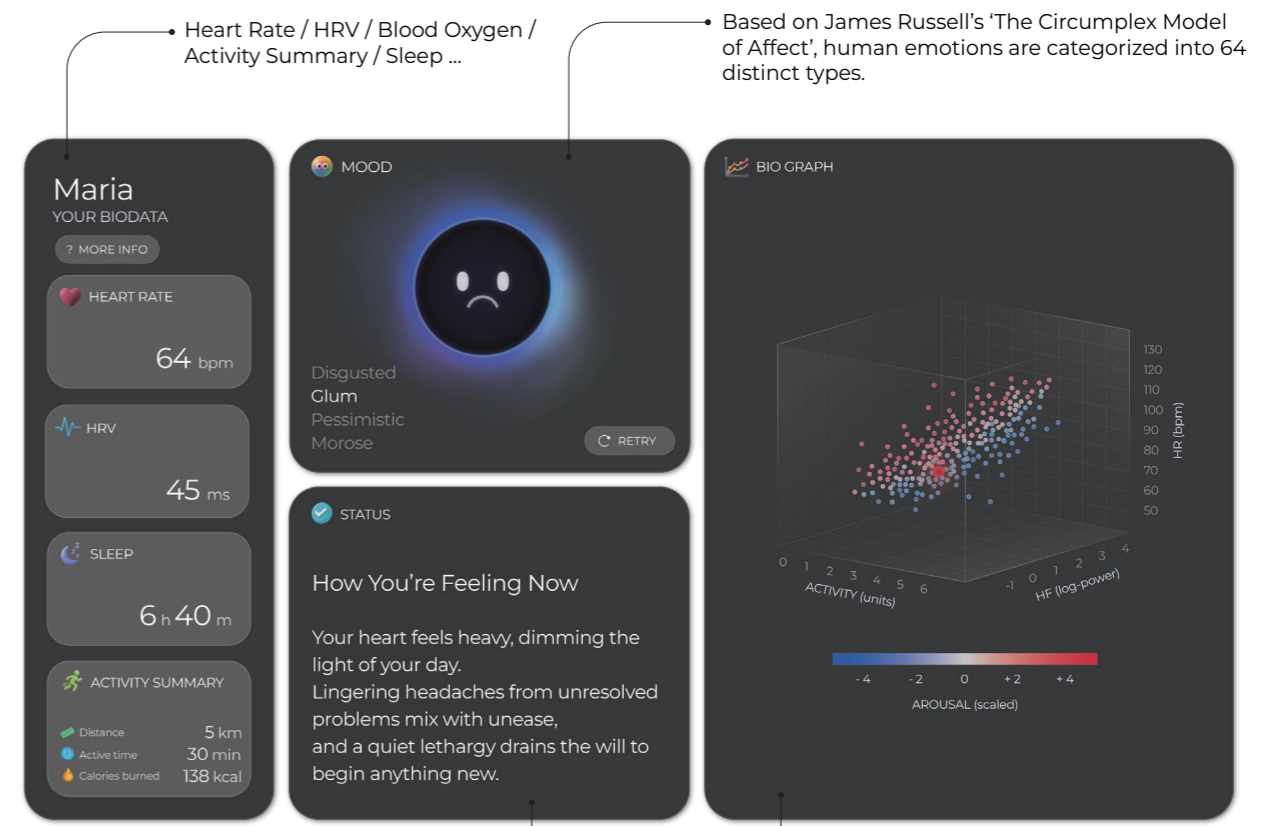
- Real-time result analysis
- Emotional data delivery via QR code

MIND C-AI

Emotion Inference AI * Also compatible with personal wearable devices, such as smartwatches

As our physical and emotional states continue to change, MIND C-AI enables meditation experiences to evolve in response to each individual's condition.

MUAH User Dashboard



Heart Rate / HRV / Blood Oxygen / Activity Summary / Sleep ...

