A ROXIVA STORY

JOSEPH'S STORY

"I thought I might have buyer's remorse, but now I want a second one for another room in my house."

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Joseph is a senior US financial services executive. He describes himself as highly driven, endlessly curious and someone with an extremely demanding life. For years he had also been interested in finding better ways to quieten a very busy mind, think more clearly and create some genuine space for himself.

His route to roXiva started almost by accident.

While experimenting with a Meta Quest 3, Joseph came across a simple application using flashing white light synchronised with binaural sound. Something about the experience caught his attention enough to make him want to understand what was happening, and that curiosity took him further.

He began reading about Thomas Edison and Salvador Dali and their experiments around hypnagogic states, creativity and problem solving. From there he started looking more widely at visual stimulation, brainwave activity and neurological entrainment.

Eventually, that search led him to roXiva.

FINDING THE RX1 WAS ONE THING. DECIDING TO BUY ONE WAS ANOTHER.

roXiva is a significant purchase, particularly when the thing you are buying is difficult to understand properly until you have experienced it for yourself. Joseph was very open about the uncertainty he felt at that point and put it better than we ever could:

"I thought I might have buyer's remorse, but now I want a second one for another room in my house."

That honesty is one of the reasons his story interested us so much.

He was not somebody who arrived already convinced. He had questions, he had expectations and there was clearly a moment where he wondered whether he had spent a substantial amount of money on something that might not live up to them.

His experience turned out very differently.

Joseph says the RX1 exceeded his expectations and has become an important part of his own wellbeing routine. He talks about feeling more refreshed after sessions, thinking more clearly, experiencing greater presence and creativity, and being better able to create some distance from the constant mental activity that comes with the life he leads.

He describes the experience as helping him create space to do the work he needs to do himself.

That distinction matters.

Joseph is describing his experience. He is not suggesting that everybody will experience the same thing, and that has always been important to us too. We have never wanted roXiva to become one of those products surrounded by promises about what everybody else is supposed to feel.

In fact, one of the things Joseph subsequently wrote to us was:

"Most things like this make wild claims that are unsupported. You don't. It just is what it is."

That comment probably meant more to us than he realised.

roXiva sits in an unusual space. There is technology involved, there is light and sound, there is neuroscience, there is wellbeing and, for many people, there is also a deeply subjective element to the experience.

It would be very easy in that environment to start making ever bigger claims about what the product does.

We have deliberately tried not to do that.

The RX1 creates a very unusual light and sound experience. People come to it for different reasons, use it in different ways and often describe what happens in completely different language.

Our job is to build the technology and the experiences as well as we possibly can, then allow people to discover what they mean for themselves.

Joseph did exactly that.

He now uses the RX1 as part of his own routine and has also combined it with a vibroacoustic system, bringing together light, sound and physical vibration in a way that works for him.

Even after spending a great deal of time with it, though, he still comes back to one of the problems we have always had in describing roXiva.

"YOU JUST HAVE TO EXPERIENCE IT."

We can show somebody photographs. We can explain the technology. We can make videos of people using it and talk about the sessions.

But there is a point where all of those things stop being enough, because none of them really communicates what happens when you close your eyes and experience it for yourself.

Interestingly, our conversation with Joseph did not begin with any grand discussion about the RX1.

IT STARTED WITH A SUPPORT EMAIL.

He wanted another power supply because he was using his lamp in two different locations.

At the end of the message he simply added:

"This device is amazing!"

That could easily have been the end of the conversation.

Instead, as we talked, Joseph started telling us more about what the RX1 had come to mean to him. Eventually we asked whether he would be willing to write a short testimonial that we could use on the website.

What came back was not really a testimonial.

It was the story of how he had discovered this type of experience, why he had become interested in it, the doubts he had before buying an RX1 and what had happened afterwards.

One sentence in particular stopped us in our tracks:

"WHAT YOU MADE HERE HAS CHANGED MY LIFE. I DID NOT KNOW THIS WAS POSSIBLE."

JOSEPH, RX1 OWNER

When you have spent years developing a physical product, most days are not spent thinking about sentences like that.

They are spent thinking about electronics, manufacturing, software, suppliers, logistics, faults, packaging, support and all of the other things that have to work before somebody can even have the experience you originally set out to create.

Then occasionally an email arrives that reminds you why you started.

Joseph's was one of those emails.

What makes his story valuable to us is not simply that he likes the RX1.

It is that there was genuine uncertainty at the beginning.

He was curious enough to investigate it, sceptical enough to question whether he might regret the purchase and open enough afterwards to tell us what the experience had actually meant to him.

There is something very human in that progression, and perhaps it explains why his original line has stuck with us:

"I thought I might have buyer's remorse, but now I want a second one for another room in my house."

For a product that is notoriously difficult to explain until somebody experiences it, we probably could not ask for a better summary.

That is Joseph's story so far.

We are very grateful that he has allowed us to tell it.

Joseph's account describes his own personal experience with roXiva. Individual experiences vary. roXiva does not claim to diagnose, treat, cure or prevent any medical condition.