

place 2.5

**BETTER COMMUNICATION**



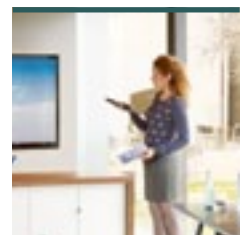


place 2.5



**BETTER COMMUNICATION**

Welcome to Place 2.5 –  
the new office culture  
of productive well-being.



**Place 2.5** represents office worlds which offer the same stimulating qualities as those places where people enjoy a real sense of well-being. Worlds which encourage staff to work together and develop outstanding ideas. According to Fraunhofer studies, this can increase office productivity by up to 36 percent. Sedus has developed this forward-looking concept and is also continually developing it. Why? Because Sedus is committed to making office work a profitable experience at all times for the well-being of both companies and staff. For more information, ideas and an inspirational magazine, visit the forum at [www.place2point5.com](http://www.place2point5.com)



# The importance of direct dialogue is second to none.

Researchers say that mankind's evolutionary success is a result of his ability to cooperate and communicate. This theory applies not only to the competition amongst the species, but also to the global competition which companies face today.

Given the far-reaching internationalisation of markets, modern companies are being confronted with considerably tougher challenges nowadays than they were just a few years ago. General conditions are becoming ever more complex, competitive pressure is increasing at a rate of knots, the abundance of information is booming and new ideas and solutions are being developed ever more rapidly. A single discipline or department is no longer able to cope with these demands on its own. Companies can only successfully tackle these complex tasks through intensive communication, cross-discipline networking and first-class teamwork.

Even in the Internet age, personal, face-to-face dialogue remains the most effective and efficient way to communicate. After all, only direct dialogue allows questions and misunderstandings to be clarified immediately and feedback to be exchanged. Tone, facial expressions and gestures are all important signals. Ideas and thoughts can

be developed further as part of productive dialogue. Emotional aspects also play a stimulating role. We all know from experience that the best ideas are developed with others in a relaxed and enjoyable atmosphere.

Corporate communication has many faces; from well-prepared project meetings through to spontaneous small talk, from intensive dialogues at the workstation to large managerial conferences, from relaxed exchanges of ideas through to targeted knowledge transfer. With its extensive expertise, holistic approach and intelligent product systems, Sedus has developed office worlds which make the best possible use of these facets.









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## Overview of contents

»»»» **CONFERENCE** A company's meeting culture is an important success factor.

»»»» **SEMINAR** The company as a learning organisation requires multifunctional solutions which enable the transfer of know-how.

»»»» **WORKPLACE** The office workplace must also allow for team work and promote communication.

»»»» **MEETING PLACES** During informal conversations, ideas emerge and important information is exchanged.

»»»» **MEDIA TECHNOLOGY** Quick and uncomplicated access to modern media technology aids communication.

# Conference<sup>1</sup>

- Conference
- Meeting
- Team meeting

<sup>1</sup> *Coming together to consult, discuss and reach decisions is one of mankind's most fundamental forms of communication.*

» Consulting others and discussing strategy issues, talking over various approaches, looking for solutions and trying to reach decisions – modern knowledge workers spend a large amount of their time in meetings. The infrastructure which companies have to make available for this purpose is thus of major importance. From the impressive conference room for executives through to multifunctional zones for project meetings, and all the combinations in between.

Rooms, equipment and media technology must be economically planned and efficiently organised. Design quality is of equal relevance if we are to get the best out of people during meetings and achieve optimal results together. Ergonomics and functionality, flexibility and variability, not to mention comfort and inspiration are all demanded of office furniture concepts which offer the perfect prerequisites for successful meetings.



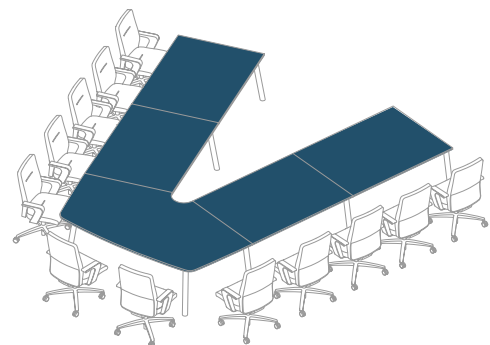
The right decisions are made against the right backdrop. Sedus mastermind table system and of course swivel chair.



## The successful and impressive approach to conferences.

The growing complexity of the requirements placed on companies demands that specialists increasingly work and reach decisions together. This means that, even at top management level, conferences take up a greater amount of working time. Ensuring the efficient and effective use of time has thus never been more important. The right, i.e. tailored, functional and ergonomic conference room design plays a key role in achieving just this. Yet conference rooms are also about making a good impression; it is here that corporate culture finds visual expression. As such, appearance, design, material quality and colours are all important factors.

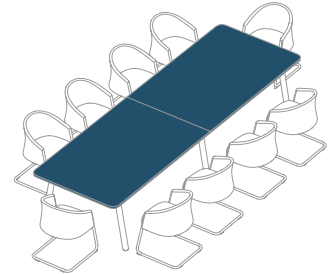
**Sedus mastermind** in an open V-shape with integrated media technology, ideal for medium-sized conferences with presentations and talks.



# Elegant solution: Sedus mastermind.

The size and shape of conference rooms in companies often differ greatly. In order to achieve the right solution for each room, systems are required which are able to adapt to the most varied of demands whilst at the same time ensuring a consistent look. For this reason, the Sedus mastermind table range comprises individual and modular tables which can be freely configured to create even large, impressive conference suites. The intelligent design also allows customised table systems to be set up both simply and economically.

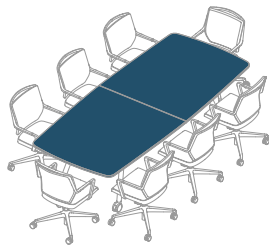
**Sedus mastermind** offers plenty of space and freedom of movement even in the compact rectangular shape.



Together we are more creative.  
Sedus mastermind rectangular table and silent rush cantilever.

