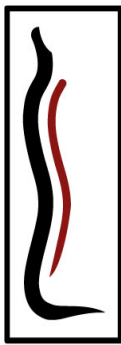


ProBax Advanced Seating Technology for Auditoriums



ProBax[®]
Advanced Seating Technology



Kirwin & Simpson
SEATING

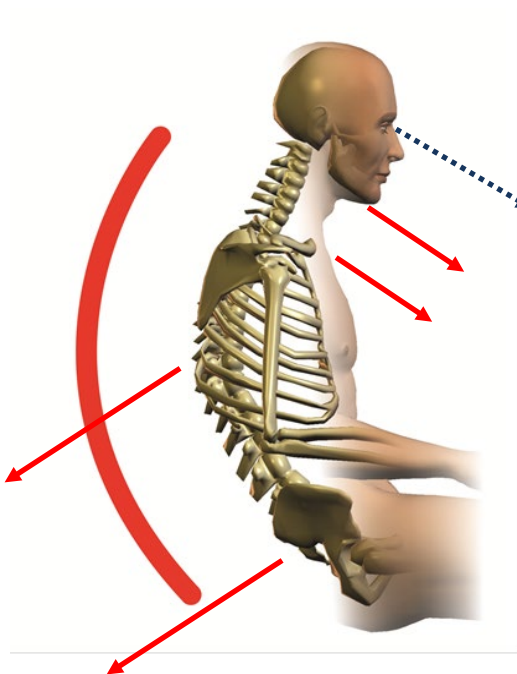
What is ProBax?

- ProBax is a patented system of foam inserts located in the seat base cushion.
- The geometrical design and location of the inserts are unique for each seat.
- The ProBax system is individually developed for each seating application.
- The ProBax seat is then manufactured under license via an EXCLUSIVE agreement with the leading seat manufacturer, Kirwin & Simpson of the UK.
- ProBax can be fitted in ANY seat with a foam base.
- ProBax works with any seat design, upholstery, size or function.
- ProBax does not change the appearance, design or feature specification (e.g. recline, table, arm rests, sound / vibration function) of any seat.
- ProBax uses only existing standard materials and manufacturing processes.
- ProBax meets ALL regulatory requirements.
- ProBax is already used in theatres, cinemas, lecture halls and corporate auditoriums, Opera houses and a range of transport and static seating products world-wide.
- Delivery lead times, installation and maintenance for the seat are NOT affected by the inclusion of ProBax.
- **ProBax can be added with a simple change of the seat base in any seat.**

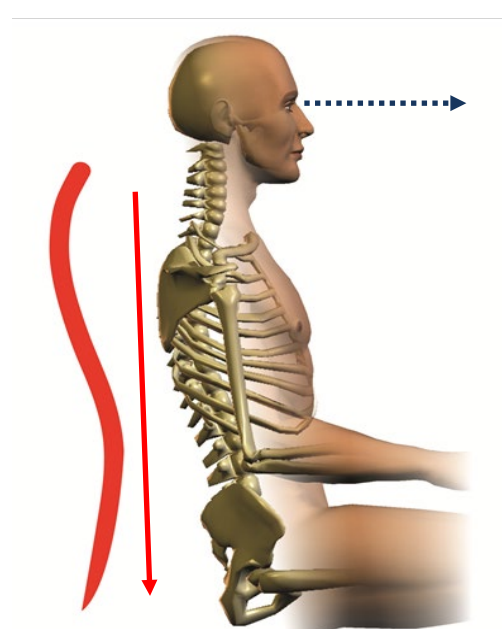


How does ProBax Work?

