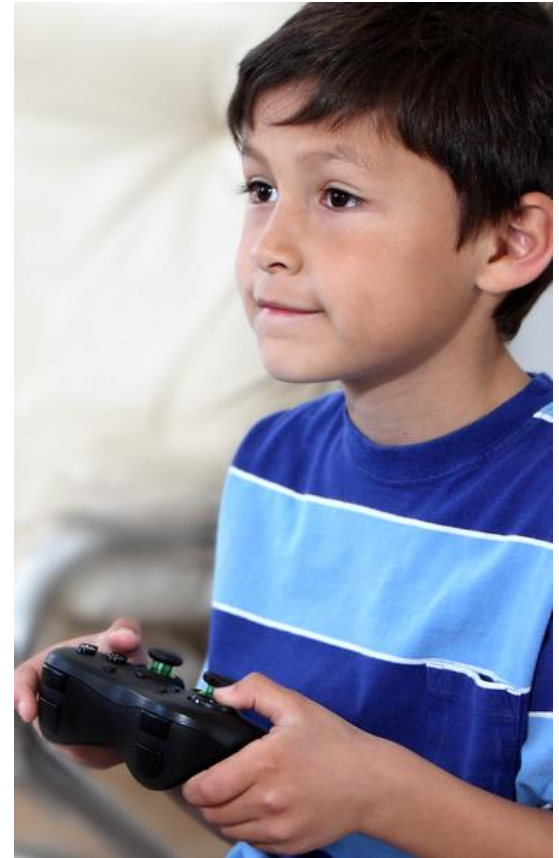
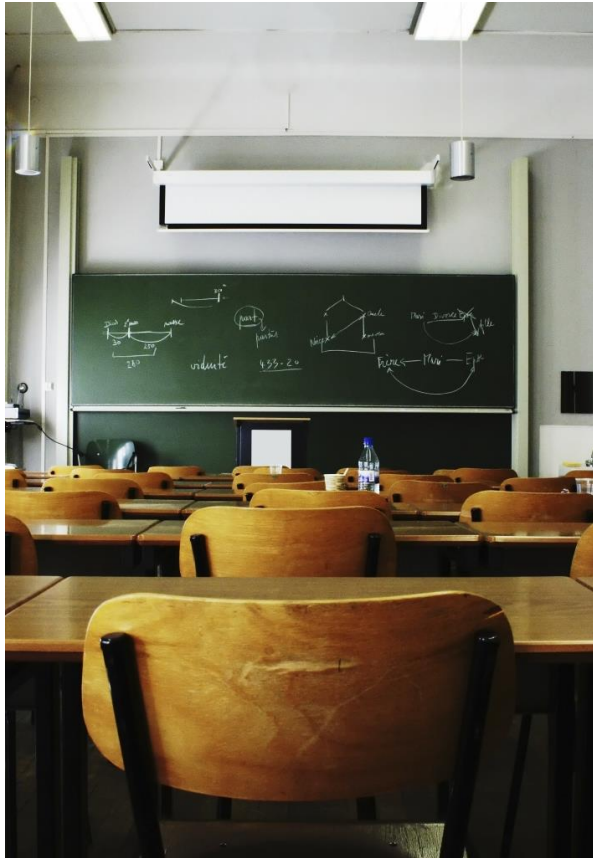


“Only keeping on the move
can get things moving!”

Totally natural.



...until they start their sitting career: at school and at home...





... followed by college and work.

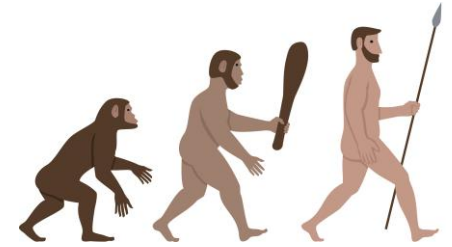


... Grande Finale.

The consequences go far beyond the well-known problem of backaches.



