

se:motion FEEL THE MOTION

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se:motion

"se:motion is a work chair with an extremely simple and unique structure. The chair flexes and moves with the user's natural movement, providing comfort and simplicity of use."

Design statement: Carlo Shayeb



AGENDA

- **Market launch**
- Target group & application
- Design
- Feature – Advantage – Benefits





Applications

Intelligent office swivel chair which is ideal for agile scenarios such as team work, pairing, meetings, relaxed or focused working at multi-user or touchdown-workstations as well as home office settings

List price

€299 without armrests

€335 with armrests

Starting €64 seat upholstery (surcharge)

Starting €56 backrest upholstery (surcharge)

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THE MODERN WORLD OF WORK DEMANDS FLEXIBILITY, MOVEMENT AND MOBILITY

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The modern world of work demands **flexibility, movement** and **mobility**. Young start-ups, co-working spaces and digital natives in particular are taking new approaches.

Simplicity, variety and **diversity** are all in demand when it comes to sitting at work.

se:motion is tailor-made for **agile scenarios** such as team work, pairing, meetings, relaxed and focused working.

COOPERATION IS THE NAME OF THE GAME

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se:motion has been designed for **modern office nomads** for whom sharing a desk is a matter of course and **team-orientated cooperation** is the norm.



INJECTS DYNAMISM AND BREAKS DOWN TRADITIONAL WORKPLACE ALLOCATIONS

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Sedus se:motion



Classic workstation concepts.

Passive: Seating is not designed with mobility in mind.

Modern room concepts.

Active: Swivel chairs which promote active sitting increase the quality of cooperation.



SE:MOTION FACILITATES AGILE WORKING

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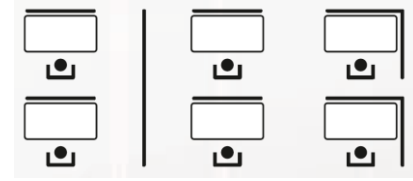
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NEW APPROACHES TO WORK DEMAND A CHANGE OF THINKING

The design encourages a **rethinking** and **questioning** of conventions and promotes **interaction** between **staff** - two key aspects for **innovative working**

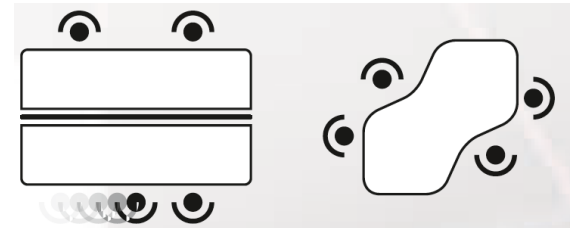


Static single workstations.

Not far apart: voluminous and heavy swivel chairs have an inhibiting effect on communication.

Agile workspace concepts.

All for one: slimline and lightweight swivel chairs promote communication and cooperation.



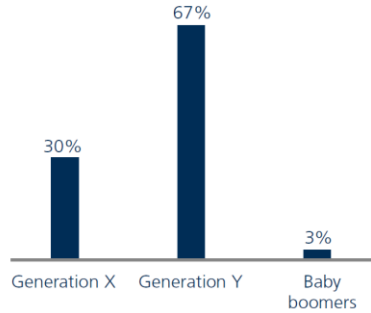
SE:MOTION IS DESIGNED FOR THE FUTURE

Young companies and decision makers work differently. Life's rhythm and style, just like your **aspirations**, adapt to **simple solutions, clear cut contours** and **purist design**.

se:motion is **designed for the future**.

However, the sleek, dynamic lines **are loved by all**.

Which generation will have the biggest influence on how offices will be designed towards 2020?



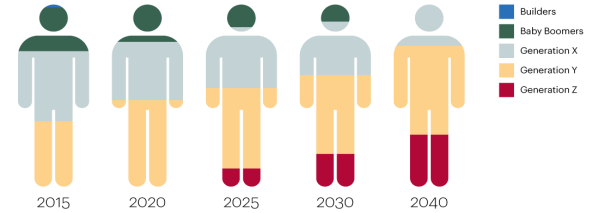
Source: ISS Workspace 2020

Generation Y: Das Selbstverständnis der Manager von morgen

Zukunftsstudie für Stignum International

Source: Zukunftsinstitut

Figure 1
Millennials will comprise the majority of the workforce by 2025



Source: U.S. Census Bureau

Conclusion

KEY TAKEAWAYS FOR TOMORROW'S WORKPLACE

Today's workforce is forever changed by technology, new social norms, and cross-generational teams. For your company to flourish in the 2020 workplace, it's up to you to create an environment where boomers and Gens X, Y, and Z want to be.