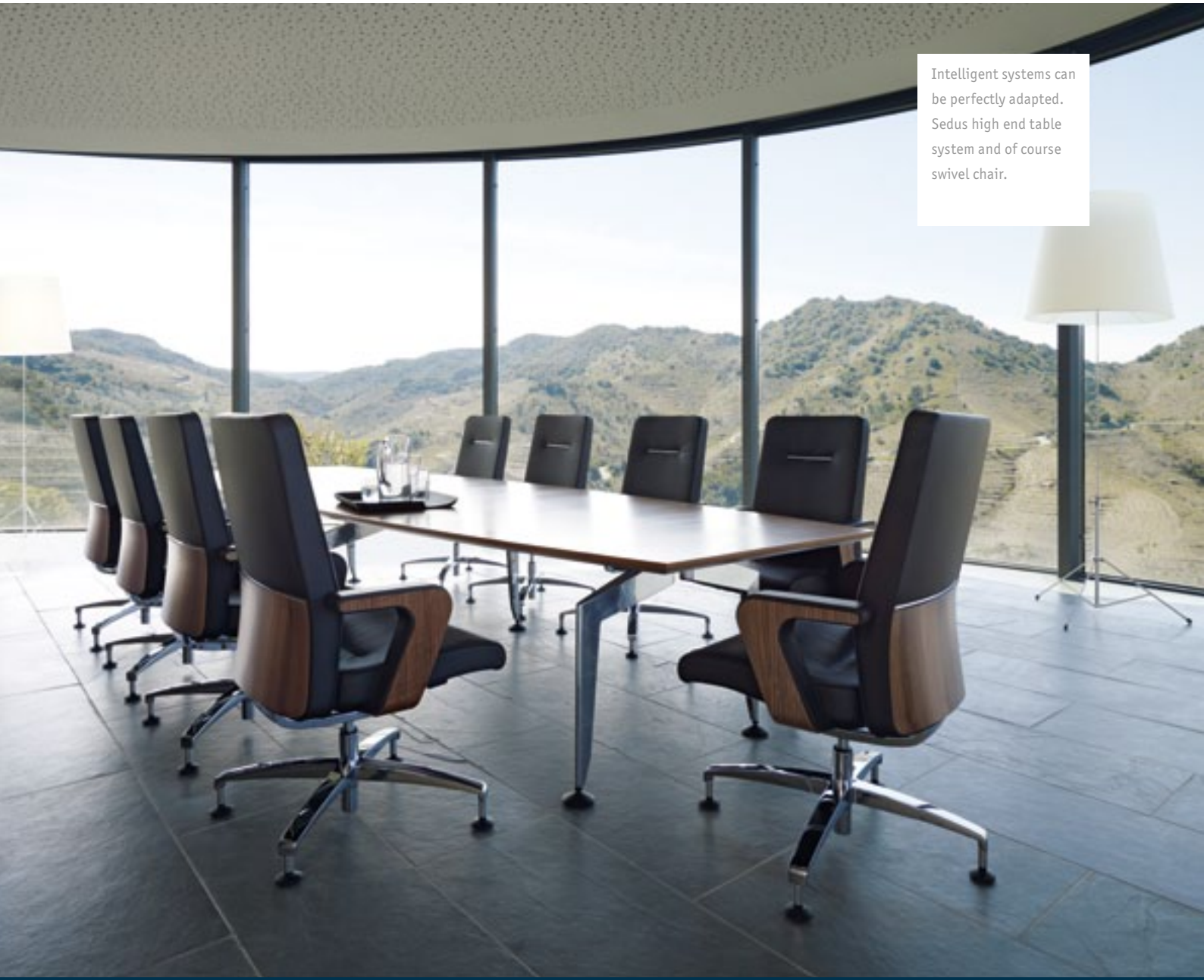


**Sedus mastermind fold** for flexible “solo” use or as part of larger systems.



## Outstanding freedom: Sedus mastermind fold.

The Sedus mastermind fold folding table offers the major advantage of being immediately available when needed but quickly out of the way when no longer required. It is also ideal as a flexible addition to static conference suites. A smooth-running mechanism and the problem-free integration of network connections are a matter of course for Sedus. The table tops automatically engage when unfolded, even before locking, thanks to the unique Sedus Securelock system for maximum safety when handling.



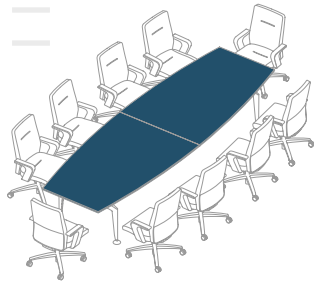
Intelligent systems can be perfectly adapted. Sedus high end table system and of course swivel chair.

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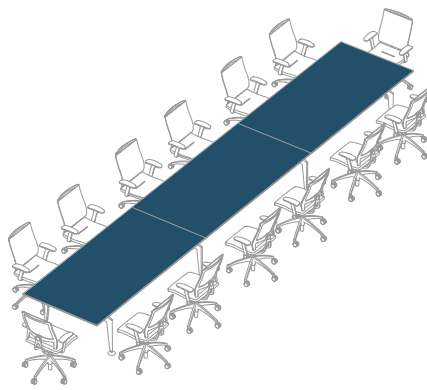
## Functionality and aesthetics: Sedus high end.



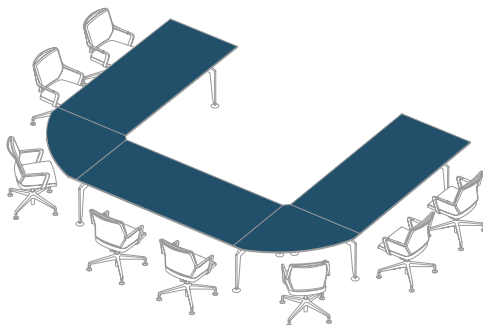




**Sedus high end in boat shape**, a compact design which enables eye contact between all participants.



**Sedus high end in rectangular shape** can be extended as required.



**Sedus high end in U-shape**, a generously sized system for conferences with an emphasis on presentation/discussion.



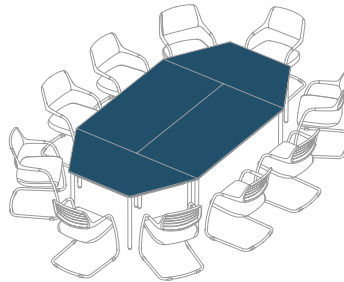
The intelligent solution for multifunctional rooms are system tables with a variety of basic shapes which can be configured according to the room situation and number of participants, and which can be set up, disassembled or converted quickly, simply and without the need for tools. Ideally, the chairs can be stacked or used as office swivel chairs at the workplace. The entire system should match the other office furnishings in order to create a consistent look even when used for multiple purposes.

## Simply logical: Sedus talk about.

Variability and flexibility are the central demands placed on conference furniture for the various corporate communication needs. Sedus talk about provides the prerequisites to meet these needs thanks to its surprisingly simple and optimised design. The table legs can be disassembled or

folded up. The tables can be linked with sectors and interconnecting tops without the need for tools or the tedious tightening of screws and, as such, allows various table constellations to be set up and disassembled within a short period of time.

Sedus talk about system comprising rectangular and rhombus-shaped tables which form a communicative ellipse.



Flexibility can be created. Sedus talk about conference table system and match cantilever.



Comfort frees the mind. Sedus talk about table system and open up cantilever.

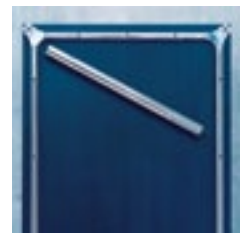


**Sedus talk about in O shape** for optimal communication conditions even for larger conferences.



**Space-saving.** When folded up, the tables take up very little storage space.

**No tools required.** Depending on the design, the table legs can be simply disassembled or individually folded away with a quick twist. Even the T-leg can be folded down in just a few seconds. The tables are set up just as simply and, again, no tools are required.



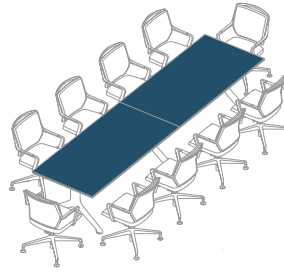


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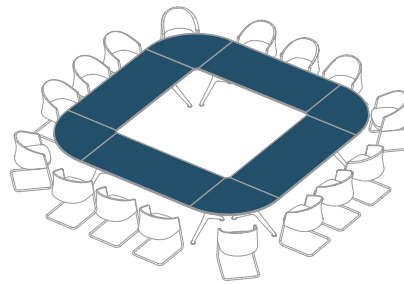
## Distinctive perfection: Sedus four connects.

The longer the meeting and the more interesting the agenda, the more important comfort becomes, as this helps to relieve stress and tension. With Sedus four connects, the distinctive centrally positioned base made from cast plastic guarantees first-class sitting comfort. This range makes inviting long table systems possible and offers

plenty of leg room and freedom of movement for all those at the table. Just like all other conference table systems from Sedus, four connects also impresses with its exceptional flexibility. The tables can be set up, extended and modified; from a four-person meeting table through to systems for larger conferences and numerous participants.