Movement : a major part of our **genetic code** and essential for the survival



Many millions of years



Modern daily routine: sitting and convenience



Since about 60 years

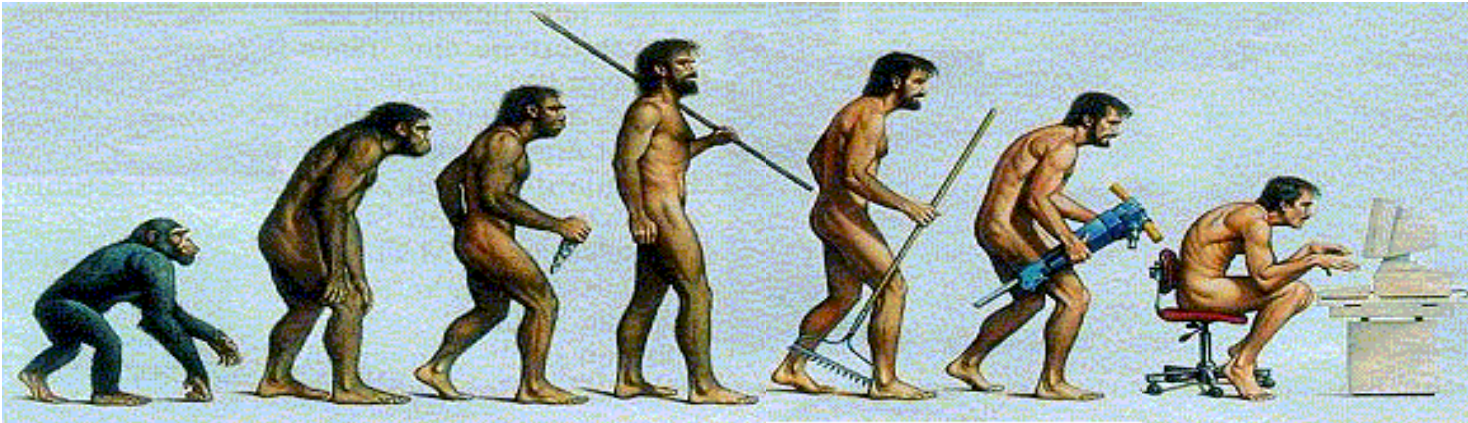


Actually: it's all about evolution (slow)

Evolution needs many millions of years to adapt to new conditions.
Our ancestors left us their genes also back.
The daily movement routines changed some years ago.....and
our sitting routine has taken our backs off guard.