Based on James Russell's 'The Circumplex Model of Affect', human emotions are categorized into 64 distinct types.

Emotions are structured with one primary and three secondary states. Through their combinations, a user's emotional state can be classified into 196 distinct types.

MUA learns user averages and individual variations to build a personalized baseline model. As usage increases, this model becomes progressively refined, enabling more precise emotion inference.

Step 1. HR - Activity Calibration Model	$HR_{it} = \beta_0 + \beta_A A_{it} + u_{0i} + u_{Ai} A_{it} + \epsilon_{it}^{\wedge HR}$
Step 2 - A. Arousal Ensemble Model	$Arousal_{it} = \gamma_0 + \gamma_{RRit} - \gamma_{HF} HF_{it} + v_{0i} + v_{Ri} R_{it} - v_{HFi} HF_{it} + \epsilon_{it}^{\wedge A}$
Step 3 - B. Valence Ensemble Model	$Valence_{it} = \alpha_0 + \alpha_{SPO2} SPO2_{it} + \alpha_{HRV} HRV_{it} - \alpha_R RELU(R_{it} - \theta) + \omega_{0i} + \omega_{Si} SPO2_{it} + \omega_{Hi} HRV_{it} - \omega_{Ri} RELU(R_{it} - \theta)$

Make Smarter HR Decisions, Supported by Emotional Data

We offer insights built on emotional data analysis collected through the MUA MIRROR to help organizations understand employees' psychological states and support smarter management decisions that improve performance and productivity.



Identify Early Signs of Workplace Emotional Strain

Identify early indicators of burnout and frustration through emotional pattern analysis, supporting preventive HR strategies before issues escalate.



Make Collective Improvement Across Teams

Access anonymized, aggregated emotional insights of the team and use as supportive reference when considering team adjustments or organizational changes



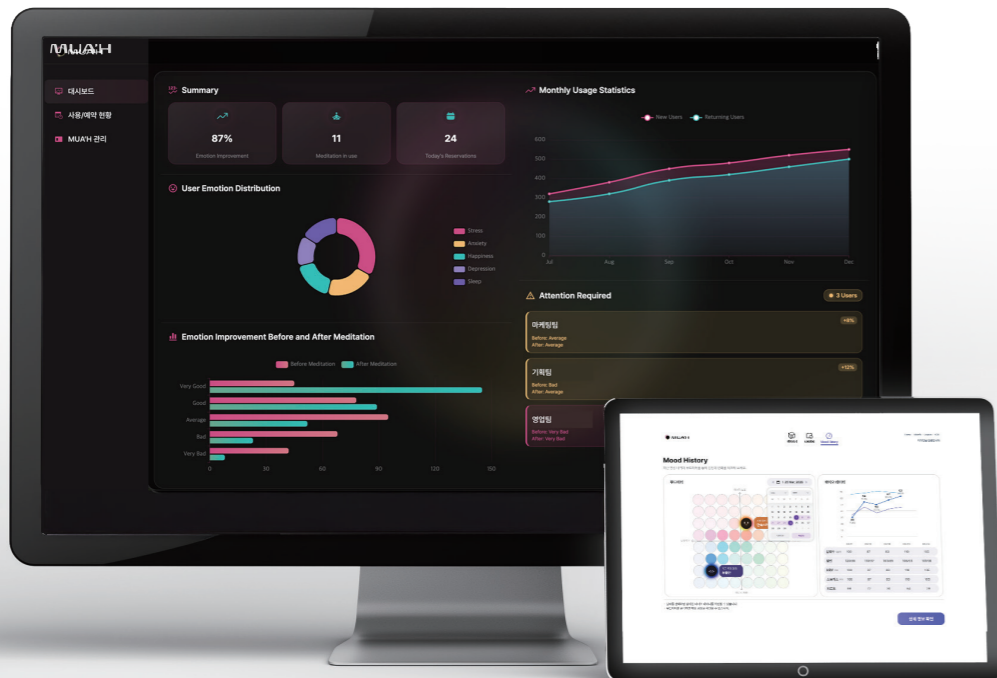
Design Wellness Programs Truly Support Employees

Use accumulated emotional insights to design wellness programs that align with employees' needs and support sustainable engagement and satisfaction.



