



Let us introduce: THE SALES TEAM

The Sales Team consists of Alexandra Jagt, Simone Kok and Anouck Remmers.

Alexandra is responsible for the business market, which includes congresses and company events. She also keeps busy with, among other things, educational packages and school trips. Anouck focuses mainly on the leisure side, such as the travel sector. In addition, she is responsible for other things, including the joint promotions and press & PR. Simone is supports them in all of this.

If you have any queries, you can contact one of the three ladies by via the details mentioned below. info@corpusexperience.nl

Arm in arm with CORPUS



CORPUS is a joint venture started up with various local attractions.

DUINRELL

Duinrell, an amusement park and also a camping site in Wassenaar, near The Hague, will promote CORPUS among its visitors. Every year Duinrell brings out a brochure, in which the visitors are informed about the activities that can be pursued in the neighbourhood. CORPUS will be one of these. There will also be CORPUS posters and flyers displayed and distributed in the park.

MADURODAM

Madurodam, the miniature city in The Hague, has developed a combined admittance ticket together with CORPUS. This means that you can visit CORPUS and Madurodam in a single day at a reduced rate. A visit to CORPUS lasts approximately 2.5 hour and thus can easily be combined with Madurodam on the same day.

CORPUS is in contact with several other museums and attractions in the area to start similar campaigns. Not just nice for CORPUS, but particularly nice for the visitors.

Health Insurer OHRA focuses on people

Irene de Both: 'OHRA has recently adopted a new positioning strategy, which is expressed in the campaign 'from the people of OHRA'.

There are more than 1,000 people working at OHRA who experience a lot in everyday life. They know what is important with financial products. It is also the same with health insurance policies: OHRA recognises 6 unique stages of life with corresponding needs and therefore provides several optional packages. This is an innovation in the field of health insurance and it is catching on fast! People are central, the same as with CORPUS.

'OHRA has always been famous as a health insurer and for this reason the choice of CORPUS is also obvious. Irene: 'CORPUS is an innovative and unique initiative and we gladly want to be associated with that. It fits in completely with our philosophy; OHRA considers that prevention is also of paramount importance. CORPUS is a perfectly family member for our event and communication arm and we are proud to be a Founding Father of it.'

'We see several ways in which OHRA can contribute to the success of CORPUS. That the ultimate concept fits in with an adventure such as CORPUS, that is certain. Innovation, movement, interaction, conceived from the visitor's perspective; it will all be there.'

Philosophising a little about the future: 'We believe that

the impact of CORPUS can be enormous. At the end of the day, prevention and awareness produce a huge saving on medical expenses. CORPUS has such a broad range, our target groups (students, singles, couples, young parents, families and people of 50 and older) fit in easily; attractive for both parties therefore! There will certainly be an adventure enjoyed between OHRA's clients and CORPUS.'

I. de Both.
Marketeer OHRA



OHRA is the most personal direct insurance provider and direct bank. OHRA provides its clients with innovative solutions that are appropriate to their stage of life. As personal as possible and proactively, at a sharply competitive price. OHRA uses 4 guiding principles: OHRA understands; OHRA simplifies; OHRA saves; You decide!

Hero puts fruit on the menu again

Hero is ever increasingly seeking cooperation at nutritional scientific levels domestically and abroad. Thus Hero's nutritional experts in the Netherlands, among other things, share experiences and research data with Wageningen University and with the Nutritional centre and universities and scientific institutes in foreign countries.

Alica Haentjens Dekker: 'The mission of Hero is to give fruit a more important place in our eating customs. We try to complement the way in which fruit helps us stay

A. Haentjens Dekker.
Marketing Director Fruit products, Hero in
The Netherlands



Hero makes additional work of the nutritional accountability of its existing and its new products. It should come as no surprise that Hero's new strategy is currently bearing fruit. The products responsible - Hero Fruit2day in the vanguard - are capturing the Dutch and European markets at a cracking pace.

healthy. When CORPUS approached us, we immediately saw the possible synergy; many of our objectives are mutual extensions of each other.

