



Transforming business atmosphere into an intelligent, orchestrated infrastructure for customer-facing businesses.

AI continuously orchestrates atmosphere using real business context instead of static playlists.

Point • Scenario • Time • Business Context

The World's First Context-First 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.
- No Business Control**
No measurable control over customer experience.

THE SOLUTION

AI-Powered Context-First Orchestration

Chraimus continuously orchestrates atmosphere using real business context.

Point-Aware

Every business area gets the right atmosphere.

Scenario-Aware

Atmosphere adapts automatically to business activity.

Time-Aware

The experience evolves naturally 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

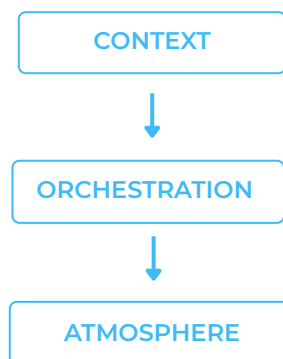
CONTENT-FIRST



Traditional

- Static playback

CONTEXT-FIRST



Chraimus

- Dynamic orchestration

BUSINESS VALUE



Better Guest Experience

Better customer experiences.



Stronger Brand Identity

Brand consistency.



Professionally Managed Audio

Licensed & compliant.



Automated Multi-Zone Management

One platform.
Every location.

MARKET OPPORTUNITY

TAM

EU Customer-Facing
Business Market

€530M

SAM

Türkiye
Serviceable Market

€18M

SOM

Initial
Obtainable Market

€3M

Market estimates are based on Chraimus current subscription model and intentionally exclude future revenue streams.

Three global shifts are making Context-First atmosphere orchestration possible.

BUSINESS MODEL

Annual B2B SaaS Subscription

€60

Business Location
+ First Broadcasting Point
per year

€30

Additional Broadcasting Point
per year



Typical Boutique Hotel

4 Broadcasting Points
≈ €150 / year

Revenue scales with every new business location and broadcasting point.

EXPLORE CHRAIMUS



Explore Resources



Pitch Deck



Founder Letter



MVP Demo



Website