**Sedus four connects in rectangular shape,** plenty of leg room for outstanding comfort.



**Sedus four connects in a square shape** ideal for facilitating discussions with a larger number of participants.



**Sedus four connects four-person table** for confidential meetings with up to four people.



**Combine.** The linkable interconnecting tops and individual leg frames allow complex conference suites to be assembled.



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## Create the basis for exciting team meetings.

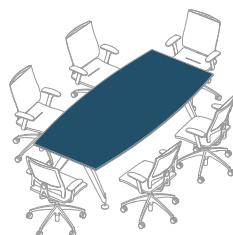


Since work teams often need to meet up, rooms or zones must always be kept available for smaller groups of up to eight participants (based on the normal and expedient team size). The Sedus individual tables from all furniture ranges are the ideal choice here. Depending on the room situation and the available space, rectangular,

square, triangular, circular and boat shapes are available. In terms of seating, choose from conference, visitor or swivel chairs. The latter offers the advantage that, if necessary, the room can also be used as an additional, temporary workplace. A relaxed and comfortable atmosphere and a high-quality feel are vital for successful teamwork.

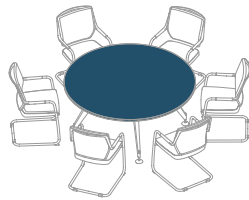
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**Sedus invitation individual table** in the **boat shape** is perfect for enhancing communication.

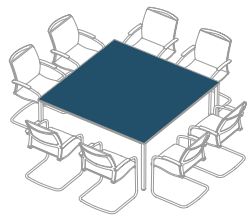




**Sedus invitation individual table in circular shape**, quite literally a “round table” – what could be more democratic?



**Sedus temptation individual table**, similar to the “round table”, the square shape also promotes meetings on equal terms.



You can find more extensive information in the relevant product brochures.

- » mastermind
- » high end
- » talk about
- » four connects
- » invitation
- » temptation four



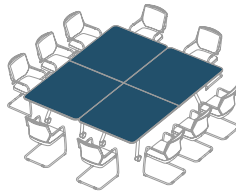
# À la carte conference solutions.

## mastermind

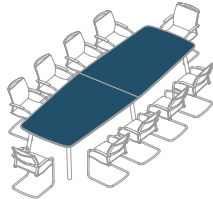
**Boat-shaped folding table,** 2.8 x 1.2 m,  
8 people



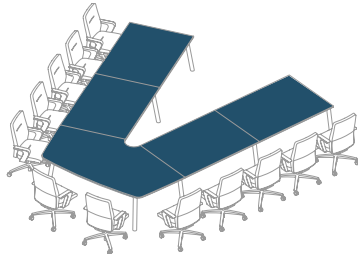
**Combined folding tables,** 2.8 x 2.4 m,  
10 people



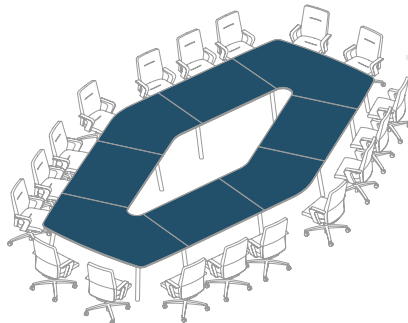
**Boat-shaped system,**  
3.85 x 1.25 m,  
10 people



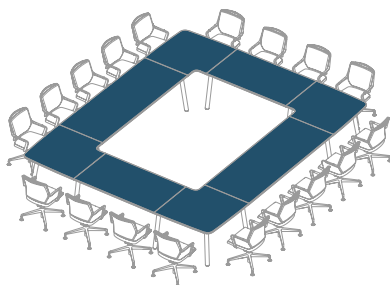
**V-shaped system,**  
4.75 x 4.45 m,  
12 people



**Rhombus-shaped system,** 7 x 3.87 m,  
18 people



**Ring-shaped system,**  
4.5 x 3.7 m,  
18 people

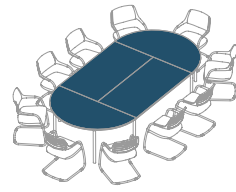


## talk about

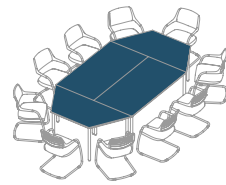
**Round system,**  
ø 1.6 m,  
6 people



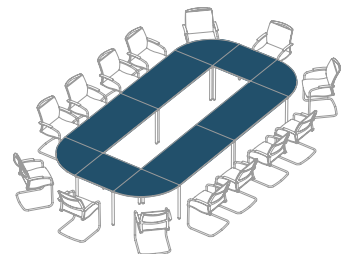
**Oval system,**  
3.2 x 1.6 m,  
10 people



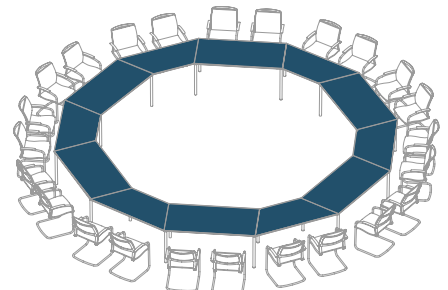
**Octagonal system,**  
3 x 1.6 m,  
10 people



**Ring-shaped system,**  
4.8 x 2.4 m,  
14 people



**Ring-shaped system,**  
ø 6 m,  
24 people



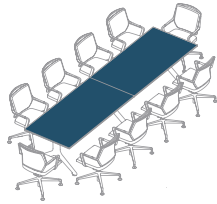


## four connects

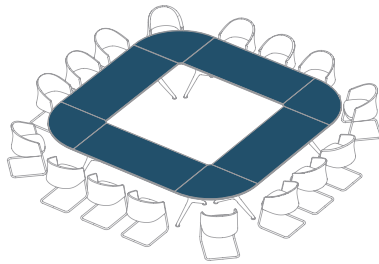
**Rectangular individual table,** 2 x 1.2 m,  
4 people



**Rectangular system,**  
4 x 0.9 m,  
10 people



**Ring-shaped system,**  
3.8 x 3.8 m,  
16 people

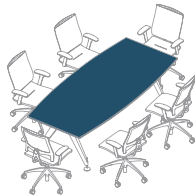


## invitation

**Round individual table,**  $\varnothing$  1.6 m,  
6 people



**Boat-shaped individual table,** 4 x 0.9 m,  
6 people

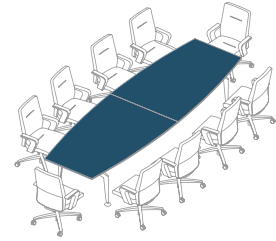


**Oval individual table,**  
3 x 1.2 m,  
8 people

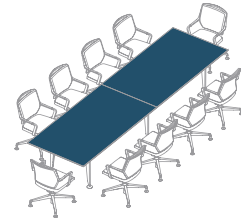


## high end

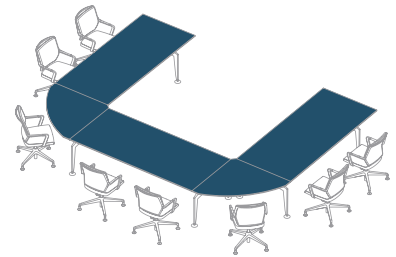
**Boat-shaped individual tables,** 4 x 1.3 m,  
10 people



**Rectangular system,**  
4 x 1.2 m,  
10 people

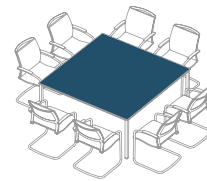


**U-shaped system,**  
3.4 x 2.5 m,  
8 people



## temptation four

**Square team table,**  
1.6 x 1.6 m,  
8 people



Sedus boasts a large range of variable conference furniture systems. Whatever the demands, the right table system with matching seating can be created and optimally tailored to the room, participants and communication needs, as well as the visual and representative requirements.