Many milions of years approx. 10,000 since about 60 years

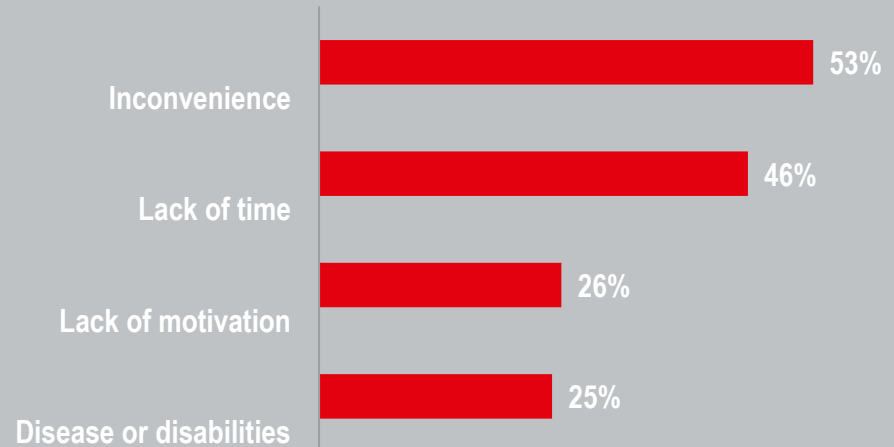
—————→ → —————→



Modern daily routine: Lack of movement and time



Around **70%** of the working population moves
max. **1h per day.**



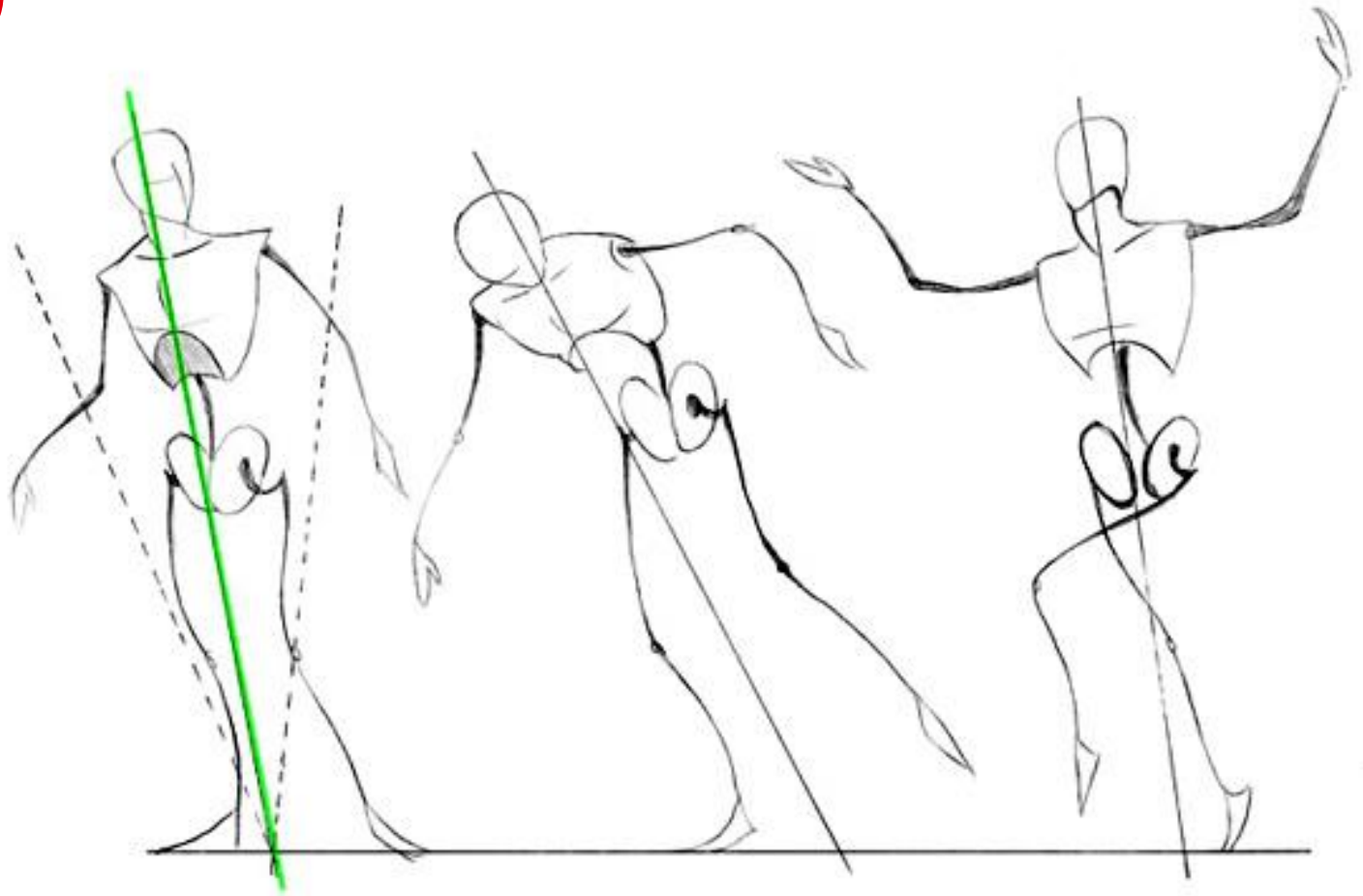
Source: Motion Study Techniker Health Insurance 2013

Workout as compensation: **Yes. And unfortunately, no.**



Humans move. Always. All the time.

Test!



Good and bad news.



You are alive!



Sitting is making
you ill!



You don't
have enough
time for
movement.



Science and media are recognizing the problem.

**Sitting is the
new smoking.**



Inactivity is putting your bones at risk.