Hero and CORPUS both invest in research and information gathering, for the purposes of raising awareness and changing behaviour. An example: the Hero Institute for Fruit & Nutrition has developed the '7 pillar model', a comparative study between fresh fruit and 'Fruit2Day' in which the action is examined of 7 individual substances that have an important impact on health (anti-oxidants, vitamins, minerals, fibres, etc.). With the results of this study, consumers are made aware of the healthy aspects of fruit and consumers 'haste' is responded to. Fruit2Day is healthy and easy; jointly these aspects can change behaviour. We have this in common with CORPUS.'

The final form of the cooperation with CORPUS is a work in progress; the definite selection from the numerous creative plans will be made soon.



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CORPUS[®] CONTACT



CORPUS is growing strong

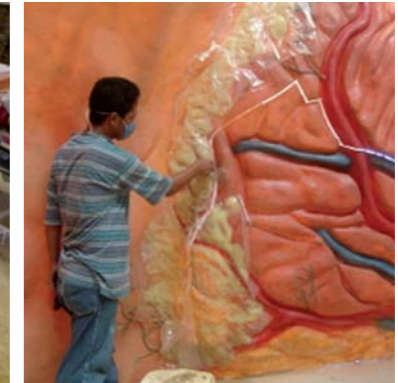
They are working hard on the building. At the moment, the work on the shape of the human body is well under way. It is anticipated that the human figure will be installed in January.

CORPUS has been windproof and waterproof for quite some time. This means that meanwhile there has also been hard work on the theatres and scenery. The attraction's design and production are being carried out by Themebuilders, a Belgian/Dutch company. The production of the scenery elements has taken place in the Philippines, where they are specialised in such large-scale projects.

The majority of the scenery elements have meanwhile been shipped from the Philippines to the Netherlands and delivered to CORPUS. Thus, for example, the brain theatre, the ear passage, the mouth and the tongue have been installed. Ten Filipinos have been in the Netherlands since September to build in the scenery.

There is also currently hard work being done on the facilities of the conference hall. This will be given a contemporary appearance. The hall is multipurpose and can be furnished with additional modern equipment as desired.

CORPUS will be opened to the public from mid-March '08.



Hard work is being put into the building and the giant scenery.

CORPUS embodies fun, fit & info

MedicInfo had already been in touch with CORPUS about three years ago, because they were very interested in our medical encyclopaedia. The database, which we have compiled during the course of the years, is the only one that can meet the high quality standards of CORPUS.

'Our aim, on the one hand, is to provide a scientifically progressive source of information, which, on the other hand, is accessible and understandable for the layman. In order to achieve this, we have developed several user-friendly interfaces. One of these interfaces is The Virtual Body, which will run on the CORPUS intranet. In addition, we have plans to install MI GameBikes and a Health Point.'

FITNESS & FUN

'MI GameBikes are home trainers with the game control for a Playstation 2, connected to a TV. Cycling provides the power to run the computer game, therefore the GameBikes must be pedalled to keep the game going.'

MEDICINFO HEALTH POINT

'A multipurpose piece of equipment from which you can measure the state of your BMI, blood pressure, heart rhythm and body quality within a few minutes. Recommendations are linked to the results, which can be an incentive for a positive change of lifestyle - an indispensable attribute for CORPUS.'

BRAND RECOGNITION IS A GREAT BENEFIT

Arno van Son: 'We believe that MedicInfo's input provides a sound contribution to CORPUS. In return, we believe in the positive contribution of CORPUS to the brand recognition for MedicInfo with hospitals, insurers and institutions.

A second goal is to reinforce our name as the leading health expert in the medical world. Moreover, the facilities that the conference centre offers are very attractive. In our opinion it is a real win-win situation.'



Drs. A. van Son.
Managing Director of MedicInfo

Medicinfo is an internet company that literally performs spectacular work 'behind the screens'. We develop reliable internet sites about sickness, health and lifestyle, in which prevention and self-care play a significant role. The basis is an up-to-date medical encyclopaedia, supplemented with interactive modules and services.

Did you know that...



- asparagus do not discolour if you add sugar lumps to the boiling water.
- tomatoes and peaches ripen more rapidly if they are placed on or under brown paper or newspaper.
- you must wash fruit and vegetables before cutting, otherwise active nutrients are lost.