- The average human head weighs 9.5lbs and needs to be supported by the spine.
- To do this the spine has a natural “S” shaped curve.
- Conventional seats let the pelvis of the seat user to rotate backwards into a position where the spine has an unhealthy “C” shape.
- This “C” shaped posture causes the head and shoulders to fall forward leading to muscle ache and discomfort.
- ProBax prevents the pelvis from rotating backwards when sitting leaving the seat user to sit in a more upright, natural and healthy posture.
- Human anatomy allows ProBax to work for 95% of the population.
- The “S” shaped curve greatly reduces strain on the neck and back
- It improves blood and oxygen flow through the body and reduces muscle fatigue and cramps.
- ProBax transfers weight through the spine and the seat base ↓ and NOT through the muscles or the back of the seat
- The head and shoulders DO NOT fall forward in ProBax seats. →
- Line of sight is improved by better posture→



Conventional Seat
Slumped Seated Posture
“C” Shaped Spine



ProBax Seat
Natural Seated Posture
“S” Shaped Spine

What are the Advantages of ProBax?

- Increased comfort, increased comfort and increased comfort.
- **78% of those tested preferred the ProBax over the original seat for comfort.**
- More of the seat user's back is in contact with the seat giving greater support to the body of the user.
- ProBax reduces muscle ache and cramping.
- ProBax reduces fidgeting and movement in the auditorium resulting in an enhanced experience for the whole audience.
- ProBax improves concentration due to better blood flow and oxygenation.
- ProBax cushion life is extended by up to 25% compared to conventional cushions due to reduced movement and fidgeting by the seat occupant.
- ProBax gives improved digestion due to the upright seated position.
- In reclining and rocker chairs the body reclines from the hip joint rather than from the middle of the back improving the seat function and comfort.
- ProBax seat users are less likely to cross legs or rely on arm rests.
- For older and smaller venues, ProBax creates a feeling of greater space between the rows of seats for the seat user and reduces the annoyance of being "kicked in the back" from the seat row behind.
- ProBax is quick and easy to fit and as a result is a **VERY COST-EFFECTIVE** improvement to any auditorium.
- Because the cushion dimensions are unchanged **ProBax can be fitted as a refurbishment to existing seats** by simply ordering replacement seat bases.

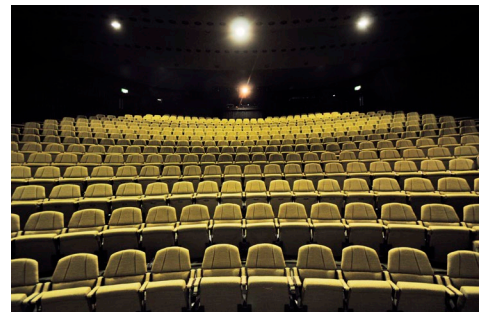


ProBax[®]
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Who Else has ProBax?

The ProBax system is currently installed or in testing with a number of well-known international customers including the following:

- ODEON Cinemas (Europe wide)
- Ambassador Theatre Group – Worldwide
- Delfont Mackintosh Theatres – UK
- 10 Performing Arts venues – UAS
- 9 Corporate Auditoria – Global
- 27 Conference Centres – USA
- 3 Marriner Theatres – Australia
- CineMark Cinemas - USA
- Nordisk Cinema Group - Scandinavia
- RADA - UK
- Metropolitan Opera House - New York
- 27 London West End theatres - UK
- Golden Village Cinemas -ASIA
- Jujamcyn Theatres Broadway - USA
- Novotel Conference Centres - Europe
- Sofitel Conference Facilities – Europe
- Edinburgh Planetarium - UK
- Lotus Cars – UK
- 95% of UK public transport buses
- Delta Air Lines - Atlanta
- VOX Cinemas – GCC
- Knoedler Truck Seating - Canada
- Hagie Agricultural Equipment
- Bombardier Business Jets
- ICON Aircraft
- The Federal Aviation Administration (FAA)
- Chrysler Motor Company
- Airbus Industries



Other ProBax Facts

- ProBax technology has its origins in the medical field and evolved out of the Scottish Rite Children's Hospital in Dallas and their need to help young children with spinal deformities.
- The ProBax brand, found on all seats containing the technology, is rapidly becoming synonymous with enhanced seated comfort across a range of industries and sectors.
- Patented globally the ProBax name and logo are also protected giving users marketing opportunities
- Awarded the 2011 Innovation Award by the UK Furniture Research Association



For further information please contact:

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