Source: 7 trends for workforce 2020, Collateral_Bridge

WHAT'S NEW? INNOVATIVE MOTION CONCEPT - WITHOUT MECHANICAL LINKAGE

What's new? All conventional mechanical linkages have been dispensed with.



Spring force mechanism.

The seat rocker is the central element of the kinematic motion concept. It absorbs the force which the user applies via the backrest (deformation of the rocker) and reproduces this exactly as a reset force.



Force translation.

The backrest transfers the force applied by the user into the rocker. The two centres of rotation ensure a synchronous motion sequence and a large opening angle of 23° [backwards] and 5° forwards.



Statics.

se:motion is perfectly balanced and suits all. The resulting reset force of the backrest is individually tailored to the user. → the force is greater for heavier users and correspondingly less for lighter users.

SEDUS' 150 YEARS OF EXPERIENCE ARE ALSO EVIDENT IN THE SE:MOTION

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Sedus seat zones.

Sedus 5-zone seat (comprising coccyx support, seat ellipse, up-slope, raised plateau and knee roll) enables even pressure distribution and long-lasting seat comfort

Changeable upholstery.

Seat zone profiling also integrated in the plastic shell of the changeable upholstery.



SE:MOTION COMES IN TWO COLOUR VERSIONS.
ADDITIONAL UPHOLSTERY OFFERS A RANGE OF COLOURS

Back, rocker, star base:
Graphite black RAL 9011



Armrest cover:
Basalt grey 7012

Seat plate:
Basalt grey 7012

Height adjustment:
Basalt grey 7012

Castors:
Black

Back, rocker, star base:
Light grey RAL 7035



GAME CHANGER. CHANGEABLE UPHOLSTERY FOR A WHOLE NEW LOOK

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se:motion can be given a facelift without the need for tools and the sitting comfort can be increased even further.



4 FABRIC QUALITIES AVAILABLE AS CHANGEABLE UPHOLSTERIES

The innovative changeable upholstery solution is available in four fabric qualities:

- Atlantic
- Step
- Fame
- AIR KNIT

Atlantic (PG 9)

Step (PG 4)

Fame (PG 4)

- **Front** Backrest changeable upholstery: colours can be selected from fabric collection
- **Rear** Backrest changeable upholstery: always in basalt grey knit fabric



AIR KNIT (PG 4)

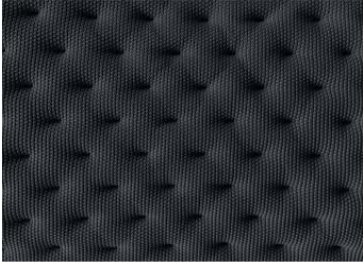


- 6 different upholstery colours
- Front & rear of backrest changeable upholstery: **single-coloured**
- AIR KNIT **seat upholstery** in knit pattern just like the rear of the backrest changeable upholstery

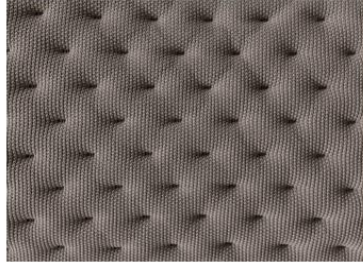


AIR KNIT AVAILABLE IN 6 DIFFERENT COLOURS

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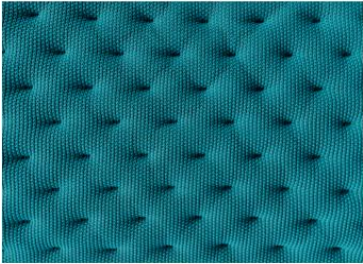
Anthracite [4AF]



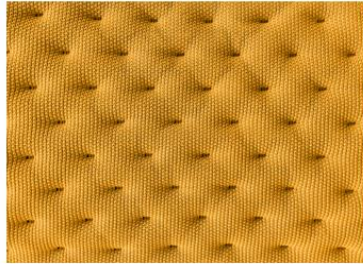
Grey [4AG]



Grey blue [4AI]



Petrol [4AH]



Yellow [4AK]

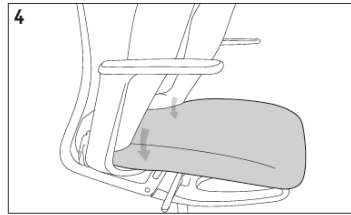
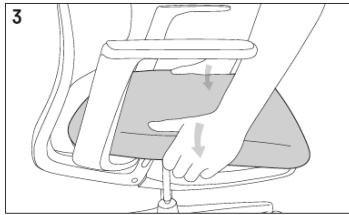
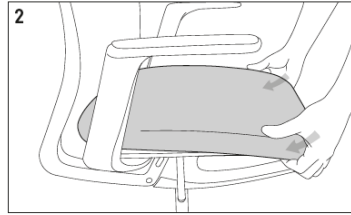
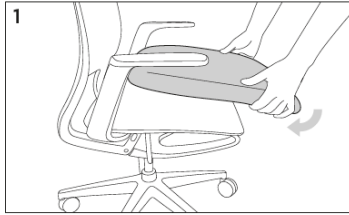


Orange [4AJ]

NOTE: For uniform colour combinations, an AIR KNIT is also available as seat upholstery. The knit pattern corresponds to the rear of the backrest upholstery (1D knit pattern).

