

**GLOBAL TOTAL OFFICE NOW SHOWING AT IIDEX 2006 - 'KARIZMA™ OFFICE SEATING'**

**MARKET APPLICATION**

Professional and management office seating and meeting room applications.

**DESIGN OBJECTIVE**

Karizma exercises muscles of the spinal column while you work, by encouraging ongoing body movement in a seated position.

The human body was designed for movement. It was not intended for sitting in static positions. Today's office activities can lead to prolonged periods of sitting, often maintaining the same posture for extended periods of time. Sitting without body movement compresses the vertebrae and this can lead to uncomfortable pressure points and restricted blood flow. This can show up as back pain, stiffness, and fatigue.

Karizma was designed to help prevent this from happening and encourage constant body movement: the alignment of the vertebrae is constantly changing, the disks get irrigated, pressure points are released and proper blood flow is encouraged. In addition, this minor muscle activity helps to strengthen the body's back.

**DESIGN + INNOVATION**

Imagine a chair that adjusts to your every move without ever having to move a lever or push a button. Introducing Karizma, the "smart" chair that moves WITH you for an exceptionally comfortable, healthy seating experience. Utilizing Global's "True Response" support system, Karizma provides exceptional comfort with a unique suspension system that flexes and responds to the body's every move. The result is a healthy body posture and proper alignment of the spinal vertebrae.

Designed by Zoey Chu, Karizma's innovation lies in the backrest, where rubberized bushings in the lumbar area allow the backrest to flex and move in any direction to the user's movements...automatically. Individual adjustment of controls by the user is unnecessary!

For further information and/or photography/digital images for publication please contact:

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KARIZMA\_1B.eps

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