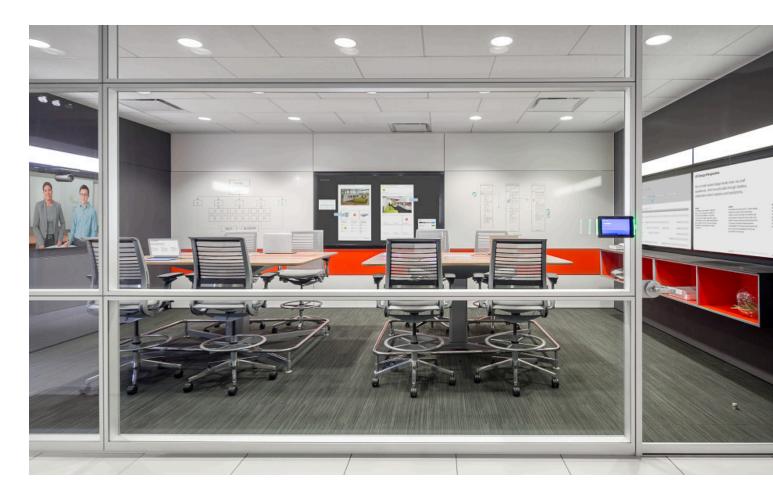
Press Releases

Steelcase Showcases Intelligent Office: Concept Product Ideas to Help Workers Think Better



COMPANY DEMONSTRATES CONCEPT TECHNOLOGY IN SPACES THAT OFFER WORKERS GREATER CHOICE AND CONTROL OVER THEIR WORK ENVIRONMENT

CHICAGO, June 15, 2015 - Steelcase today demonstrates new concept product the Intelligent Office, a future workplace which integrates technology into places can enhance human interactions at work and give workers more control over key sources of distractions that impact performance such as noise, interruptions, light and temperature control. These concepts represent Steelcase's explorations of key work environments in the future might better address a range of distractions and obstacles at work that leave people feeling overwhelmed and less productive.

The Intelligent Office concept from Steelcase integrates sensing devices into the environment that gather and aggregate data and learn over time what people w and need. The company is displaying its vision for embedded technologies that I mitigate distractions and augment interactions at work at NeoCon 2015 in Chica

"Attention is a scarce resource," said Allan Smith, vice president, global marketing "Steelcase gained new insights by analyzing the findings of recent neuroscience research to understand the implications for human behavior at work. Combined our years of research about the changing nature of work, the workplace, and emerging technologies, this enables us to explore concepts for an intelligent offithat supports the cognitive, emotional and physical wellbeing of people. We envalued a workplace that actually helps people think and feel better at work."

Neuroscience reveals that focus is a limited resource, and like the rest of the hurbody, brains get tired. Activities such as analyzing, prioritizing, planning and crit thinking are energy guzzlers. To protect our energy, our brains work in cycles of activity and downtime. The Steelcase meta-analysis of neuroscience studies fou that to increase productivity or creativity, workers should not attempt to focus to or put in more hours, but rather learn to better manage the rhythms of attention throughout the day. The workplace can be designed to mitigate distractions and shape the behaviors of workers by offering choices that increase control of the saround them.

"When workplaces are designed as an ecosystem of differentiated zones and set workers can appropriately select spaces that match their brain modes and activities as they move through their day. This understanding of neuroscience helps us integrate technology into the workplace in a way that helps people cognitively of information into the physical environment and help them feel less overwhelmed continued Smith.

The Intelligent Office concepts include:

Brody™ WorkLounge with sensors: A concept sensor in the new Brody WorkLounge seat activates a red light around the perimeter of Brody, signaling to others that the unit is occupied. A simple audio control appears on the side surfactioning people to choose from a selection of sounds playing from speakers embedded in the headrest. A heated lumbar option keeps workers comfortable, addressing one of the top distractions in the workplace – being too cold.

Intelligent <u>Divisio™</u> **Screen**: The concept Divisio screen, which divides individed workspaces, signals if the space is available or occupied. It also displays time, do and temperature information. The screen features a 'do not disturb' button so workers can signal their need for uninterrupted time. The device also provides workers with additional notifications to support supporting their wellbeing, such notifications to periodically stand up and move, reminders to take a break and a for upcoming meetings.

Gesture® chair with integrated, intelligent technology: Concept sensors if Gesture seat monitors workers posture, sitting habits, stress level and even coach workers to sit better. As workers sit in Gesture, this data will be displayed on a niPad®. This technology is provided in collaboration with Darma.

media:scape® TeamStudio with V.I.A® (Vertical Intelligent Architecture To help remote teams collaborate more effectively, V.I.A. walls feature integrated multi-touch displays that help bridge the distance between team members. The intuitive display enhances the ability of local and distributed team members to coreate content in real time. Team members can swipe, expand simultaneously annotate and save content right on the display. Camera angles are intentionally positioned to optimize sightlines for remote colleagues making it easier to see d and analogue content. Integrated media:scape technology by Steelcase makes it easy to share content from a variety of devices. This interactive display is shown

For more information about these concepts or research, visit: www.Steelcase.asi

About Steelcase

collaboration with Prysm.

For over 100 years, Steelcase Inc. has helped create great experiences for the walleading organizations, across industries. We demonstrate this through our family brands – including Steelcase®, Coalesse®, Designtex®, Details®, PolyVision® a Turnstone®. Together, they offer a comprehensive portfolio of architecture, furnificand technology products and services designed to unlock human promise and support social, economic and environmental sustainability. We are globally access through a network of channels, including over 800 dealer locations. Steelcase is global, industry-leading and publicly traded company with fiscal 2015 revenue of billion.

iPad is a registered trademark of Apple Inc.

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