



FOR IMMEDIATE RELEASE

Contact:
Cheryl Kramp
Exemplis Corp.

(714) 995-4800 x464
ckramp@exemplis.com

***IDEON INTRODUCES A NEW LINE OF SOFT SEATING
PURPOSELY DESIGNED FOR HIGH TRAFFIC AREAS***

Cypress, CA, June 3, 2013 — “High traffic – low stress” is a theme that will resonate with designers as IDEON® introduces Aviera™, a new product line of durable and affordable soft seating and tables. The fully customizable collection features anti-microbial finishes, large clean-out areas and performance fabrics.

“The Aviera collection was developed specifically for high traffic areas,” says Mark Mannon, Director of Product Marketing for IDEON. “It’s well suited for healthcare, education, hospitality and commercial environments.”

The stylish collection includes versatile guest, patient, bariatric and multi-unit seating, bringing new meaning to the term customizable. Seats can be specified in 21”, 24”, 30” and 44” widths. Linking tables round out the offering to create an ideal solution for high-traffic entry, reception, waiting and common areas.

Design Combines Aesthetics with Function

“Aviera is a beautiful, durable, and pleasurable seating experience,” Mannon said. “The ergonomic beech and maple arms were designed by the IDEON in-house design team. The curved, beveled profile conveys beauty, simplicity and comfort.”

Aviera beech and maple chairs are available in four wood stain finishes. All wood surfaces feature silver-ion antimicrobial finish that inhibits the growth of mold, mildew and bacteria. Urethane arm caps are an option. Upholstered arms can be specified as well.

-- MORE --



Design and Space Planning

The Aviera collection offers extraordinary flexibility for custom space planning. Chairs can be linked to tables, and preconfigured, start/center/end, and freespan multiples offer virtually limitless configuration possibilities. When planning multi-seating and linking tables, accuracy is critical. After an order is received for multi-seating or linking tables, a visual confirmation will be sent to the customer to verify every element.

Aviera provides a structurally secure seating experience that makes getting into and out of the chair as pleasurable and safe as sitting on it – perfect for bariatric users. Robust ¼” steel brackets secure the seat and back. The bariatric models have a weight capacity of 750 lbs. (30” or 44” seat).

Thousands of textile options ensure design flexibility to match and enhance any architecture or color scheme. Accurate fabric matching ensures that patterns line up perfectly. Frame accents and table finishes help create a relaxing environment for a range of users from patients to guests.

Aviera components are easily and quickly field replaceable, ensuring years of cost-effective maintenance.

Pricing and Availability

Suggested list pricing for the 21” maple guest chair with wooden arms and grade 1 fabric is \$835. The Aviera collection in maple and beech will be available in June 2013 with IDEON industry-leading 10-day lead time on all products and options with standard fabrics. Metal arm options will be available later in Q3.

About IDEON

IDEON lounge seating and table collections are designed for education, healthcare, hospitality and office environments. IDEON delivers high-quality, stylish lounge seating affordably and quickly, with an industry-leading 10-day turnaround time. Timely shipping and the flexibility of a build-to-order business model has revolutionized the way furniture is specified. IDEON is a brand of Exemplis Corporation, a leading U.S. designer and manufacturer of build-to-order furniture. Exemplis is headquartered in Cypress, California.

Learn more at ideondesign.com.

IDEON and Aviera are trademarks or registered trademarks of Exemplis Corporation. Copyright 2013 Exemplis Corp.

###