

# *freedom*<sup>®</sup> Seating



Technology can make simple things complicated or complicated things simple. We prefer the latter.

## Goodbye manual adjustments

The Freedom chair is designed to give the maximum ergonomic benefit to the sitter with a minimum number of manually-adjusted controls. Once the chair is fitted, no further adjustment is required. The idea is that movement, which is essential for a healthy body, shouldn't be constricted by locking mechanisms and manual controls. In other words, sitting comfortably isn't something you should have to think about.



# Keep moving. Stay healthy.



Movement is essential for a healthy back. People are spending more time sitting than ever before. Not surprisingly, this increase in sitting has been accompanied by a proportional increase in back problems. Our bodies were designed to move. In fact, movement, more than anything else, provides nourishment for the spine, keeps the joints lubricated and

flexible, improves circulation and therefore keeps us comfortable. Conversely, when we don't move, the elasticity of our spine and joints is reduced and our muscles become fatigued. The key to healthy and comfortable sitting is being able to move without restrictions.

Any fixed posture, no matter how closely it approaches the optimal, will generate muscle fatigue. Therefore, it is important to build in flexibility to allow operators to shift positions easily. Marvin J. Dainoff, Ph.D. Miami University

*freedom*



The truth about locks  
Recline locks have been marketed as "features" on current-generation chairs. But the truth is, they are only there to compensate for the inadequacies of standard spring-tension mechanisms, which, by their very nature, are incapable of supporting the body in multiple positions. The problem is, a locked chair keeps you from moving, and that's not healthy.

# Changing the way people sit.

Freedom's advanced technology has made sitting simple. Now you can think about your work, rather than worry about your chair.

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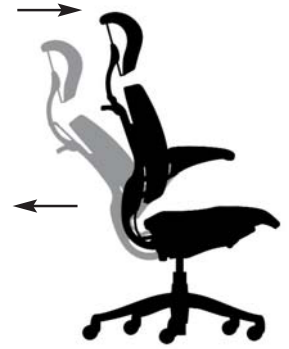
Freedom from locks, freedom to move  
The Freedom chair was designed specifically to encourage frequent, spontaneous changes of position. There are no locks and no tension springs to negotiate. Instead, there are elegant mechanisms that automatically support your body in every position you'll assume throughout the day.

Ergonomic furniture has created back problems because it succeeds too well in supporting the body in one position.  
Galen Cranz, Ph.D.  
Author of "The Chair"

## Automatic Headrest



Headrests are added to chairs because your head needs support when you recline, which is why people without headrests put their hands behind their heads when they lean back. However, fixed or manually adjusted headrests are never in the right place when you need them. The dynamic, position-sensitive headrest on Freedom cradles your head and neck as you recline, and moves out of the way when you sit upright – automatically!

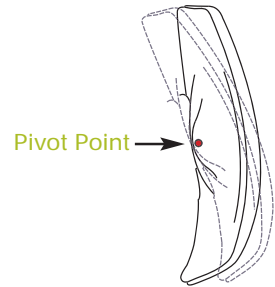


Headrest moves forward as back reclines.

## Dual Pivot Backrest



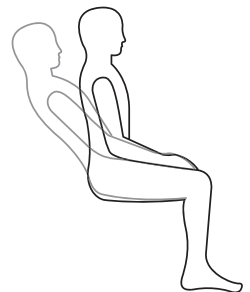
When you recline, your spine needs more support in the lumbar area than it does when you sit upright. However, the fixed backrests on most chairs don't accommodate for this need. The Dual Pivot backrest on Freedom adjusts automatically to the changing needs of your spine by providing up to 1" additional support in the lumbar area when you recline.



## Intelligent Mechanism



Freedom's revolutionary counterbalance mechanism works like a human-sized weighing scale. As you recline, your weight automatically balances the force required to recline the chair. So, whether you're big or small, short or tall, Freedom provides just the right amount of recline tension to keep you fully supported in all positions without the need for locks or other manual adjustments.

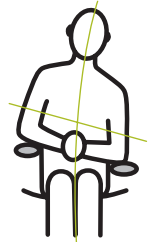


Recline is supported by lifting body weight.