FINANCIAL TIMES
DEUTSCHLAND

Zum Sterben bequem

Sitzen Sie gut? Dann tun Sie Ihrem Körper unsagbares Leid an. Mediziner wissen, dass Sitzen eine enorm schädliche Tätigkeit ist: Es macht fett, krank und bringt Sie früher ins Grab. Also: Zeit zum Aufstehen!

**Bloomberg
Businessweek**
Monday April 26, 2010

CHAIRS April 29, 2010, 5:00PM EST

Your Office Chair Is Killing You

Meet public enemy No. 1 in today's workplace

Artikel lesen: [Bilder anschauen](#)
WELT ONLINE

15.07.2011 | Autor: Jörg Diller

KORPERKATZEN Wer viel sitzt, riskiert den frühen Herztod

Langes Verharren auf Stuhl und Sessel schadet. Der Blutzucker steigt, gutes HDL-Cholesterin sinkt. Vielfach riskieren einen frühen Herztod.

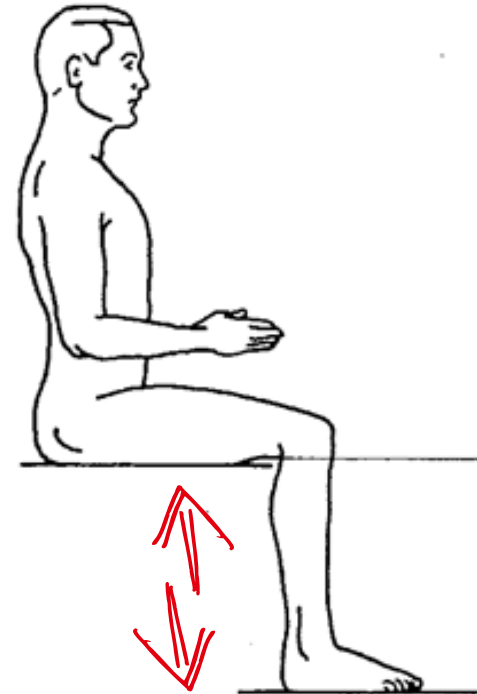
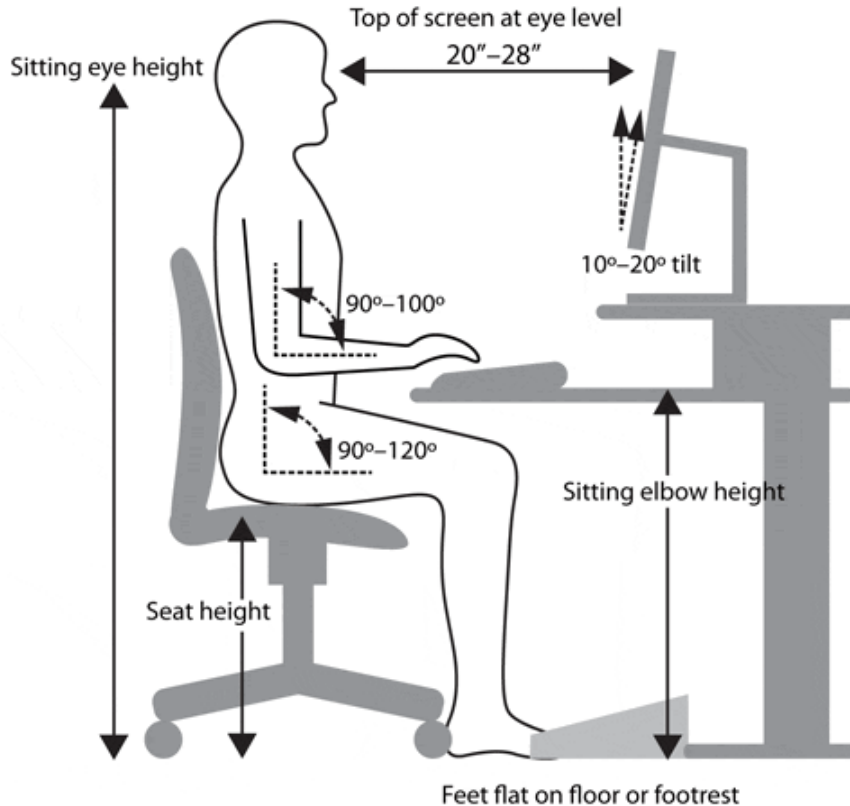


Stehen, immer nur stehen. Das ist gar nicht gut – und kann sogar Folgen haben.

