

VBH ANNOUNCES THE LAUNCH OF ITS REVOLUTIONARY « INVISIBLE TECHNOLOGY »

Amsterdam, 15th of September 2022 - Van Berge Henegouwen (VBH) has announced the launch of *Invisible Technology*, the first line of technological solutions for Superyachts designed to be invisible, and engineered for intuitive use. Two displays (*Blended Screen*, and *VBH Robot arm*) and a control panel (*Magic-UI*) are the first products of this line, created in collaboration with shipyards and yacht interior designers.

For the past five decades, VBH has continuously changed and adapted its role to the needs of its 300+ superyacht clients. From a goods reseller status in the 1960s to AV/IT integrators and security consultants later, VBH has evolved alongside technology innovation and clients' expectations and has come to become the leading system integrator for premium superyachts.

In the past year, VBH noticed that technology innovation was not enough anymore to meet yacht owners' needs. They now require feeling they are using a technology that has just been developed for them, with an intuitive interface, and perfectly integrated like any piece of furniture on board. This is how the concept of "Design-Integration" was born.

"Design-Integration" means finding the perfect harmony between innovation, ease of use, and beauty of design. It is the main principle of *Invisible Technology*.

Jeroen Van Den Hurk, CEO of VBH, explains "VBH has clearly transformed their approach towards AVIT; delivering world-class AV and IT solutions is not our only path to progress anymore. Going forward the two key pillars of every front-end solution will be ease of use and quality of integration. From now on, the best AVIT solutions can magically disappear when not in use and be instantly available upon demand. We have decided to call this fine balance between ease of use and invisibility 'Design-Integration'."

The launch of *Invisible Technology* marks the beginning of a new era for VBH, its clients, and the yachting industry. *Blended screen*, a screen that completely disappears like a chameleon in its environment, *VBH Robot arm*, a TV moving smoothly and gently in a room to any position that the viewer wants, and *Magic-UI*, a control panel completely integrated inside materials like wood and natural stone, are the first products based on this groundbreaking "Design-Integration" concept.

Thanks to these *Invisible Technology* products, shipyards and designers, in collaboration with VBH, will be able to create interior designs where technology becomes inspirational, and design prevails.

Following this new attitude toward yacht design, VBH has become the sponsor of the Yacht Design & Innovation Hub (YDIH) at the Monaco Yacht Show (MYS) and will demonstrate these products for the first time on their booth (LC-21) and inside the Hub. Jeroen Van Den Hurk will also present this revolutionary approach to Designers, Shipyards, and visitors of the MYS during a conference held on Thursday 29th of September at 11:15 at the YDIH conference center.

About VBH

Dedicated to integrating luxury technology onboard superyachts for more than half a century, VBH has built an impressive portfolio of 300+ superyachts benefitting from its expertise.

Its team of 150+ skilled professionals deploys its industry experience daily to deliver exceptional experiences and allow owners & guests to make the most of every moment on board.

Through the years, VBH has been constantly innovating, offering its yacht clients tailored solutions in AV, IT, communication, control, lighting, and security. In September 2022, VBH revolutionizes the approach to onboard technology by adding a new dimension called "Design-Integration" striking the perfect harmony between innovation, ease of use, and beauty of design.

VBH is headquartered in Amsterdam, Netherlands, and has offices in Antibes, France, and Fort Lauderdale, Florida.

Press Contact:

Juliette Warter

+33 675 192 836

juliette@lumiconsulting.fr

