



Recovery capacity without hiring a single therapist.

Ina Spa placed ARC's AI-Powered Robotic Massage beside its human team in June 2026. Thirteen weeks in, 295 people have tried it, 1 in 5 has come back (most within 2 weeks), and 30 have chosen a membership.

431

sessions delivered in the first 13 weeks

295

people served

571

sign-ups since launch

98%

of bookings kept (2% no-show rate)

THE VENUE

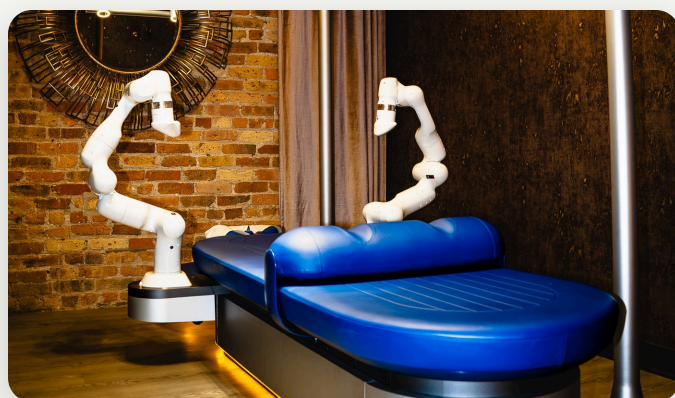
Ina Spa shares a River North address with RAW Gym, so its clientele blends spa regulars with athletes finishing a training block. Like most spas, the constraint isn't demand. It's therapist hours, and no way to add capacity without adding payroll.

THE OPPORTUNITY

A recovery option that runs when therapists are booked, extends the menu past staffed hours, and hands quick, no-touch recovery to a machine so the team stays on the deep, high-value work. ARC placed and operates the machine; Ina's staff hands out a bodysuit and points the way.

WHY IT FIT INA'S CLIENTELE

Spa clientele skew toward pain-and-stress relief and long-term wellness routines, the two highest-intent groups for on-demand recovery. They wanted more recovery with no waiting, a session they can book in 60 seconds, and a complement to their therapist rather than a replacement. Fully clothed, no waiting, no tipping, personalized by a 1.1 million-point body scan.



The ARC recovery room at Ina Spa, River North

MEMBER VOICE

"I was a little afraid of it, and it ended up being so much better than I expected."

Claire · ARC Member · First visit at Ina Spa

Claire came in nervous and walked out a believer. From the full-body scan to the ARC Recovery Bodysuit, what won her over was the control: she set her own pressure, picked the music, and watched on screen exactly which muscle was being worked. Her kicker: it finds the knots on its own and remembers you, so each visit gets better. In her words, "the future is here."



WHAT HAPPENED

Adoption that looks like a spa service, not a novelty.

180 sessions in July alone, the first full month

1 in 5 came back for a second session, 8 in 10 within 30 days

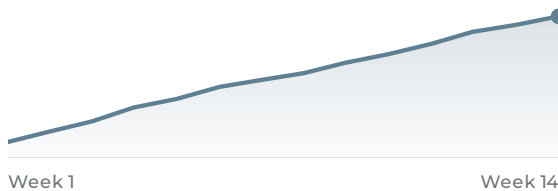
8 days median time to return; 24 people have had 3 or more sessions

38% chose a 45- or 60-minute session, the depth of engagement a spa expects

30 people have chosen a membership since launch

1 in 3 sessions happen after 5 PM, extending recovery into the evening

CUMULATIVE SESSIONS SINCE LAUNCH

431

Thursday through Saturday carry the week, matching the spa's own rhythm, and a third of sessions land after 5 PM. Nearly 4 in 10 sessions run 45 or 60 minutes, which tells Ina the machine is treated as a real recovery service alongside its therapists. Roughly 4 in 10 bookings are made online without touching the front desk.

WHAT THIS MEANS FOR A SPA

FOR THE OWNER

Capacity without payroll.

431 sessions in 13 weeks with no new hires, no scheduling load, and no capital. A recovery line that runs when every therapist is booked.

FOR THE SPA DIRECTOR

Fills the gaps in the book.

A third of sessions land after 5 PM and Thursday to Saturday carry the week. 4 in 10 bookings are self-serve online, so the desk isn't the bottleneck.

FOR YOUR CLIENTELE

More recovery, no waiting.

Book in 60 seconds, lie down fully clothed, and let a 1.1 million-point body scan personalize the session. A complement to their therapist between deep-tissue visits.

WHAT INA'S TEAM DOES

- Introduces the machine to spa clientele and RAW members
- Hands out a laundered bodysuit and points the way to the room
- Displays ARC signage and names an on-site champion

WHAT ARC HANDLES

- The machine, delivery, install, and configuration at no cost to the venue
- Booking, payment, memberships, and the AI receptionist that answers the phone
- Maintenance, monitoring, bodysuit inventory, launch marketing, and Member support

WHAT'S NEXT

Fill the softer midweek and mid-morning windows with off-peak programming, grow the membership base off the repeat cohort, and pair machine sessions with therapist bookings in a single visit. ClassPass and ResortPass listings are in the pipeline and are expected to open a large new stream of first-time visitors to the spa.



PROOF POINTS

Named a TIME Best Invention of 2024. · Aescape technology is deployed at premium operators including Equinox, Life Time, Four Seasons, and Ritz-Carlton. · A 1.1 million-point 3D body scan personalizes every session. · More than 175,000 massages delivered.

Figures from ARC booking records for Ina Spa x RAW Gym, June 4 to September 3, 2026. "Sign-ups" are people who created an ARC profile at this location. Session pricing is set by