Quelle: [Osteoporosis Society Foundation Inc. \(OSPI\)](#) Sitting is the new smoking.

Do ergonomics guidelines and regulations help?

Test!



example:
EN DIN measurement
length of lower leg

Fact: People are not standard and no one can sit „ergonomically“.



Actual sitting postures on conventional office chairs.

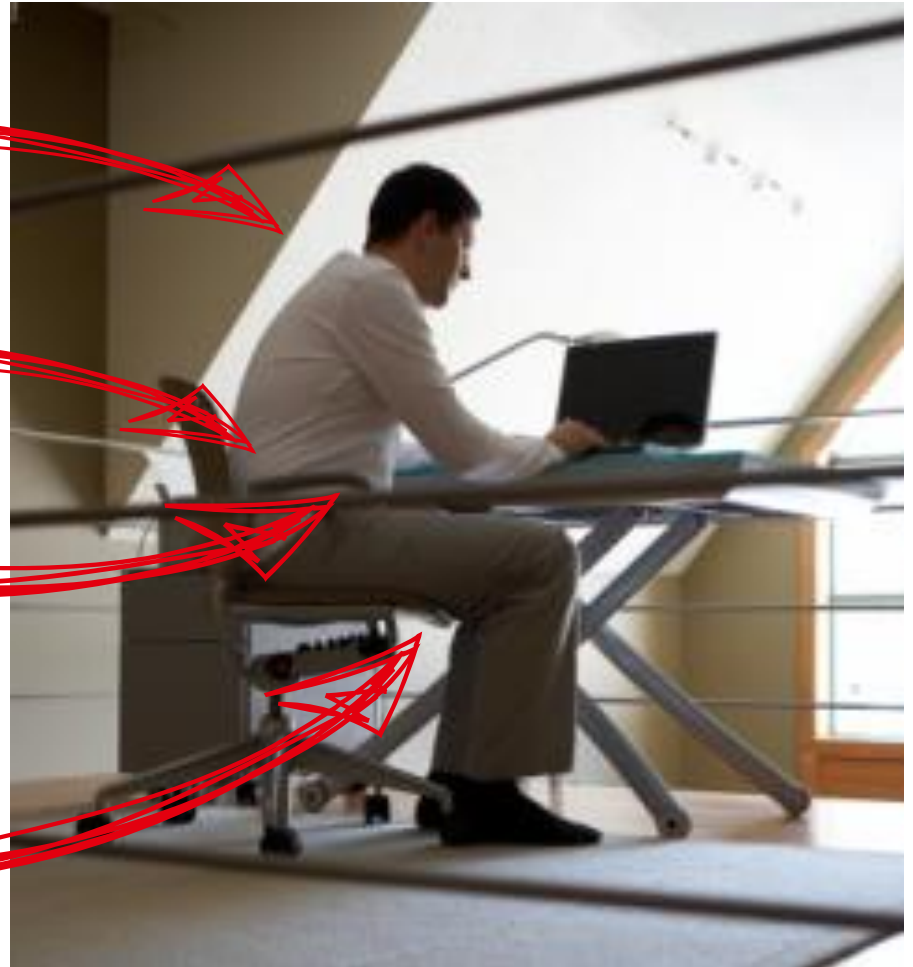
The outcomes!

Muscle tension and cramps

Weakened muscles and slipped discs

Limited space to move

Vein problems



All the problems are caused mostly by daily work.

Ergonomics? Have a close look.



Upholstery (the more of it, the more important you are),
Armrests, high backrest, neck support,
Head cushions, Relax-Positions.....