Make the Invisible More Understandable

Bring greater clarity to emotional patterns and changes to support a deeper understanding of organizational dynamics and help guide future decisions with confidence.



* This service is planned to operate on a subscription-based model.

Key Features

Camera Sensor for Contactless Bio-data Measurement

Provides contactless measurement of user biometric data. This method ensures consistent data quality and captures real-time changes in the user's state.



Building a Personalized Baseline Model with AI Algorithm

Construct a personalized baseline model for each user by analyzing the collected biometric data. Rather than comparing users to one another, the model focuses on changes within each individual and continuously refines itself over time.



Measurable Feedback Before and After Sessions

Compare collected data from before and after meditation and visualize meaningful changes between sessions. This intuitive visualization helps users clearly understand shifts in their physical and emotional states.



MUAH Specification

Product Name

MUAH (MUA Home)

Price

Option	Public Use	Exclusive Use
Usage	For public environment	For internal members within an organization
Includes	Essential Devices	<ul style="list-style-type: none"> Essential Devices Reservation & remote IoT management Individual & group emotion data reporting Quarterly content updates
Price	\$15,000	\$15,000 + 3-year subscription fee annual subscription required thereafter

* Pricing may vary depending on delivery conditions and customization options
 * 10% discount available for orders of 100 units or more

Size & Weight

Assembled	1,800 × 1,400 × 1,470 (mm) 210 kg
Disassembled	1,200 × 1,600 × 800 (mm) 210 kg

Category

H.S code 9406.90-9000
 Other prefabricated structures, unspecified by material or purpose

Operation Spec

Power Supply	110V, 220V, 230V power standards <small>* Designed to support country-specific voltage requirements</small>
Power Consumption	Up to 400W
Internet	Wi-Fi connection required