THE UPHOLSTERY CAN BE CHANGED WITHOUT TOOLS

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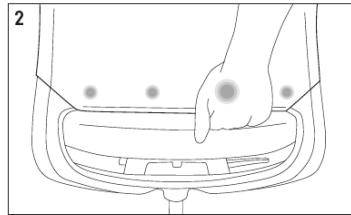
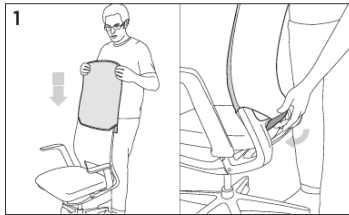


Seat upholstery.

- (1) Pull on the seat upholstery from the front
- (2) IMPORTANT: The seat upholstery must be flush with the front of the seat plate.
- (3) Push the upholstery over the sides of the seat plate
- (4) Push the seat upholstery over the rear of the seat plate.

Backrest upholstery.

- (1) Pull the backrest upholstery over the backrest.
- (2) Secure the upholstery with the pushbuttons. TIP: Grasp the area around the pushbuttons with your hand



AIR KNIT backrest upholstery.

Due to AIR KNIT's voluminous fibres, compared to the standard backrest upholstery, this upholstery is difficult to pull on.


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INTUITIVELY GOOD SITTING COMFORT WITHOUT COMPLICATED ADJUSTMENT **sedus**



Feature	Advantage	Benefit
<ul style="list-style-type: none">▪ New, patented kinematic motion concept without the need for mechanical linkage (seat rocker acts as a spring force mechanism with intelligently positioned centres of rotation – similar to the se:line)	 <ul style="list-style-type: none">▪ Ergonomically intuitive good sitting comfort without complicated adjustment.▪ Motion by means of material deformation under the seat, similar to a stretched spring → the reset force adapts automatically to the user or body weight	<ul style="list-style-type: none">▪ Intuitively supports staff health▪ Suitable for multi-user workstations▪ Broad range of applications▪ Intuitively adapts to each user → that, too, is Sedus Future Proof
<ul style="list-style-type: none">▪ Large opening angle [23°]	<ul style="list-style-type: none">▪ Extension of the upper body serves to move the muscles and joints	<ul style="list-style-type: none">▪ Dynamic sitting and working▪ High degree of mobility without complicated adjustment
<ul style="list-style-type: none">▪ Forward seat tilt of 5°	<ul style="list-style-type: none">▪ Light, mobile and therefore healthy sitting	<ul style="list-style-type: none">▪ Supports dynamic, active working
<ul style="list-style-type: none">▪ Sedus DNA over a 5-zone seat (coccyx support, seat ellipse, up-slope, raised plateau and knee roll)	<ul style="list-style-type: none">▪ Even pressure distribution thanks to careful profiling of the seat support plate.	<ul style="list-style-type: none">▪ Long-lasting sitting comfort

SE:MOTION IS FUTURE-PROOF AND OFFERS CONVENIENCE



Feature	Advantage	Benefit
<ul style="list-style-type: none">Subsequently reconfigurable and replaceable upholstery solutions	<ul style="list-style-type: none">Maximum adaptability and variability in terms of applications and colour schemes	<ul style="list-style-type: none">Sedus Future Proof: se:motion remains the perfect fit even after relocation, reorganisation or any changes to the company or colour concept
<ul style="list-style-type: none">Subsequently reconfigurable and replaceable upholstery solutions	<ul style="list-style-type: none">Cheap entry level modelSubsequent upgrades possible	<ul style="list-style-type: none">Convenience: Purchase decisions as regards both the upholstery and colour scheme can be made and changed at a later date.
<ul style="list-style-type: none">Subsequently reconfigurable and replaceable upholstery solutions	<ul style="list-style-type: none">As a "wear and tear part", the upholstery can be replaced, e.g. if it becomes worn or in the event of coffee stains	<ul style="list-style-type: none">Maintenance/cost savings: Simple replacement in the event of minor soiling or staff changes
<ul style="list-style-type: none">Subsequently reconfigurable and replaceable upholstery solutions	<ul style="list-style-type: none">Soiled upholstery and upholstery with a high level of dust mites can be replaced or easily washed.	<ul style="list-style-type: none">Hygiene: Ideal for allergy sufferers