But unfortunately:

**The more you support your body with rests, cushions,
upholstery, upholstery....., the more you weaken it!!!**

Statistic:

In the last 15 years, the number of so-called „healthy back“ or
ergonomical “ office chairs has risen by factor 10.

In the same period the number of employees with back pains has risen
by factor 15.

Bildquelle und alle Rechte: Hermann Miller Inc.

Do ergonomics make you ill?

→ 80% of office workers have back pain

→ Almost every **second** worker is unable to work due to back pain for longer than six weeks.

→ The average age of patients with slipped disks are: **38** years.

→ Every **third** sick leave and every **second** early pension application is due to an overstrained spine.



A German saying „A new pig is in town“: **Motion Seating**



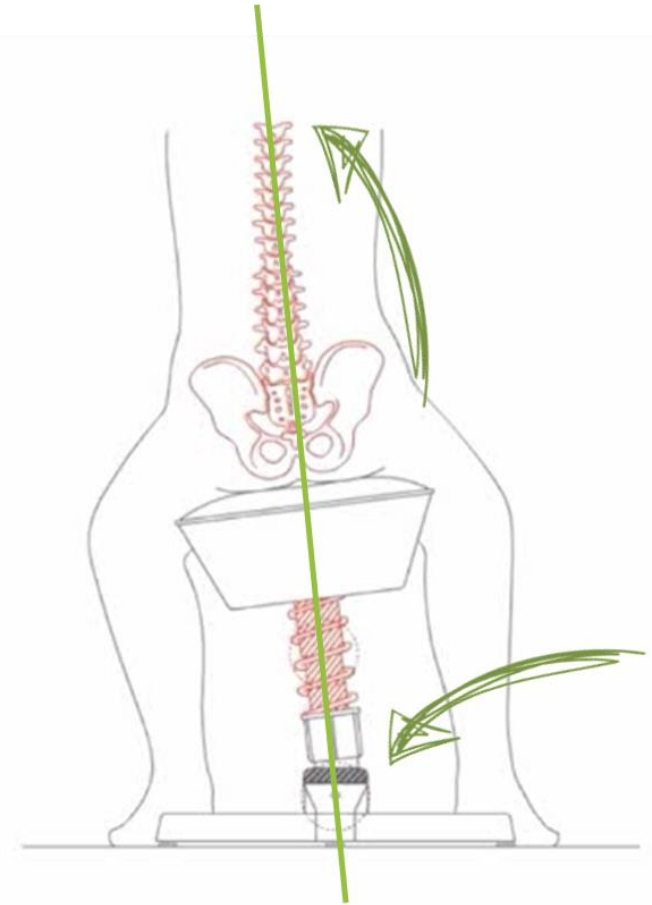
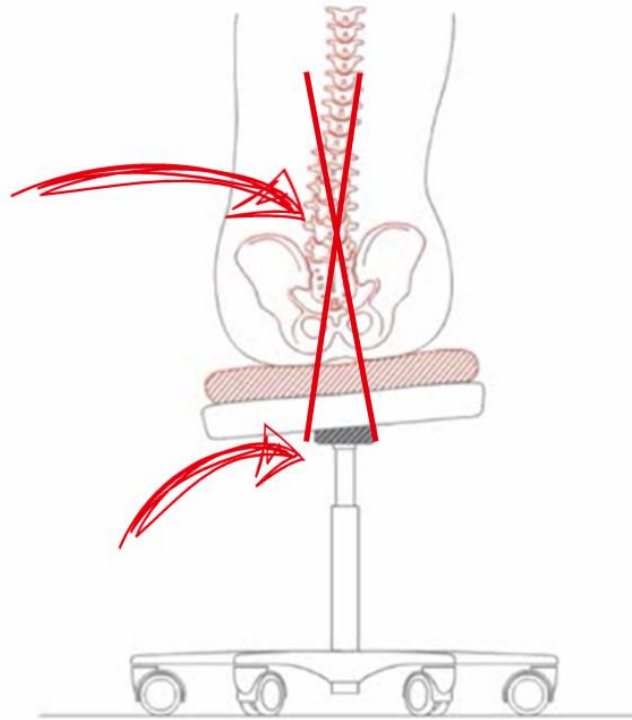
Interpretations of Motion Seating