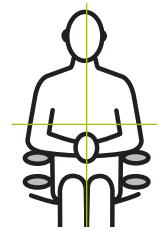
## Synchronous Armrests



Different tasks require different armrest heights, but if armrests are not adjusted as tasks change, then the user is not getting their full benefit. Freedom's revolutionary, synchronous armrests are so easy to use and adjust that you'll instinctively move them throughout the day. And because they move in tandem, you'll always be supported in balance – with your spine in a neutral posture.



Traditional armrests

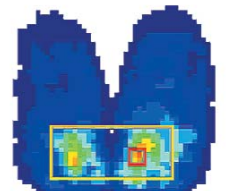


Synchronous is healthier

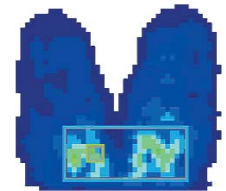
## High-tech Cushions



The cushions on Freedom are as unique as the rest of the chair. Molded, not upholstered, they are sculpted to closely follow body contours, which increases contact area and decreases concentrated loads. Our optional gel seat cushion (a first in office seating) maximizes weight distribution and comfort. And the unprecedented modular design allows them to be removed and installed with four screws – making replacement a snap.

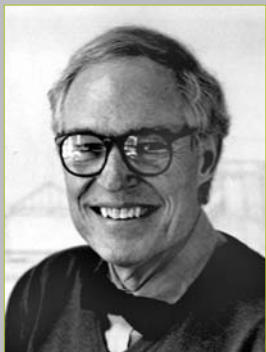


The red areas show uncomfortable pressure points on foam seats.



The reduced pressure on Freedom's gel cushions means more long-term comfort.

# Freedom's designer.



“When design springs from an understanding of the people who are going to use a product, you begin to see forms that you would never have imagined.”

Niels Diffrient

One of the century's preeminent designers, Niels Diffrient has endeavored throughout his storied career to emphasize the “human factors” of industrial design, using ingenuity and intuition to bring consumers products that meet their needs.

From his early work with Eero Saarinen and Marco Zanuso to the present, Diffrient's integrity and vision have been recognized in dozens of awards and honorary

citations, and he has served as designer or consultant to the Fortune 500's leading companies. His quest to create workplace environments fitted to the needs of their users continues unabated with “Freedom,” a task chair that conforms to its user's shape without an array of knobs and levers.

—DaimlerChrysler Design Awards, a retrospective of winners, 1999

# Press reviews.

"Elegantly and effortlessly, the Freedom chair is changing the way people sit and the way people think about furniture."

Buildings,  
December 2002

"The jurors were awed by the mechanics, wowed by the comfort and overcome with excitement about the possibility of changing the contract-seating market forever."

ID Magazine,  
Design Review 2000

"This ergonomic office chair feels so good, the two of you will want to get a room."

Popular Mechanics,  
January 2003

"The Freedom chair's unabashed tech style is likely to give Aeron stiff competition."

Kiplinger's Personal Finance, July 2001

"Five stars! Worth every cent, the Freedom task chair removes at least the physical discomfort from your workday."

Business 2.0,  
June 26, 2001

"For the last few years, the gold standard in office seating has been set by... the Freedom chair by Humanscale."

New York Times,  
October 3, 2002

"Sign [me] up for a Freedom chair."

Wired, July 2000

"... the world's simplest and smartest office chair."

AXIS, Nov/Dec 1999



**Mission**

At Humanscale, our mission is to design and manufacture products that encourage computer users to adopt low-risk body postures—creating a healthier, more comfortable and more productive work environment.

Freedom is a revolutionary advancement in office seating. Its many innovations will be duplicated in future chairs, which is why we can say with confidence that one day, all office task chairs will be like Freedom. The good news is, you don't have to wait for others to follow suit. Freedom can be yours...now!

The modern office task chair is not furniture. It's a sophisticated mechanical device that must ergonomically support a variety of body sizes, shapes and postures. Who better to rely on for such products than the leader in office ergonomics—Humanscale.