# Seminar<sup>2</sup>

- Variable systems
- Personal desk
- Occasional furniture
- Configurations

<sup>2</sup> *Nowadays, the continual improvement of employee qualifications is one of the key tasks of success-oriented companies.*

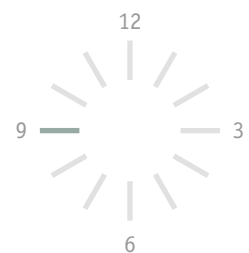
» Nowadays, it is a well-known fact that companies need to see themselves as learning organisations; achieving this, however, is and remains a challenge. The same is true for office planning. The days when training and workshops could primarily be outsourced are long gone. Now, learning processes are increasingly taking place in the companies themselves – where they can be quickly implemented, are near to the workplace and can be integrated in the working day. Such processes can take a number of very different forms depending on the participants, goals and degree of interactivity. Talk, training session, seminar or workshop – the range of methods available is huge, as is the range of media on offer. All this calls for intelligent and highly flexible room and furnishing concepts which can be used on a multifunctional basis. They must satisfy the economic demands for space optimisation and cost reduction whilst simultaneously creating an attractive and inspirational environment in which people want and are motivated to learn.



Variable system:  
Sedus no limits.



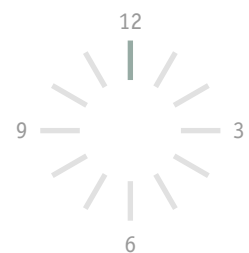
**Frontal knowledge transfer.** The tables from the Sedus range no limits can be arranged in rows.





Fold, tilt, roll and stack – these are the features of the Sedus furniture designed for learning. After all, in-house training rooms are normally used for a multitude of purposes and, what's more, the furnishings should also support the variety of methods used in modern didactics. The ability to be changed quickly, a high degree of mobility and space-saving storage are the special demands made of tables, seating and occasional furniture.

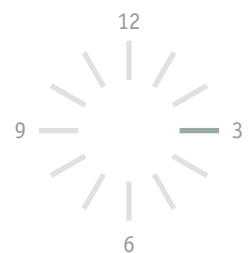
**Interactive workshop.**  
The participants can quickly rearrange the chairs and tables themselves for group work.





## Flexible “study buddy”: Sedus personal desk.

**Mobile use.**  
Mobile tables with  
tiltable tops are ideal  
for various learning  
situations.



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**Changing postures.**

With the optional height adjustment, the Sedus personal desk can be transformed into a standing table.



With the personal desk, Sedus has developed an extraordinarily practical table which offers special features for flexible use. It can be used as an individual table or linked with others. The desktop can be tilted and, when pushed together, several tables can be stored in a space-saving manner.



— All you need for the perfect seminar.

static





**Flip chart and white-board.** The tools are sturdy yet also easy to move.



**Notice board, partition and coat rack.** Ideal as a partition with additional functions.



**Server and lectern.** The complete seminar furniture range is cast in one piece.



In addition to tables and matching seating, you also need numerous practical accessories to ensure that your seminars or training sessions are a success – these include flip charts, notice boards and mobile servers for presentation materials and media. Sedus offers a wide range of intelligent components. Depending on require-

ments, these can be static or fitted with castors, foldable and adjustable and easy to store away when they are no longer needed. First-class material and design quality is also important as an indication of the importance the company attaches to learning.

flexible





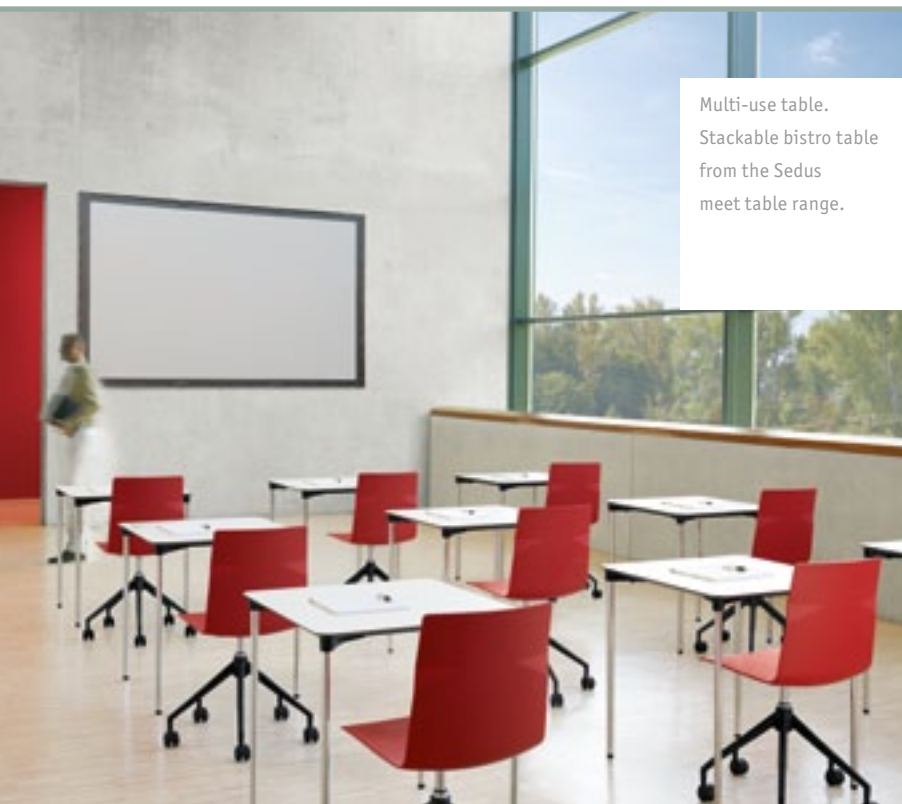
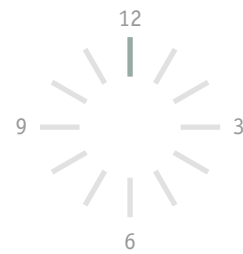
**Space-saving stacking.** Stackable chairs offer unbeatable variability.



**Space-saving parking.** Chairs which can be parked make a good alternative.



The Sedus furniture range used for seminars, training and talks is characterised by its multifunctionality. Thanks to the robust and sturdy tables and occasional furniture, all conceivable learning layouts can be simply realised and quickly varied. What's more, these ranges can be combined with virtually any chairs from the Sedus product portfolio. The ergonomically optimised visitor and conference chairs which



Multi-use table.  
Stackable bistro table  
from the Sedus  
meet table range.

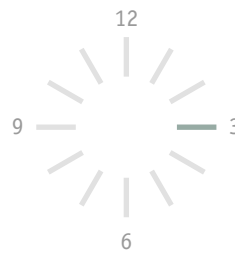


can be stacked or staggered and linked in rows are an ideal choice. With their spring-loaded frame, cantilevers offer excellent sitting comfort. Swivel chairs with castors or glides are ideal for events where the emphasis is on interactivity and mobility. Seminar furniture should be chosen to match the other office furnishings. This allows alternative use for meetings or temporary project or individual workplaces.

