

## **VAN BERGE HENEGOUWEN (VBH) UNVEILS NEW DIGITAL INTEGRATION APPROACH AND ANNOUNCES MYS 2024 IMMERSIVE EXPERIENCE.**

**Amsterdam, The Netherlands – September 12, 2024** — Van Berge Henegouwen (VBH), a leader in luxury technology integration, will unveil three cutting-edge products rooted in its pioneering Digital Integration concept at the upcoming Monaco Yacht Show, setting new standards in the yachting industry. Additionally, VBH is proud to announce the second edition of its Immersive Experience, offering an interactive showcase that exemplifies the company's commitment to innovation, integration, and inspiration.

### **Innovate. Integrate. Inspire.**

At VBH, the tagline "Innovate. Integrate. Inspire." is more than just words—it's a guiding principle that drives everything the company does. "Whether through groundbreaking product development or creating unforgettable experiences, we are committed to pushing the boundaries of what's possible in luxury technology," said Jeroen van den Hurk, CEO of VBH. "Our presence at the Monaco Yacht Show and the launch of our new products perfectly reflect our dedication to these core values."

### **MYS Immersive Experience by VBH**

For the second year in a row, VBH is partnering with the Monaco Yacht Show to bring cutting-edge innovation to the event with its Immersive Experience. This state-of-the-art portal invites attendees to step into a fully interactive 3D environment where some of the most innovative yacht designs come to life on high-definition LED screens. Visitors can navigate seamlessly from one room to another, interact with each environment, and gain a fascinating insight into the future of yacht design.

This captivating experience revolutionizes the way yachting enthusiasts and professionals perceive yacht design, providing a dynamic and lifelike exploration of the latest innovations in superyacht interiors and exteriors. It's a strong demonstration of how VBH continues to support and encourage innovation in the industry, allowing the latest yacht design concepts to come to life before the eyes of visitors, owners, and industry professionals.

### **Introducing VBH's Digital Integration Concept and New Products**

At MYS 2024, VBH will also unveil three new products that embody its Digital Integration concept.

Differentiating from traditional system integration—which primarily focuses on the "how" of technology—**Digital Integration** emphasizes the "why" and "how it feels" for the end-user. This approach ensures that AV/IT technology is not only intuitively accessible but also enhances the quality of life without disrupting the luxury environment. Moreover, the concept would not be universal if it couldn't benefit any client; this is why every Digital Integration product or service is designed to blend effortlessly into the yacht's ecosystem, making it compatible with any existing platform. In essence, Digital Integration embeds technology into the fabric of daily life onboard, making it almost like a sixth sense—always present, yet never intrusive.

This concept translates into products that offer a bespoke and intuitive user experience where technology consistently enhances lifestyle without disrupting it. During MYS, VBH will launch three innovative products:

- **Guida** offers intuitive control over the yacht environment (AV, HVAC, lights, curtains) – all combined into a single app, that runs on any tablet or phone. With just a few taps, owners and guests can set the desired ambiance and entertainment, and it will follow them wherever they walk onboard. As part of VBH's Digital Integration concept, Guida is universal, meaning it can integrate into any existing ecosystem and work on any platform. Additionally, the app is fully customizable, by yacht and user, making it the most flexible, sleek, and advanced control interface available on the market today.
- **MediaHub** is a powerful, first-of-its-kind add-on that integrates seamlessly into any existing control application. It gifts control apps with the essential functionality to effortlessly search and stream content from multiple platforms—such as Netflix, Disney+, Amazon Prime Video, and HBO Max—all in one place. With MediaHub, there's no need to switch between apps or deal with complex casting procedures. This innovative solution enhances any control system, offering a streamlined, high-quality streaming experience directly to the yacht's displays and sound systems.
- VBH was the first company to introduce cybersecurity solutions to the superyacht market in 2019 and has since continually evolved its offerings to address growing cyber threats. Today, **Cyb-R** stands for our new comprehensive Cyber Resilience program, delivering full peace of mind to owners, guests, and crew by ensuring every aspect of the yacht's digital ecosystem is protected. Unlike traditional cybersecurity solutions, which rely on proprietary hardware or software, Cyb-R takes a holistic approach, incorporating the best tools and technologies available. Fully adaptable to any yacht's existing systems, Cyb-R provides tailored security through five core functions: Identify, Protect, Detect, Respond, and Recover.

For more information, visit VBH at the Yacht Design and Innovation Hub during the Monaco Yacht Show 2024, or contact Juliette Warter at [Juliette.warter@vbhi.com](mailto:Juliette.warter@vbhi.com).

### **About Van Berge Henegouwen (VBH)**

Innovate. Integrate. Inspire.

Our tagline embodies VBH's commitment to continuously advancing the blend of luxury technology and interior design. VBH focuses on integrating digital functions into their clients' lifestyles and setting new industry standards, such as with Alchimia. This dedication has been the cornerstone of VBH for the past 60 years, establishing the company as a leader in AV/IT integration onboard superyachts.

VBH's new line of products, to be launched at MYS 2024, promises to uphold their legacy of excellence in digital integration and inspire the next generation of AV/IT technology.