FURTHER SALES FEATURES

Feature	Advantage	Benefit
<ul style="list-style-type: none"> Low weight: 9 kg (without upholstery and without armrests) 11.6 kg (with upholstery and with armrests) 	<ul style="list-style-type: none"> High degree of mobility between workstations ("dart to and fro") Easy to transport 	<ul style="list-style-type: none"> Enables both concentrated individual work and collaborative team work at the bench
<ul style="list-style-type: none"> Armrests which originate from the rear 	<ul style="list-style-type: none"> Reduces bumping against the desk Prevents the armrests from getting locked together when working as a team 	<ul style="list-style-type: none"> Facilitates team work at a shared desk
<ul style="list-style-type: none"> Reduced, dynamic design 	<ul style="list-style-type: none"> The first impression gives the desired sense of mobility Timeless basic design 	<ul style="list-style-type: none"> Encourages creative and dynamic exchanges between staff Future-proof basic design with variable colour designs thanks to the changeable upholstery
<ul style="list-style-type: none"> Intuitive operation using just two control elements (height & lock). 	<ul style="list-style-type: none"> Intuitive quick adjustment of the seat height and locking of the backrest. The remaining ergonomic adjustments are made automatically by the office chair. 	<ul style="list-style-type: none"> Great sitting comfort without complicated adjustment and without any prior knowledge of correct ergonomic settings.

FURTHER SALES FEATURES

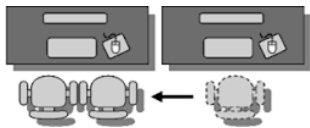
Feature	Advantage	Benefit
<ul style="list-style-type: none"> ▪ Backrest made of standard PP with semi-transparent structure 	<ul style="list-style-type: none"> ▪ Pleasant backrest comfort, even without padding ▪ Breathable: the build up of heat and moisture is prevented when sitting ▪ Semi-transparent, light design 	<ul style="list-style-type: none"> ▪ Great sitting comfort for the back, even in the version without backrest upholstery
<ul style="list-style-type: none"> ▪ Possible to lock in position 	<ul style="list-style-type: none"> ▪ Adaptation to individual preferences – "static" or "dynamic" sitting 	<ul style="list-style-type: none"> ▪ Supports concentrated and dynamic working ▪ Flexibility of use
<ul style="list-style-type: none"> ▪ Integrated lumbar support 	<ul style="list-style-type: none"> ▪ Support of the lumbar vertebrae to protect the intervertebral discs 	<ul style="list-style-type: none"> ▪ Good ergonomic sitting position
<ul style="list-style-type: none"> ▪ Universal castors in the "Box Version" (em-801) (Note: The universal castors correspond to our standard soft castors) 	<ul style="list-style-type: none"> ▪ Suitable for all types of flooring (hard & soft) 	<ul style="list-style-type: none"> ▪ Convenience: Incorrect decisions due to a lack of know-how are avoided (ideal for online sales)

Back up

Application:

- Agile working, e.g. pairing
- Temporary activity-based working
- Home office

→ Single and team desks, project rooms, collaboration zones, conference rooms, hot desking zones etc.



Product features & USPs:

- Office swivel chair with an innovative and patented motion concept - without mechanical linkage! → ergonomically correct sitting posture without complicated adjustment
- The design encourages a rethinking and questioning of conventions and promotes interaction between staff (two core aspects of agile working)
- The large backrest opening angle (23°) encourages dynamic working and grants staff a high degree of mobility.
- The 5-zone seat ensures even pressure distribution and long-lasting sitting comfort
- The low product weight guarantees maximum mobility between workstations for quick consultations at the desk/screen
- The armrests which come from the rear prevent collisions when working together at a desk
- The slight forward rocking motion encourages leaning forward whilst sitting
- Breathable, semi-transparent backrest structure



Target group:

The culture is characterised by a non-territorial, open and non-hierarchical working environment.

- Companies who assume a pioneering role when it comes to digitalisation
- Start-ups
- Company spin-offs
- Third-places like co-working zones
- Training centres
- Home office

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Sedus Future Proof:

The innovative changeable upholstery offers customers added value:

- **Future-proofness:** Can be adapted in the future to new conditions resulting from restructuring, relocations etc.
- **Convenience:** Purchase decisions as regards the upholstery and colour scheme can be made and changed at a later date.
- **Customisation:** Personal colour schemes for staff are possible
- **Maintenance/cost savings:** Simple replacement in the event of minor soiling or staff changes
- **Hygiene:** Simple to clean and replace

Cash selling price:

- Basic model: €299
- Armrests: €36
- Changeable seat upholstery: €64
- Changeable backrest upholstery: €56

ASSEMBLY INSTRUCTIONS SE:MOTION (BOX) // EM-801

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