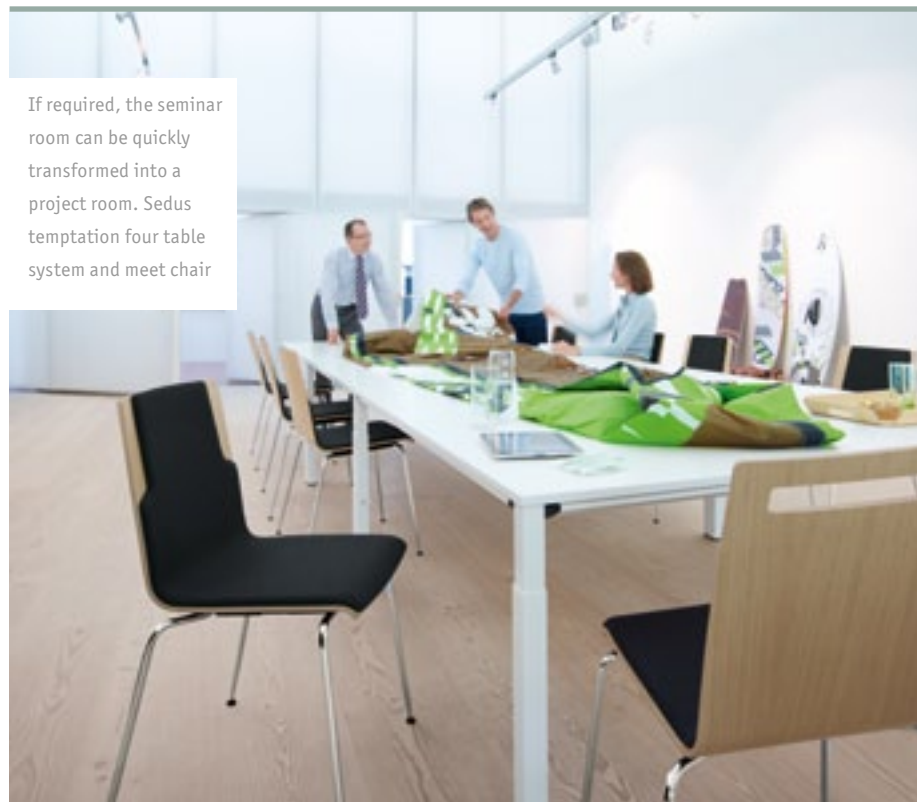


You can find more extensive information in the relevant product brochures.

- » meet chair & table
- » no limits
- » temptation four



For talks, customer events and company meetings. 4-leg Sedus meet chair with row linkage.



If required, the seminar room can be quickly transformed into a project room. Sedus temptation four table system and meet chair

# Workplace<sup>3</sup>

- Benchmarking
- Spontaneous exchanges
- Meeting in the office

<sup>3</sup> *The greater the significance of networked working for a company, the more intensive the focus must be on promoting communication, including at the individual workplace.*

» Day-to-day office life is being increasingly shaped by interaction and communication. Staff are required to work with others on an interdisciplinary basis; they must share know-how and avoid information loss, and are expected to work in pairs or teams to solve problems. The role of managers is to initiate and control communication processes. As such, they spend more than 80 percent of their working day in face-to-face meetings. What does this mean for office organisation?

Direct exchanges with colleagues are likely to be spontaneous and directly at the workplace. Workplaces must be able to comfortably accommodate one or two colleagues, ideally without disturbing the others in the office. Moreover, office zones are required which can be used flexibly, quickly and without complications for team consultations at short notice. The workplaces of managerial staff should be clearly aligned to their communicative roles and also provide meeting facilities inspired by a real sense of cooperation.



Benchworking is the most communicative type of office organisation. Sedus invitation system bench and silent rush swivel chair.



Team work is about communication. Sedus temptation twin double desk with screen and match up swivel chair.

# Successful teamwork requires open structures.

An increasing number of companies now recognise and value the advantages offered by networked team working for the development of new ideas and innovative solutions to problems which are no longer limited to companies operating in explicitly creative business sectors. These changing working processes have a direct impact on office organisation. Networked team working requires close contact with colleagues, short distances, intensive personal communication and a functioning and highly motivated community. As such, the trend has moved away from classic cell and individual offices to more open and flexible room structures which tangibly improve communication and which, ultimately, are more efficient in terms of space planning and management. The Sedus furniture systems are proof that modern open plan and combi offices, which have been conceived and designed to meet the needs of staff, are a far cry from the open plan offices of the past.