LED Circle Lighting

Designed to provide consistent illumination for accurate biometric measurement

MUA MIRROR

Biometric data measurement and analysis

Light Controller

Ambient lighting and dimming control

HMD Headset

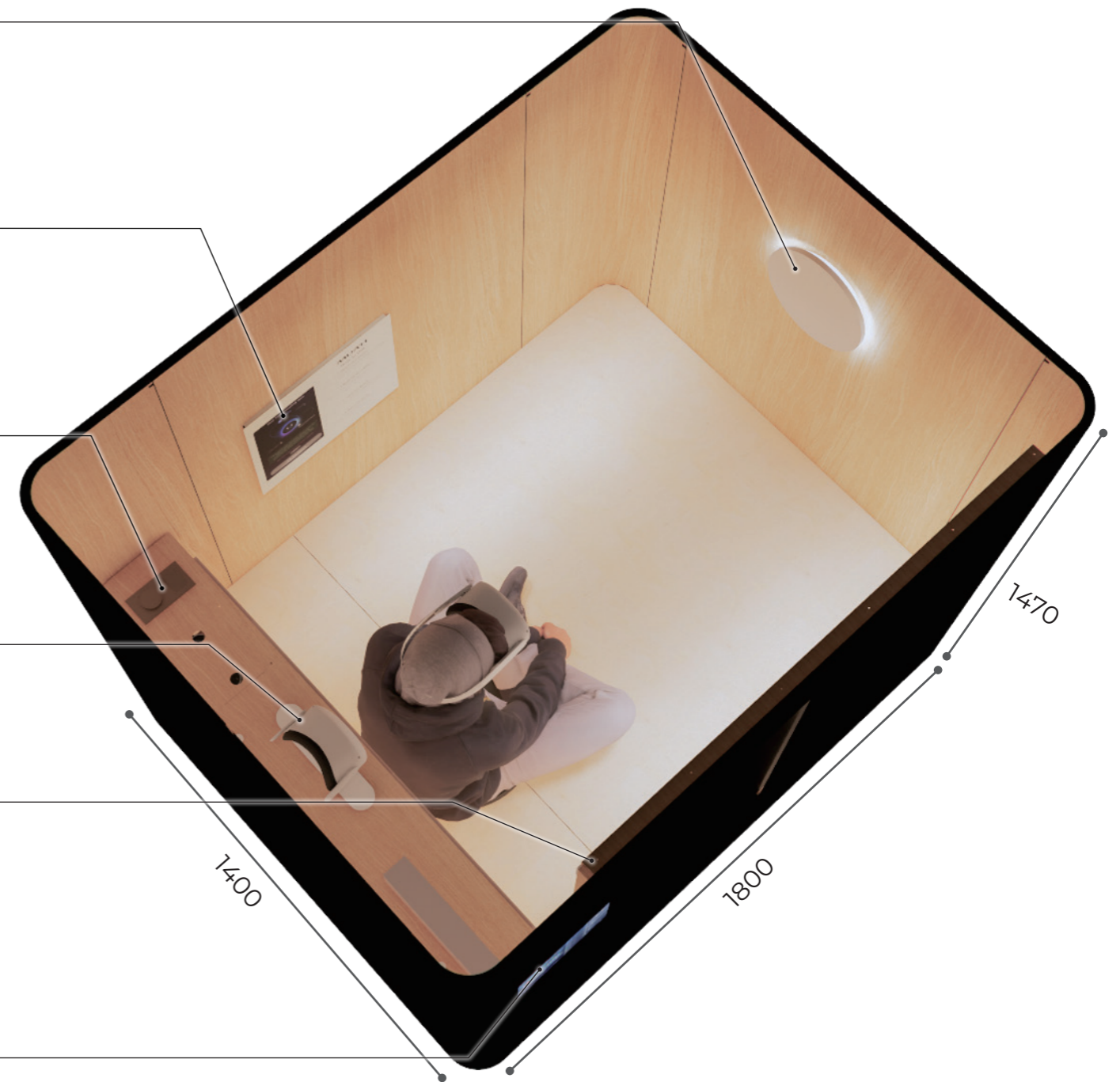
XR Mindcare content experience

Occupancy Detection Sensors

Includes presence and door-open detection sensors

External Status Panel

Facility control and management system



Front



Right



Left



Back

MUAH System Components

All equipments used in MUAH have been reviewed for product safety and complies with KC certification standards.

Item	Quantity	Size (mm)	Power
HMD Headset (Meta Quest 3)	1	260 × 192 × 98	18 W
Smart Tablet (Galaxy Tab S10 FE Plus)	1	300 × 195 × 6	45 W
HMD Cable Stand	1	-	-
Ambient Lighting Sensor	1	-	Battery (AA)
Operation Detection Sensor	1	-	Battery (AA)
External Status Panel	1	248 × 166 × 20.8	12.6 W
Ventilation fan	1	-	-
Ambient Lighting	1	300 × 300 × 30	10 W
Lighting Control Switch	1	78 × 120 × 55	300 W
Downlights	2	Ø100 × 37	8 W
HMD Storage Cable	1	-	-

Optional IoT System

An optional smart system with integrated control capabilities, designed to support efficient operation and management.