Funniest interpretation of Motion Seating

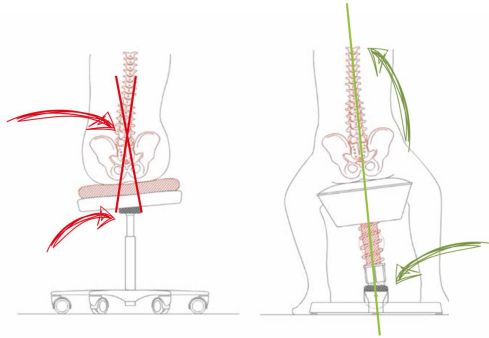


Interpretations of Motion Seating: **Not every movement is healthy!**

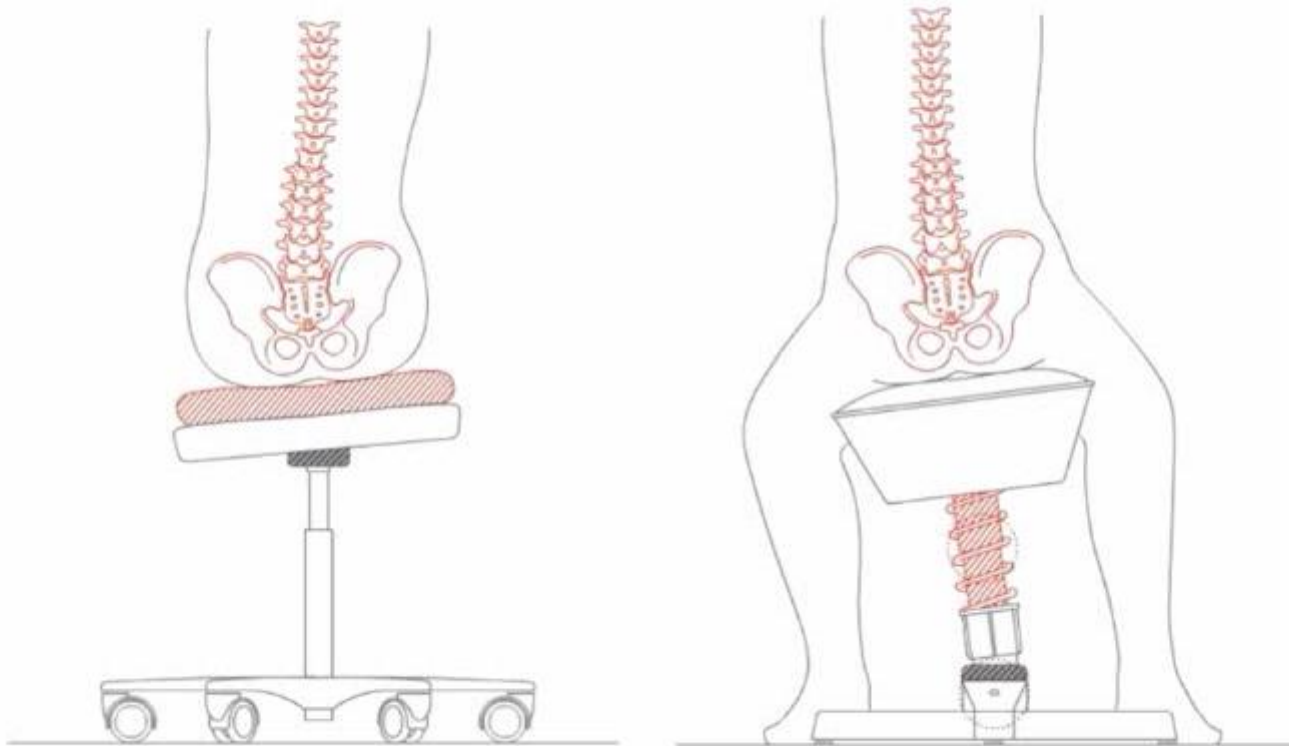


The **quality of movement** is essential!

