



Transforming business atmosphere into a structured, context-driven and centrally manageable layer for customer-facing businesses.

Chraimus uses structured metadata, explicit rules, business context and weighted scoring to manage atmosphere beyond static playlists.

Venue Point · Scenario · Time · Crowd · Business Rules

Context-First Business Atmosphere Platform

The right atmosphere. At the right place. At the right time.
For the right business outcome.

THE PROBLEM

Manual & Inconsistent

Atmosphere depends on people, not a system.

Playlist-Based

Static playlists ignore business context.

Limited Operational Control

Businesses lack a structured way to manage atmosphere consistently across points, times and scenarios.

THE SOLUTION

Context-First Rule-Based Orchestration

Chraimus uses structured metadata, explicit rules, contextual filters and weighted scoring to organize content according to real business context.

Point-Aware

Each venue point can follow its own atmosphere profile and business rules.

Scenario-Aware

Active scenarios determine which content rules and context settings are applied.

Time-Aware

Time-of-day settings help the system adjust content selection and ordering throughout the day.

WHY NOW?

Experience Economy

Customers value experiences more than ever

Business Automation

Automation creates efficiency and consistency

Digital Transformation

Technology enables real-time, data-driven decisions.

WHY CHRAIMUS

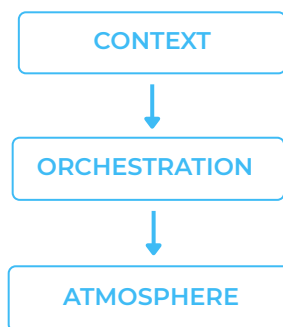
CONTENT-FIRST



Traditional

- Static playback

CONTEXT-FIRST



Chraimus

- Rule-Based Dynamic Orchestration

BUSINESS VALUE



More Consistent Guest Experience

Atmosphere is managed according to venue point, scenario, time and defined business rules.



Stronger Brand Consistency

Structured rules help maintain a more consistent atmosphere across points and operating periods.



Rights-Documented Audio Workflow

Content is managed with documented source and rights information, while country-specific obligations remain transparent.



Centralized Point-Based Management

One platform can manage venues, points, devices, rules and playback status through a centralized structure.

MARKET OPPORTUNITY

MARKET SCOPE

Customer-facing physical businesses across European service and retail sectors.

INITIAL SEGMENTS

Hotels, cafés, restaurants, wellness venues, fitness clubs and selected retail environments.

EARLY VALIDATION OPTIONS

Estonia · Türkiye · Belgium
The first pilot market will be selected according to access, partnership readiness and market suitability.

Preliminary market framing will be refined with sourced sector and local-unit data during pilot validation.

These shifts create a practical environment for structured, context-driven atmosphere management.

BUSINESS MODEL

Annual Point-Based B2B SaaS Subscription

Annual pricing provides 12 months of service for the equivalent of 10 monthly payments.

STANDARD

€199 / year

First active business point

ADDITIONAL POINT

€69 / year

Each additional point in the same business

Recurring revenue grows with each subscribed business and each additional active point.

EARLY ACCESS

€99 / year

First active business point

+ €39 / year

Each additional point

Businesses subscribing during Chraimus' first year of availability in a country retain this price while continuously subscribed.



ILLUSTRATIVE BOUTIQUE HOTEL

4 active points

Standard annual price: €406

Early Access annual price: €216



EXPLORE CHRAIMUS

Scan to access the MVP demo, overview and supporting review materials.