**Informal exchange of know-how.** The workplace should also offer opportunities for relaxed meetings.



**Working together as a team.** Opportunities to communicate close to the workplace promote success as a team.



**Quick consultations.** Nowadays, direct exchanges with colleagues consume a large part of the working day.

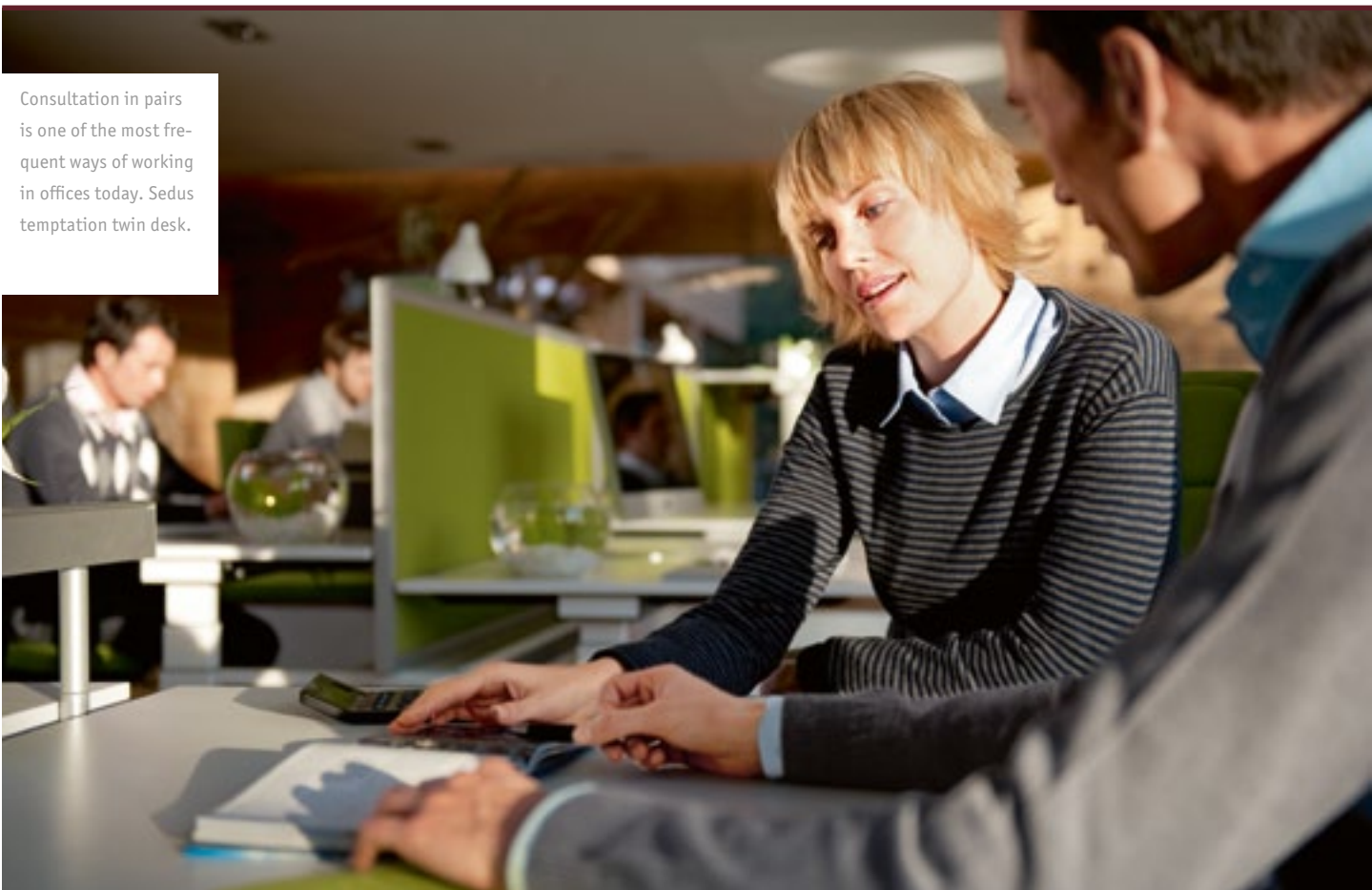


**Concentration.** The communicative workplace must also offer peace and be a place to retreat for individual work.

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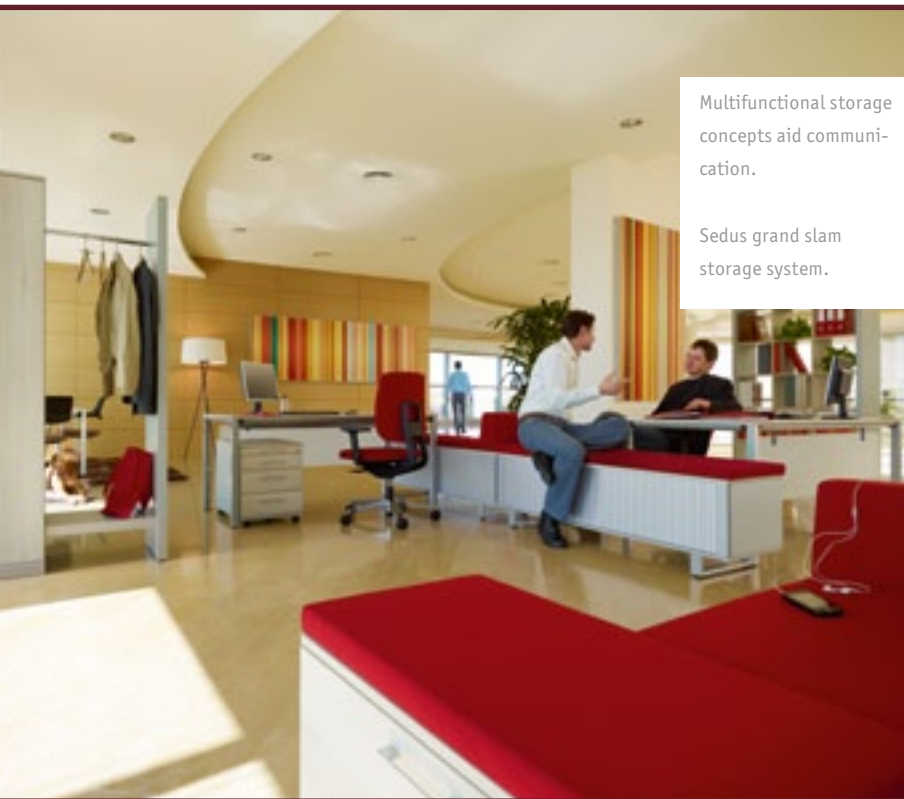
## Perfectly organised spontaneous exchanges.

Consultation in pairs is one of the most frequent ways of working in offices today. Sedus temptation twin desk.



Red hot information, a promising idea, a question which needs to be answered, an error which needs to be prevented – there are so many reasons why colleagues need to communicate quickly. An open plan office with visual contact, seating at the workplace and inspirational meeting points for spontaneous exchanges provides the optimal conditions for communication.






Multifunctional storage concepts aid communication.

Sedus grand slam storage system.



A communicative place where staff enjoy a sense of well-being. Sedus temptation twin, crossline swivel chair and sofa.





Even classic cell offices can be designed to promote communication. Sedus temptation c desks with return table, match swivel chair.

## From the office cell to the meeting office.

Advances in office communication must not stop at the doors of classic cell offices. Individual and double offices are still often used due to structural or other reasons, and yet, even here, communication can be enhanced. In addition to individual desks there must be structures in place which allow staff to meet up in pairs or in small groups at any time.

This need for communication applies in particular to the offices of executives whose roles have changed in line with the growing significance of team work in the company. Instead of instructions, controls and sanctions, modern management is all about motivation and moderation, as well as the initiation and control of team processes. In a nutshell: talking and meeting up. Office design and furnishings must take this into account.

Office furnishings with an emphasis on communication include, for example, a meeting area in the form of an extension to the table or, if possible, a



Management by communication. Sedus temptation c desk with additional area for meetings and matching seating.

separate meeting table as well as a sufficient number of chairs and other matching seating. In small offices, this can take the form of upholstered storage units. In larger offices, there is greater scope for communication furnishings. With a separate meeting table, lounge furniture and a standing table, the atmosphere of the meeting can be tailored to the occasion and participants, allowing for even the most informal of meetings if so desired.



You can find more extensive information in the relevant product brochures.

- » invitation
- » temptation twin
- » grand slam
- » temptation c

# Meeting points<sup>4</sup>

- Central area
- Break areas
- Communication island
- Lounges

<sup>4</sup> *Casual exchanges foster exceptional ideas.*

» You can't put a price tag on the advantages of lively and informal corporate exchanges. Social ties, identification with the company, innovation and creativity all benefit when employees are given plenty of good opportunities to spontaneously meet up and talk to each other.

Communities which work well together, stay together. In the long term, a communicative central area in an open plan office can indeed prove more successful than expensive and time-consuming team-building activities. Informal staff get-togethers offer an opportunity to talk about everything – and more often than not about issues relating to the company. Staff are able to share and exchange information. They can chat about upcoming problems and often arrive at creative new solutions. They can relax and wind down. There are so many good reasons why informal communication should not be left to chance. Or, in other words: Successful unplanned communication has to be well planned!