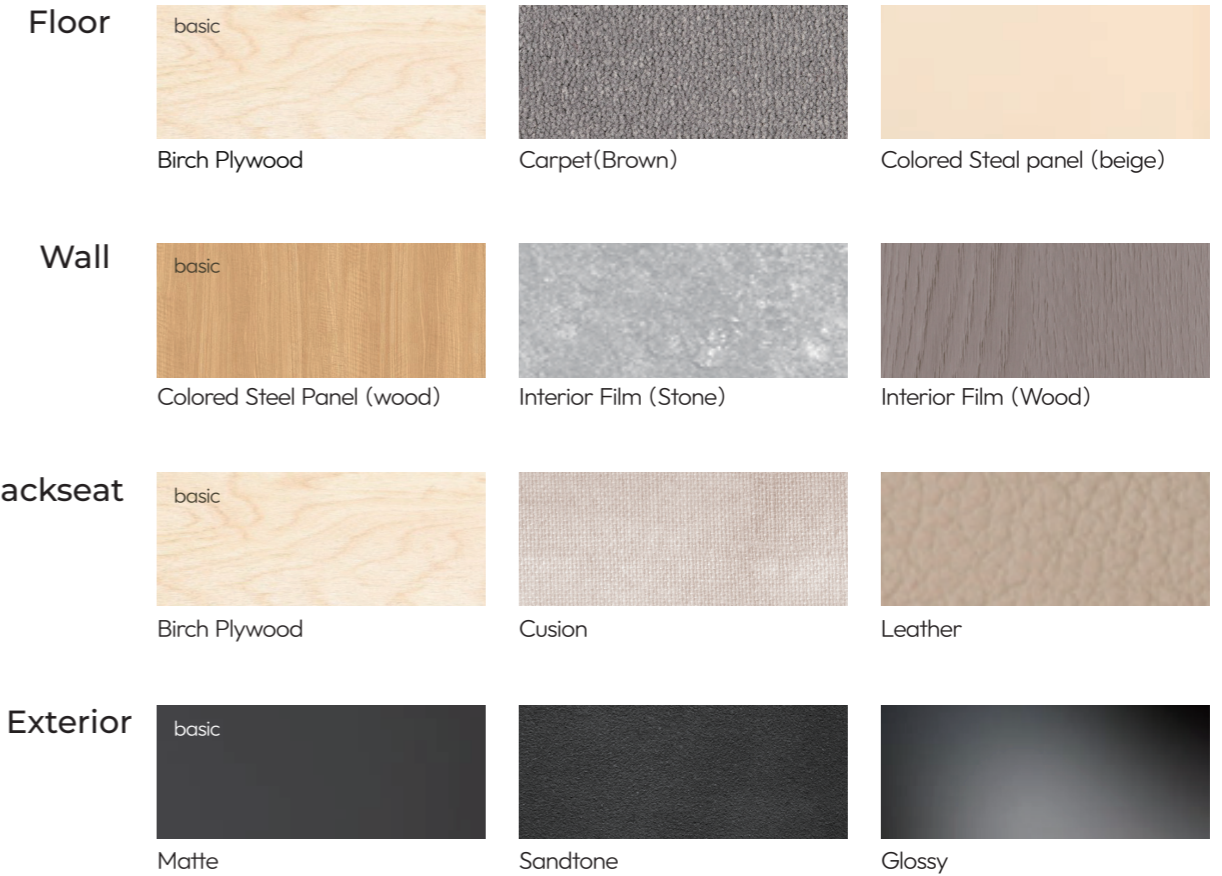
Smart Air Quality Sensor
CO₂, temperature, humidity,
and fine dust monitoring



