

# PHILIPS

Disney

Ambient Experience with Disney themes





\* In partnership with The Walt Disney Company.

## Creating magical experiences in healthcare

### Disney and Philips

Disney and Philips have come together to reimagine MRI rooms into magical spaces, offering comfort to children in pediatric hospitals with the aim of helping to reduce their anxiety around healthcare.

**Exclusive Disney animated stories\* integrated into Philips Ambient Experience** help reduce anxiety for children undergoing diagnostic imaging, supporting their emotional resilience during challenging moments. For the first time, characters such as Mickey Mouse, Ariel, Marvel's Avengers and Star Wars' Yoda appear in a diagnostic setting, transforming MRI exams into comforting adventures.

# Animations designed to help reduce patient's stress

The Disney animations within [Philips Ambient Experience](#) are specifically adapted for clinical environments. By creating stylized interpretations of well-known characters, Philips and Disney have developed a tailored experience that engages children and supports the needs of pediatric MRI patients, contributing to a smoother and more positive imaging experience.

## Sensory adaptation

The animations are designed to be of low stimulation to maintain a calming environment. Many bright colors, loud sounds, or fast-paced scenes, typical in original versions, are toned down.

## Focus and engagement

The animations are engaging but not overly distracting. The goal is for patients to be soothed and entertained enough to lay still during the MRI scan, rather than to be so engrossed that they might forget to follow instructions. Storylines are short and can be stopped at any time.

## Emotional comfort

Content is tailored to be comforting and reassuring, avoiding intense or frightening scenes that could otherwise induce anxiety or stress in young patients.

## Duration and repetition

The themes can seamlessly be combined in longer journeys to match the duration of a typical scan procedure. This helps children remain calm throughout the entire scan, without the risk of the animation ending too soon.

## Interactivity and customization

The theme selection offers the interactive element of choice. Allowing patients to pick their favorite character or theme helps make the experience more personal and engaging for each child.

## Psychological considerations

Psychological research indicates that specific colors, shapes, and pacing\*\* are more effective in reducing stress and keeping children relaxed. This has led to purposeful alterations in the animations.



\*\*Lillard AS et al. Further examination of the immediate impact of television on children's executive function (2015).

## Disney-themed ambient experiences

Five Disney themes were developed specifically for Disney's Children's Hospitals Program, to achieve this, the team enlisted award-winning illustrator Joey Chou. Patients can choose their preferred characters and video themes, giving them a sense of control and comfort during their MRI scan. The calming, looping videos feature unique stylized Disney characters and are designed to start and end gently, helping children stay relaxed without overstimulation. Each five-minute theme can be extended to suit longer scan times or different age groups, and the sequence restarts seamlessly once completed.

The Disney themes for Ambient Experience are:



Minnie and Mickey



Winnie the Pooh



Ariel



Captain Marvel

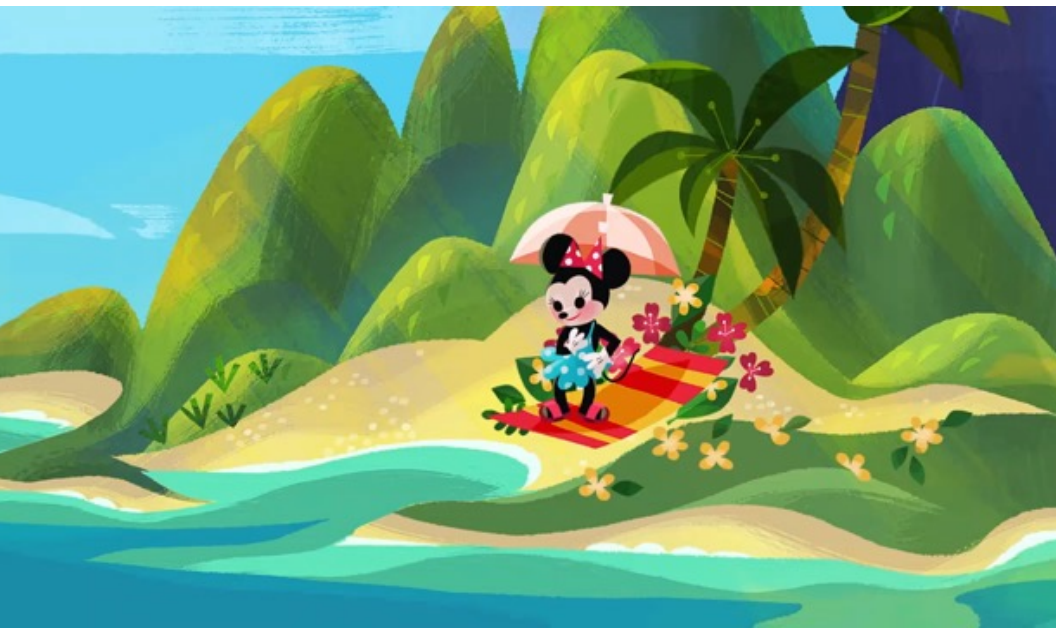


Star Wars

## Minnie and Mickey

The experience starts with a tranquil horizon and a bird. Minnie sunbathes and reads, with waves and plants swaying. The Cheshire Cat jumps between trees. Minnie deflects leaves with her umbrella.