Interpretations of Motion Seating: **Not every movement is healthy!**



The **quality of movement** is essential! Have a closer look!



The **aeris** approach : 3D- Ergonomics!



swopper®
for the benefit of your back



swoppster®
active swivel stool for children



mov•man
Active-Sit-Stand



.3Dee
Active Office Chair



oyo
The Chair

The unique **aeris** Products **defines** us!

The **aeris** approach: 3D-Ergonomics

Vertical movement



Lateral flexibility



Forward tilt



Convincing. Nothing will move you more.



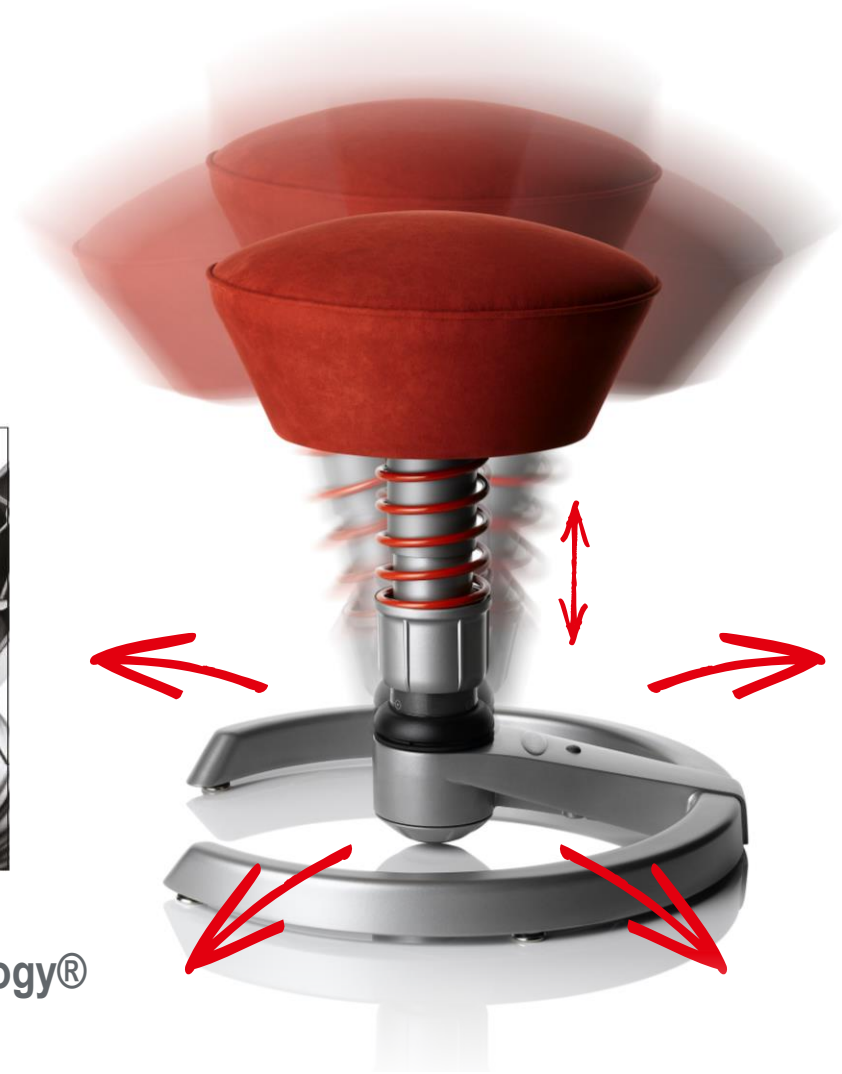
Convex seat



Vertical swing



**Patented
3D-Technology[®]**



Three dimensions. **Zero compromises.**



Sitting or Standing? **Both!**



The new favourite place.

- ➔ **oyo** moves, rocks and bounces!
- ➔ Offers many different sitting positons.
- ➔ It's just the right for everywhere: home, office, meeting room.
- ➔ Is the world's first combination of a saddle seat, shell chair and rocking chair.



Thank you and keep on moving!



Keep on moving! No matter where you are and what you do!