Smart Diffuser
Fragrance
system with
adjustable scent
intensity

MUAH Material Options

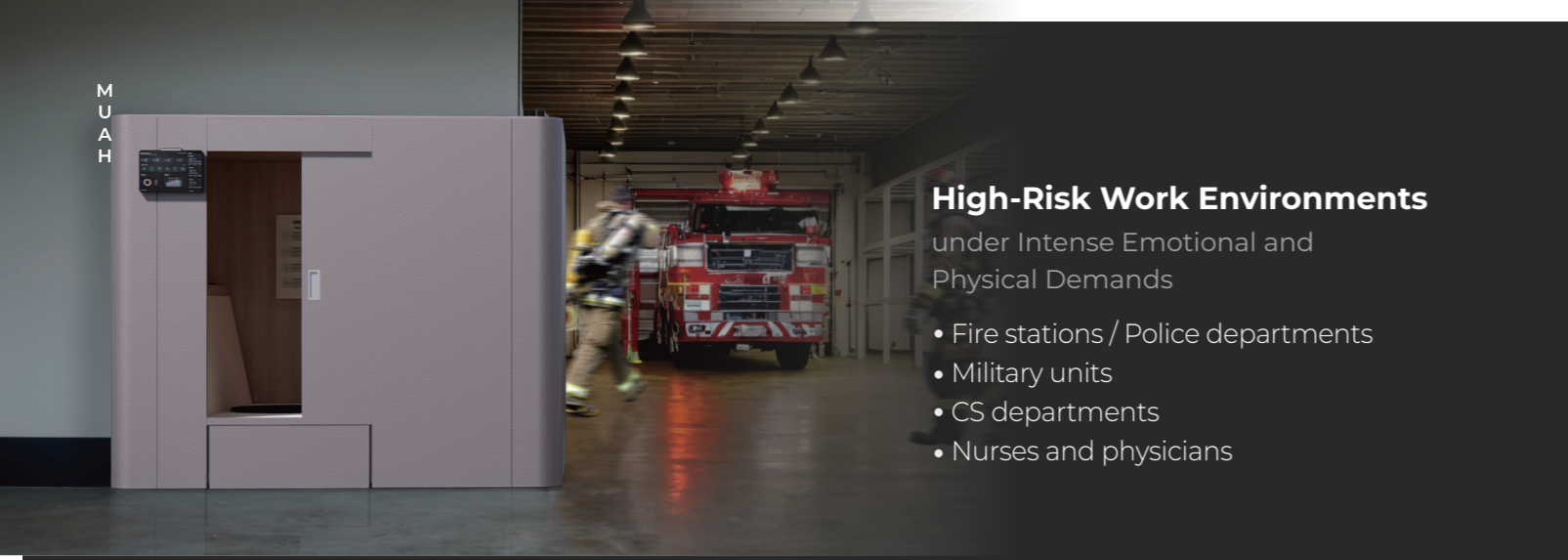
All materials used in MUAH are flame-retardant and pest-treated, ensuring safe and reliable use.



Branding

MUAH offers flexible branding and customization options to seamlessly integrate with your brand identity and environment.

