

```
const h2 = datasheets.get("S 3000 Pro", { status: "Swiss reg
const faq = answers.from(device, protocols, { claims: "marke

stream(answer).to(guest.screen); // never sleeps - never fo

// MCRC Concierge - recommen
import { protocols, stud

en({ profile: "athle

const guest = listen, "HUMAN REGENERATOR", recovery"
const options = ["CRYO", "RED LIGHT", "

for (const t of opt for (const t of option
if (contraindicate(t, guest)) continue; traindica
const fit = score(t) = score(t, guest.go
ranked.push({ technol fit, sources e(studies, "
}

const CRYO = { temperature: "-110 °C", session: "2-3 min", b
const HBOT = { pressure: "1.5-2.0 ATA", seats: 2, mood: "dee
const RED_LIGHT = { spectrum: "red & near-infrared", positio
const HUMAN_REGENERATOR = { field: "cold plasma", body: "ful
const SAUNA = { ritual: "rounds & rituals", rhythm: "heat, t

answer({
  recommendation: ranked[0].technology, // "HBOT"
  order: ["HBOT", "RED LIGHT", "CRYO"],
  step: "protocol - step 2",
  when: "after training, before sleep",
  why: explain(ranked[0], guest),
  sources: ranked[0].sources,
  language: detect(guest) // en - de - es -
});
```

See in action

02 / 06 · DIGITAL LAYER

# Performance Concierge

HUMAN EXPERTISE + ARTIFICIAL INTELLIGENCE

Never sleeps. Never forgets. Always on-brand.

MCRC.CH/PERFORMANCE-CONCIERGE

AT A GLANCE

- Expert knowledge, not generic answers
- Cites the research behind every answer
- White-label, in your colours and your languages
- No sign-up, no email gate

|                                                                   |                                                                  |
|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div>24/7</div> <div>ANSWERS WHEN YOUR TEAM CAN'T</div>           | <div>1, 15 or 50</div> <div>GUESTS SERVED AT THE SAME TIME</div> |
| <div>4 languages</div> <div>OUT OF THE BOX, MORE ON REQUEST</div> |                                                                  |

CONNECTS EVERYTHING

- Knowledge & expertise:** Research, manufacturer data, treatment protocols, contraindications, operating procedures and staff knowledge.
- People & communication:** Guests, employees and partners, across languages, locations, channels and time zones.
- Systems & operations:** Websites, calendars, booking engines, customer management systems and operational workflows.
- Business & conversion:** Treatment selection, package recommendations, appointment bookings, sales enquiries and qualified leads.

HOW IT WORKS

- 01

**Listen**  
Two short questions about profile and goal, or "Surprise me".
- 02

**Answer**  
Built on facts, never on guesswork: manufacturer and expert FAQs, datasheets, studies and protocols.
- 03

**Offer**  
Only when the moment is right: a calendar slot, a package or a warm lead.

MODELS

- Operator Concierge:** Your guests arrive already knowing what suits them, and why. The Concierge answers their questions before the visit, so they walk in informed, curious and booked. A concierge for your own treatments, protocols and booking flow, for spas, hotels, clinics and longevity centres, billed per location.
- Manufacturer Concierge:** You sell the device. Now sell the expertise too. With one licence, every venue that buys your device gets its own concierge, branded for them and built on your science. Successful operators order again.

READY TO DEPLOY

- Whole-body cryotherapy
- Hyperbaric oxygen
- Hypoxia & hyperoxia training
- Photobiomodulation
- Flow System
- Sauna & heat bathing

SPECIFICATIONS

|            |                                                                                |
|------------|--------------------------------------------------------------------------------|
| ONBOARDING | You fill in one onboarding form, we send you the link                          |
| KNOWLEDGE  | Your own expertise, in every answer: your FAQs, SOPs, datasheets and protocols |
| DEPLOYMENT | Embedded or own subdomain, no code                                             |
| LANGUAGES  | EN · DE · ES · FR, any other on request                                        |

LIVE TODAY

- Cryodukt Zürich:** One concierge for the whole stack, plus one for each technology: whole-body cryotherapy, HBOT, IHHT, red light and multisensory, hydrogen and the Flow System.
- Bluezone Mallorca:** Guest recommendations and bookings for a longevity centre in Mallorca.
- Hydration-H2:** The brand's own device advisor, helping home and professional buyers find the right system.
- EnergyLounger:** The brand's concierge finds the right red light device, for home or business.

**Trust**  
*MCRC*

### A Swiss company

MCRC AG, Zürich: Swiss standards in selection, service and responsibility.

### Highest standards

Every technology meets European and international safety standards and holds EU product safety certification.

### Worldwide expertise

Every technology we offer runs daily, in our own venues and with operators worldwide.

### Never alone with a question

Before and after the sale, our team answers whatever you and your guests need to know.

### Team training

Your team learns to use it, explain it and recommend it.

### Live showroom in Zürich

See the technologies running at Cryodukt, our own venue.

**Always**  
*support you*



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