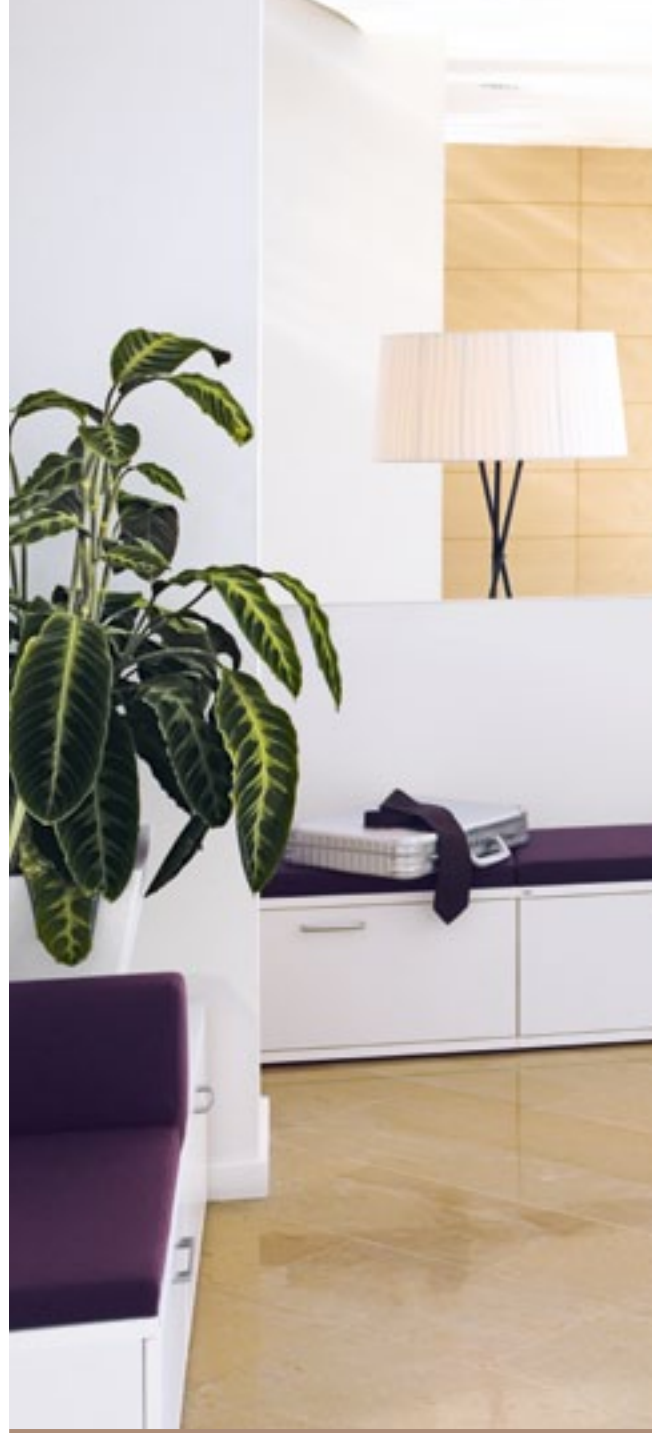
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## The market place as the principle of success.

Market places are bustling, popular meeting places where people come together to talk. Whilst the character of such chats may seem informal, they can have major consequences. In ancient Greece, politics were made on the marketplace, the Agora. Here, people came together to exchange information and find out about important issues on life in the “polis”. Companies wanting to take advantage of this principle can create such marketplaces for their staff in the office.

The central areas in open plan and combi offices are the ideal place. With their service functions such as printers and copiers, break areas, small kitchens and team meeting areas, they act like magnets which draw people together. To make optimal use of this, companies should ideally position these areas so as to be cross-departmental, they should feature a pleasant and inspirational

design and furnishings which invite staff to stop, relax and talk to each other. With seating areas and standing tables, comfortable bistro and lounge furniture, good lighting and ventilation and, where possible, data network and Internet connections. Intelligent storage systems such as the versatile Sedus grand slam storage unit range fulfil numerous functions – they can be used to structure rooms, for soundproofing and as meeting points.





Storage units divide up rooms and create communicative zones. Sedus grand slam storage system.



**Inviting.** With the addition of cushions, a cabinet becomes a comfortable standing table for spontaneous meetings.



**Interference-free.** A unit with sound-absorbing screening separates concentration and communication zones.



Bar stools and standing tables with over easy table top connector from the Sedus meet chair & table range.



**Networking.** Thinking is a networking process which starts with a spark in the brain; thinking in groups serves to make this process even more potent.

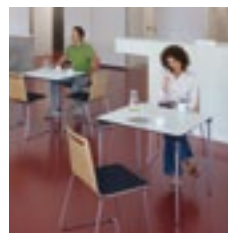
The systematic use of standing tables, combined with matching bar stools as standing aids is one of the best ways of promoting efficient communication in the central area. They act as a meeting point for informal chats over a cup of coffee, as well as for spontaneous meetings and quick team consultations. What's more, they encourage staff to vary their posture and, in turn, promote healthy working.





Starting point for the office grapevine. Attractive bistro table and 4-leg chairs from the Sedus meet chair & table range.

Bistro tables with comfortable chairs which bring the flair of a pavement café into the office are perfect for longer breaks. This combination aids relaxation and productive well-being, a feeling which is further enhanced by the high-quality materials and appealing design which dovetail into the office interior design.



**Meeting breaks.**

Attractive bistro areas create a sense of recreation and also promote informal exchanges.



**Versatile.** The chairs guarantee visual variety and, at the same time, a harmonious overall impression.



For cafeterias,  
reception areas,  
multi-purpose zones  
and talks.  
Sedus olé chair range.

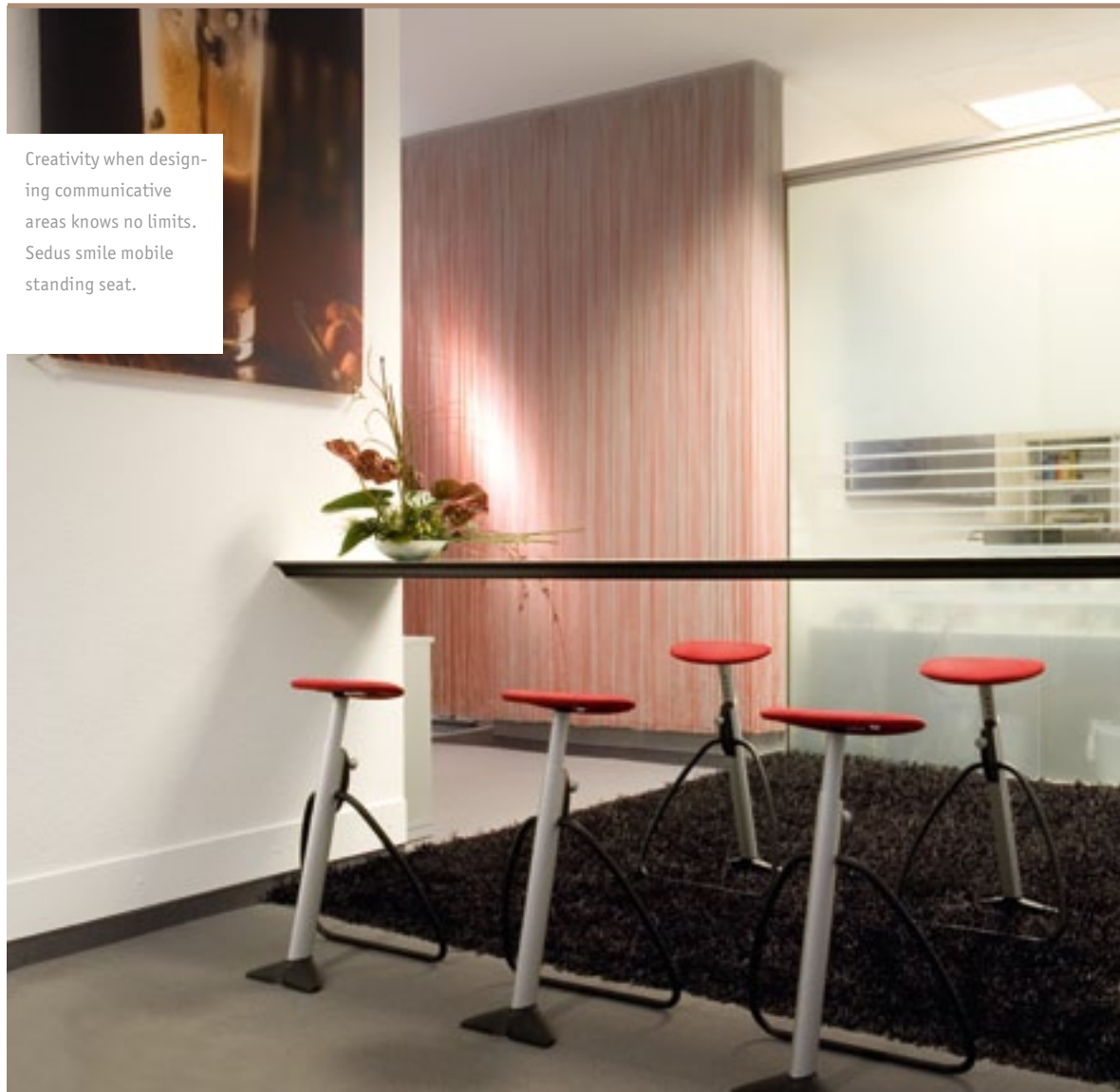
# Multifunctional break-out furniture.