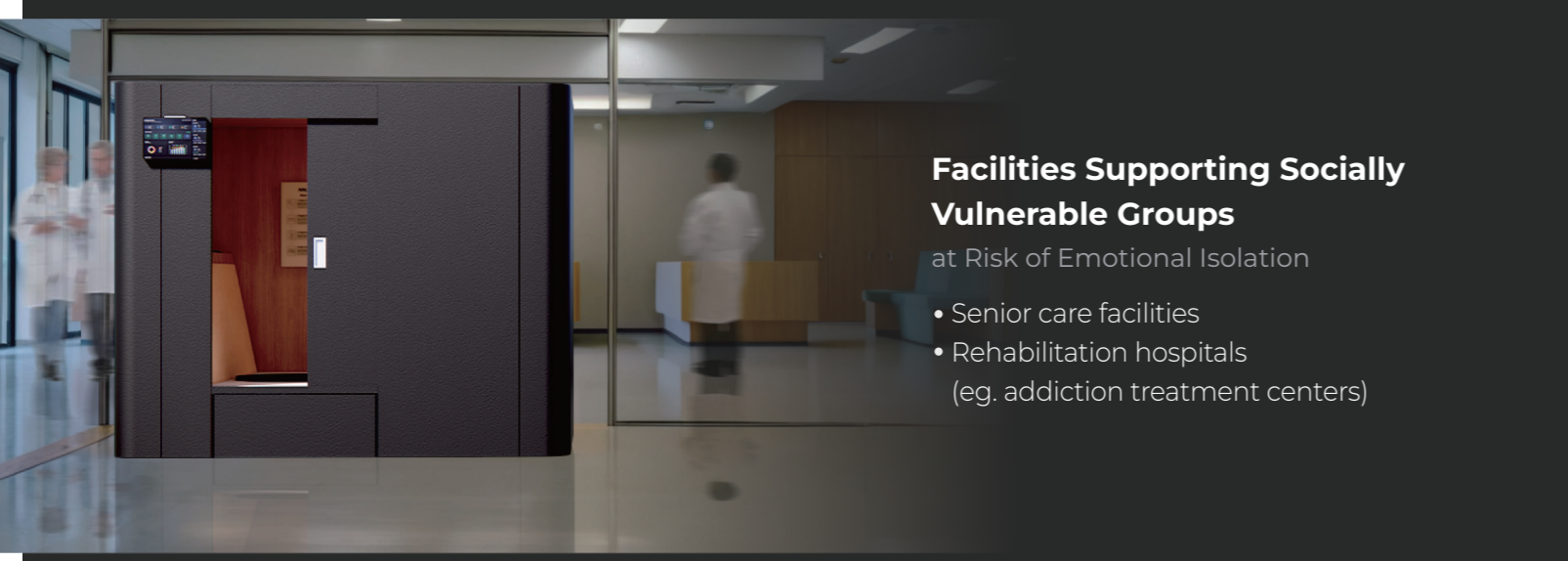




High-Risk Work Environments

under Intense Emotional and Physical Demands

- Fire stations / Police departments
- Military units
- CS departments
- Nurses and physicians



Facilities Supporting Socially Vulnerable Groups

at Risk of Emotional Isolation

- Senior care facilities
- Rehabilitation hospitals (eg. addiction treatment centers)



Premium Wellness Businesses

Offering Personalized Programs

- Membership-based resorts
- High-end healthcare and wellness centers



Enterprises & Public offices

Seeking Scalable, Cost-Effective Wellness Solutions

- Global enterprises
- Large production facilities
- Government and Municipal offices

About NP

NP has grown through extensive experience across diverse fields, including online and offline media art, AR, and XR.



PyeongChang Winter Olympics 2018



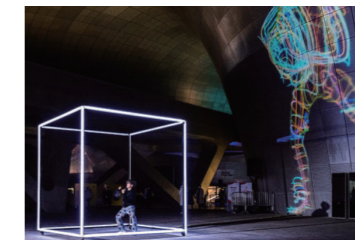
Drone Light Show Performance



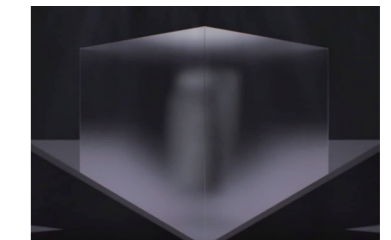
ART Odyssey Seola Park



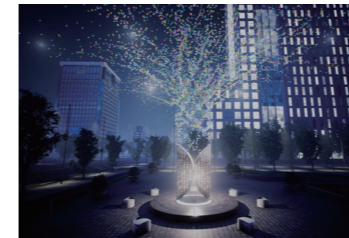
Advancement of Media Imaging Systems



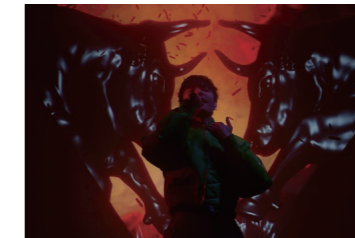
Interactive Media Art Motion Capture Technology



Brand Experiences Using XR Technology



5G Interactive based AR Social Tree Content



Korea's First Real-Time XR Concert with LG U+, AOMG



XR Plaza for Live Broadcast Program

NP Inc. continues to demonstrate its value through multiple awards and official selections across diverse industries worldwide.



MUA'H



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