CORPUS
wishes
you a
healthy
and happy
2008

Prof. dr. F. J. Meijboom.
Professor of congenital heart disorders.

Passionately immerses himself in the most complex heart disorders with heart and soul. His mission: to also provide the best possible healthcare for patients with a rare abnormality. His working field is at the frontiers of specialist knowledge and his activities enable him to shift those boundaries.



Passionate heart

With his hand literally on the heart, Dr. Meijboom tells about the start of the cooperation with CORPUS. 'The world of heart specialists is small and it was 'via via' that I came into contact with Henri Remmers. As soon as the CORPUS concept began to take shape, he asked me to do the 'heart monitoring' for the factual correctness. From the reality of my daily work, my first attempt was to show what could go wrong with the heart, but Henri - quite rightly - changed it back to the operation of the healthy heart.'

THE MAGIC OF BEING HUMAN

'Now the emphasis lies on how the heart works. Dr. Meijboom: 'This meant that things were indeed to be simplified, but must not be distorted. My task as 'content guardian' is to guarantee a technically faultless representation of the workings of the heart. The magic of the heart; that is what the designers of CORPUS have been able to enjoy to their hearts' content...'

PUBLICITY CAMPAIGN FOR HEALTH

'Due to the immense scale of the project, however, you must get respect for the tremendous mechanism, Dr. Meijboom continued. 'CORPUS is a gigantic publicity campaign for healthy living and what people can do themselves to maintain it. It a perfect way to stimulate the awareness concerning remaining and being healthy. Understandable and with a well chosen design.'

THE HEART OF THE MATTER

'In the many discussions we have conducted concerning the heart, the nicest challenge was to show 'the passionate heart'. That is unfortunately not achievable, but there will soon be a human with a great heart, with which you can effortlessly fall in love...'

Education, nutrition and... action!

Dr. L. van Gennip.
Managing Director of STIVORO

STIVORO is the independent centre of excellence for tobacco prevention, set up by the Netherlands Asthma Foundation (het Astma Fonds), the Netherlands Heart Foundation (de Nederlandse Hartstichting) and Dutch Cancer Society (KWF Kankerbestrijding). The full name is: STIVORO for a smoking-free future. In particular, the latter part of the name expresses a type of future vision. STIVORO's mission to promote public health with respect to smoking and fighting against use of tobacco in particular, using a broad arsenal of resources and intermediaries.



These Founding Fathers make CORPUS possible:



STIVORO lets everybody catch their breath

Dr. Lies van Gennip. 'In practice it means that we support people with stopping smoking, prevention of children smoking and trying to prevent passive smoking.'

INFECTIOUS ENTHUSIASM

Not smoking determines a substantial part of your health. This is the reason that Pim de Nerée considered it so very important to make STIVORO one of the Founding Fathers of CORPUS. His enthusiasm and realistic vision have been decisive for the freeing up of funds for the project. Also, the similarity in communication, particularly the positive approach, the prevention and public information, fit in with our mission. His enthusiasm, his absolute conviction that STIVORO cannot be absent from CORPUS, are commendable.'

EVERYONE LIGHTS UP A LITTLE BECAUSE OF IT

'Within CORPUS we are naturally present in the lungs; there where smoke cause the most damage. But actually, on the interactive touch screens we can show the deeper implications of smoking; the degree of harm to lungs, heart and

blood vessels and how rapidly you see positive effects as soon as you stop smoking or passive smoking.'

PLAYFUL CAMPAIGNS

'CORPUS cannot only provide body for our PR activities; its form also offers sufficient fresh air to provide campaigns with a playful format. Initially we are considering, for example, a campaign to make young and old aware of the addictive effect of smoking. This is, as it happens, many times higher than that of alcohol. Playful and positive are the key words in this context.'



Did you know that...

- your eyes will not run if you first rinse onions and garlic in cold water.
- you can prevent spattering in your pan by using half butter and half olive oil.
- you can make strawberries taste best by soaking them for half an hour in orange juice.



