



the stone ocean

*Navigate your life to love, happiness and prosperity*

### **The Idea & Product**

THE STONEOCEAN is a unique meditation philosophy that will hand you the guidance to love, happiness and prosperity. It combines the best of Oriental spiritual thinking with the 'Alltag tauglichkeit' of the Lowlands. THE STONEOCEAN consists of a magnificent designed wooden box made of recycled material with Medistones and The Log in it. Each Medistone has an unique code that will set your course of the day. By uploading your daily course to THE STONEOCEAN website you will receive an advice for taking decisions on emotion, money and reason on that specific day.

**THE STONEOCEAN** is more than a meditation philosophy. It is a 'piece of art' by itself that will appeal to an international audience. It will become definitely a central piece of attention at home, in the office or in top-rated hotels. By its beauty and serenity it is a real conversation piece and it strengthens the idea of the importance of nature and the uniqueness of each individual as each piece of The StoneOcean is also a singular and exclusive numbered 'objet d'art'.

The website is also more than an instrument of simply uploading data. All worldwide entered individual courses will generate 'emotional indexes' that will be visualized and explained. It shares peoples ideas about enriching their lives in the sense of quality and it deals with topics as climate changes and alternative meditation-techniques too. It will also supply The StoneOcean merchandise and mediaservices for use on mobilephones and Ipods.

### **The People, The Planet & The Profit**

THE STONEOCEAN is a way of life. The 'feel' is people living in the metropolises of the world, "people who dare to share". They are well educated, have more than an average income and are in their late twenties till their early forties. They know the impact of todays life and the importance of taking a daily spiritual moment.

THE STONEOCEAN offers that moment in a traditional sense but also on the web or as a message on their mobiles. The 'look' is an example of the famous Dutch Design that triggers the attention of people all arond the world whereas 'special editions' of THE STONE-OCEAN will make each of them also highly desirable for collectors.

THE STONEOCEAN is an expensive 'goody' but it is worth it. It is an 'must have' item that generates money from the start and independently from the webactivities although these will generate an extra crititcal mass. THE STONEOCEAN owners can suscribe to a messageservice for mobile phones or buying more Medistones and extra handmade paper sheets for The Log.



*Each Medistone holds a million-year knowledge*



*THE STONEOCEAN contains your future!*

### **The Facts & The Future**

THE STONEOCEAN is now produced as a sample and the relevant domainnames are claimed. Next step is testing the sample, writing detailed 'rules & regulations', creating the designdocument for the website and tracing the local artists that can produce THE STONE-OCEAN in large numbers for a reasonable price by remaining the quality set by creator Ruud van Gessel and Brooklyn Media.

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**BROOKLYN MEDIA**

We bridge cultures, nous jetons un pont entre les cultures