Practical and multifunctional break-out furniture makes itself useful wherever required; in the canteen, as a meeting point in central areas, in break, waiting and reception areas. This includes bistro and standing tables which can also be used for meetings and training sessions. Various chairs can, if necessary, be linked in a row or stored away in a space-saving manner. With a design which fits seamlessly in the most varied office interiors.



**Practical.** The folding Sedus smile standing seat can be used flexibly.

Creativity when designing communicative areas knows no limits. Sedus smile mobile standing seat.





For project presentations, team consultations and learning processes. Sedus temptation high desk with media panel

# The time is ripe for the new communication island.

Increasing corporate communication demands require new furniture solutions. With the temptation high desk, Sedus has thus developed a unique and innovative piece of communication furniture with a wide variety of applications and various advantages. When used in the central area of open plan and combi offices, in consultation and reception areas and in canteens, Sedus temptation high desk creates a perfect commu-

nication island for quick team meetings or a cup of coffee with colleagues. Thanks to the integrated media connector, laptops can be simply connected. In addition, an LCD screen with all modern data and media technology can be integrated, thus transforming the "high desk" into a highly efficient tool for team and project work which can also be used in seminars and workshops.



For quick meetings and informal get-togethers. Sedus temptation high desk without media panel



The best ideas are developed where there is a sense of well-being. Sedus sofa.



Relaxed meetings are more successful. Sedus sofa lounge furniture system.



Screening elements which can be turned and twisted at any time. Sedus visvall screen system

## For a new meeting culture.

A further innovative element for the office is attractive lounge furniture for informal and work-related face-to-face communication – the furniture exudes a sense of homeliness and precisely those stimulating qualities associated with the places where we feel at ease. The pieces can be used in open plan interiors and also make a great impression in imposing executive offices. They can be combined with practical screen elements which offer visual and acoustic protection and which can also enclose areas for confidential meetings if necessary. They are mobile and extremely flexible: The rotating slats can be quickly turned for full or semi-screening as required.

You can find more extensive information in the relevant product brochures.

- » grand slam
- » meet chair & table
- » olé
- » smile
- » temptation twin
- » sofa
- » visvall

# Media technology<sup>5</sup>

Perfect integration

<sup>5</sup> *Whilst modern technology may be complex, the use thereof must be as simple as possible in order to optimally support communication processes.*



» For office work; during conferences, team meetings and project presentations; in seminars, workshops and training sessions – access to data networks is continually required and, when notebooks are used, content also needs to be communicated audiovisually. Indeed, even during during informal chats in break areas, Internet access and a quick glance at a monitor can prove extremely useful. As a means to an end, highly complex media technology must always be available quickly, simply and without complications. This is also true in multi-functional rooms with variable furnishings. This has far-reaching consequences, both for planning and for furniture systems which serve to promote efficient and successful communication. For this reason, over the past few years Sedus has focused on the continual development of its media technology expertise.



Clever additional benefits: The sound-proofing wall also acts as a projection screen. Sedus mooia acoustic wall.

# Furnishings must be tailored to the media technology. And not vice versa.

Today, media technology dominates a wide variety of offices and conference rooms. What it should never do, however, is take over the interior design. Integration is the magic word. What this really means is that media technology comes first, this is followed by planning and, only then, can the furnishings be considered. Individuality is just as important as in-depth know-how of how the market works. Given the complexity and the speed with which technology advances, today it is the job of experts to keep abreast of the latest developments. That's why, in 2010, a competence centre was specifically set up to provide Sedus product developers and designers with expertise on high-performance and sustainable media technology. Right from the first sketch for a new product, Sedus combines its outstanding know-how on various technological options and their advantages and requirements with its core expertise on furniture systems which serve to optimise working and communication processes in the office. Sedus offers a comprehensive consultation service on these integrative competences for customised office, seminar and conference planning.



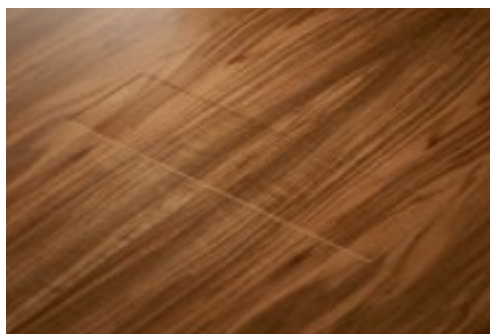
You can find more extensive information in the relevant product brochures.

- » mastermind
- » temptation twin
- » mooia

**Integrated.** Power and data connections can be integrated in desks and conference tables in a variety of ways so as to be quickly and easily accessible.



**Pooled.** The spectrum of solutions includes an easy-to-use control module for complete conference technology.



**Impressive.** Technology has to work but shouldn't necessarily be visible. Sedus offers many attractive options and customised solutions.

# Companies, people and the environment all benefit.

Sedus is committed to transforming working in an office into a profitable experience for all. For the benefit of both companies and their employees. This mission statement is laid down in the corporate policy, to which the thoughts and actions of everyone at Sedus are bound. It is an ideal which encompasses all of the important aspects for office work today and tomorrow and, in order to achieve it, Sedus relies on the areas of competence Holistics and Customer Orientation, Quality and Sustainability, and the concept Place 2.5.

With the concept Place 2.5, Sedus has developed a unique and innovative approach – the new office culture of productive well-being. The concept is based on perfect ergonomics, functionality and working conditions, and is embedded in office environments designed to enhance well-being, in which people like to work and are therefore more productive. Design, light, acoustics, atmosphere and air are just some of the most important elements.

The concept is testimony to Sedus' holistic and customer-orientated way of thinking. After all, companies today do not need more pieces of office furniture, but rather seamless and needs-orientated solutions for efficient working processes. They need future-proof office working environments that are consistent with the corpo-

rate culture. Sedus delivers just that with its comprehensive, flexible product range catering for all requirements and with its individual consulting and planning services.

Quality and sustainability have ultimately been the cornerstone of Sedus' success for more than 50 years now. In addition to working in a way that conserves resources, designing products which are recyclable, using ecologically tested materials and being energy-aware in its manufacturing, Sedus pursues one thing above all else: Product quality that lasts, because that's what is best for the environment.

For further information, visit [www.sedus.com](http://www.sedus.com) and [www.place2point5.com](http://www.place2point5.com)



**Company:**  
– DIN EN ISO 9001  
– DIN EN ISO 14001  
– EMAS III Environmental management



Around the world, Sedus adheres to the principles of the UN Global Compact for human rights, labour standards, the environment and anti-corruption.



**Products:**  
– 5-year Sedus guarantee  
– Safety-tested









[www.sedus.com](http://www.sedus.com)