The Brain Foundation provides food for thought

Nowadays, many organs can be replaced by an artificial one or a transplant from a donor, except the brain. The brain governs the entire human body. Nevertheless, our little grey cells have a grey image. The Dutch Brain Foundation conducts campaigns to show the fascinating workings of our brain in a stimulating way. The cooperation with CORPUS is one typical example of this.

IT IS ALL ABOUT CONNECTIONS

Peter Schoof: 'The brain consists of some hundred billion connections, making it the most complex structure of which we know. Much of the information needed for a true-to-life reproduction of the brain has been obtained via the Brain Foundation. Another question of connections...'

THE BRAIN AND HEALTHY EATING

'Much is already known concerning food and its effects on the brain. 'In view of the emphasis of CORPUS on healthy eating, the Brain Foundation's information concerning food and brains fits in well with this, because one of our pillars

is public information and CORPUS is an excellent medium for it.'

BRAIN AND MORE EXERCISE

'The discovery of the brain within CORPUS is already a dynamic experience. This is a good link back to the health aspects of activity and interactivity, and it fits excellently into the multimedia approach of the Brain Foundation.'

THINKING AHEAD...

'If we look to the future, see we many possibilities. Most important of course is illustrating the brain. In addition, for example, we can use the conference rooms for our meetings with scientists or reward our funds collectors with a visit to CORPUS. You name it, it has it.'



Mr J.M.L. Vroom.
Managing Director of the Dutch Digestive Diseases Foundation (Maag Lever Darm Stichting - MLDS).



The Dutch Digestive Diseases Foundation is an independent foundation that wants to prevent and combat diseases of the stomach, liver and intestines and improve the quality of life of patients. The role that the MLDS adopts is that of facilitator of scientific research, public information provider and source of knowledge.

Première for CORPUS CONGRESS CENTRE (CCC)

On Saturday 16 February 2008 the first meeting takes place in CCC. During this afternoon we receive 300 volunteers from Oegstgeest.

FOOD AND TRAVEL

Oegstgeest organises this event to thank the volunteers this way for all their good work. During this event the volunteer-awards will be presented. After the official part the guests can feast on food and beverages, complete with musical ambiance. And they can make the spectaculair 'journey through the human body'.

Do you also have to organise a congress, dinner or party? Then contact Alexandra Jagt, manager Sales & marketing, alexandra@corpusexperience.nl

2 Million people with a digestive disease cannot be stomached.

'The unique position that we have as a location which we take as a public information provider, among other things, becomes clear from the numbers of visitors to our website', explains Mr. Vroom, 'With 1 million visitors a year we are high in the world rankings. But we keep searching for ways to inform the public about the digestive system. Then CORPUS came into the picture.'

The MLDS foundation has been involved with CORPUS since the beginning. The journey through the human body is eventually impossible without the alimentary canal.

YOUR EYES ARE NO LONGER BIGGER THAN YOUR BELLY.

'Via the bowels of CORPUS, especially from preventive perspective, we can provide surprising visual public information. For example, concerning the prevention of about 200 possible disorders. On this enormous scale, you can show how important a properly functioning digestion is for innumerable many processes in the body.

A lot of research has been conducted in consultation with Professors Joep Bartelsman and prof. dr. Tom Voûte in order to achieve results that are as groundbreaking as possible. Fun & Fact come together seamlessly.'

'Moreover, CORPUS is a talked-about way of increasing our name recognition. This is a significant point, not only from the point of view of public information, but also for acquiring the necessary funding.'

THINGS KEEP ON BUBBLING

'We see a lot of future in our education', Vroom continued, 'The ideas keep on bubbling up. Digital tests, interactive websites, education and prevention, to name just a few. In any event, together we allow a fresh wind to blow in the public information land.'

Mr. drs. P. Schoof.
Managing Director of the Dutch Brain Foundation (Hersenstichting Nederland).



The Dutch Brain Foundation helps to prevent and heal brain disorders and wants to ensure that patients can lead as fulfilling a life as possible. The Dutch Brain Foundation can simply be called the 'neo cortex' of the organisations that are occupied with an specific area of brain functions.