The camera shifts to Mickey, who performs a gentle magic show. Aladdin and Jasmine fly in, guiding us back to the beach. Moana and Maui sail by, as Hei Hei falls into the sea and is rescued by the water. This creates a calming, magical experience.



## Winnie the Pooh

The Winnie the Pooh experience starts with a tranquil horizon and a bird overhead. The camera follows Remy in his boat to Pooh, who sniffs the air for missing cheese.

Pooh tracks the scent to a hole, gets stuck, and flails his legs until he reaches a honey jar. After enjoying the honey, he gets stuck again, prompting Piglet and Rabbit to rescue him repeatedly. This playful loop of gentle humor and familiar characters provides a soothing environment.



## Ariel

The Ariel-themed experience begins with a serene horizon and a bird flying overhead. The camera pans down to Ariel on a rock with Sebastian waving his baton. Flounder and other fish surface, and Ariel waves warmly.

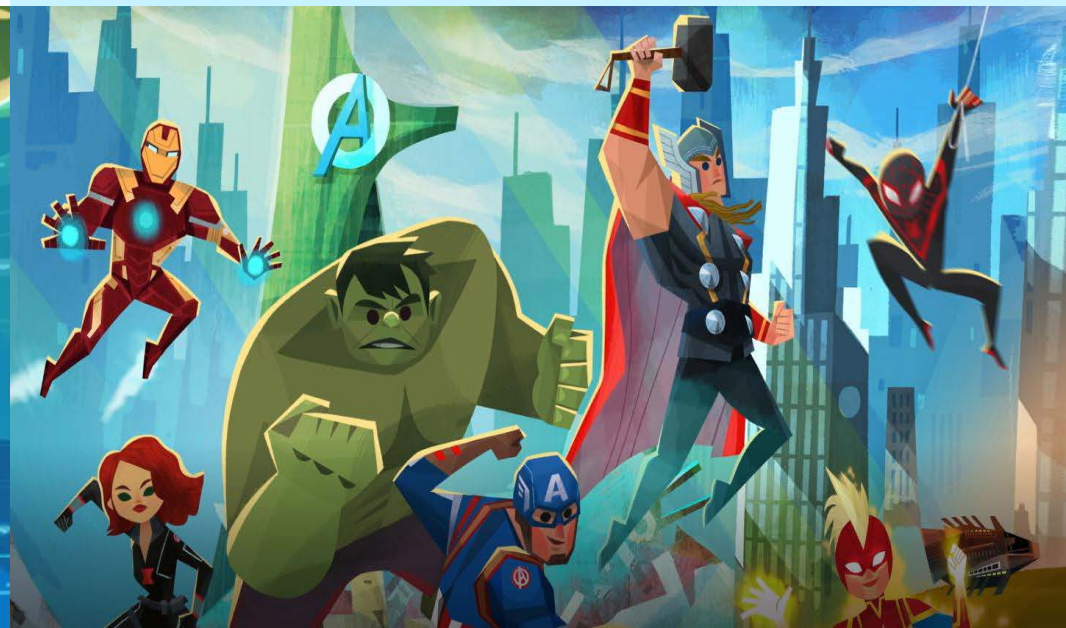
She dives in, revealing coral and swaying seaweed, with Nemo and Dory moving peacefully. Ariel greets her dad, Neptune, as mermaids swim toward a sparkling castle. The scene continues with Tiana, Tinkerbell, and Crush, then returning to the serene horizon.



## Captain Marvel

The Captain Marvel video starts with a peaceful horizon. The Wasp flies in, leading the camera to the beach, where Ant-Man grows in size and Spider-Man swings through. Dr. Strange appears through a portal, leading to space where Captain Marvel emerges and lands in the city, revealing more Avengers.

Spider-Man flies in and this introduces the Black Panther scene, ending with the Royal Talon guiding back to the beach, creating a dynamic yet calming experience.



## Star Wars

The Star Wars-themed experience starts with a peaceful horizon. The Millennium Falcon swoops in, followed by Stormtroopers and a droid ducking. Yoda channels the Force and floats. An X-wing with R2D2 rises as Yoda settles.

On Tatooine, Lando, Chewbacca, and Han Solo drink in the cantina. C-3PO points to the sky as the Millennium Falcon reappears, leading back to the beach. This loop blends iconic Star Wars moments, creating a dynamic yet calming experience.



## Bring Disney into your MR suite

Create brighter moments and better care for children with Disney themes for Ambient Experience.

Contact your local Philips sales representative today.





Visit Disney and Ambient Experience to learn more.