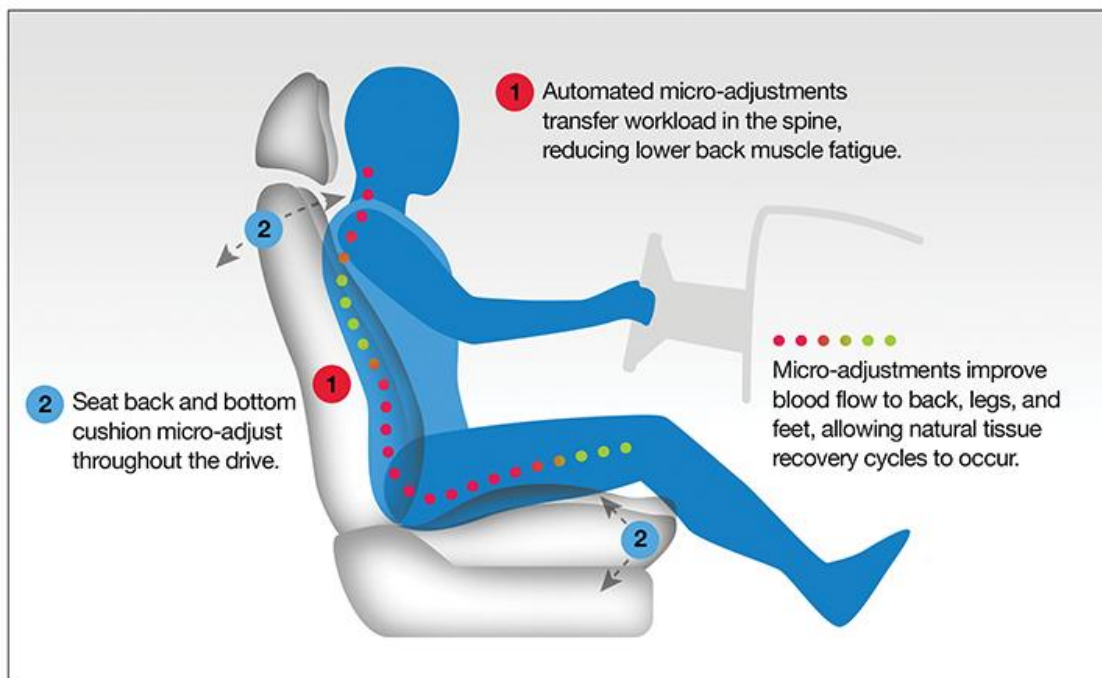


## Mercedes-Benz, Comfort Motion Global Launch New Motion Seating Technology

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Germany's Mercedes-Benz is launching a new automotive seat with Indiana-based Comfort Motion Global, which offers motion seating software. Unlike traditional massage seating, this technology works to prevent pain from static seating, as opposed to treating pain resulting from static positions.

Automotive Motion Seating is a proactive technology which preempts tissue fatigue, reduces related discomfort and improves overall wellness.

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technology works to prevent pain from static seating, as opposed to treating pain resulting from static positions.

Motion seating is designed with the goal of preventing tissue fatigue and reducing seat discomfort. Through the vehicle's touch screen feature, a driver's seat can adjust and redistribute weight, as well as improve driver alertness.

Automated, micro-adjustments of the driver and passenger seats prevents driver fatigue and improves wellness. Occupants get lumbar support, bolsters, heating and cooling, and existing massage functions administered through a memory foam programmed seat.

For the driver's convenience, the technology is a flexible software solution, which automatically adjusts the driver's seat back and bottom cushion. With small motions, the automatic system redistributes the occupant's weight. While continuously adjusting, the system transfers the workload in the spine and supporting muscles to a new area, which allows human tissues to recover.

Mercedes-Benz is the first automobile manufacturer to collaborate with Comfort Motion to bring driver wellness seating and technology to the marketplace.

Paul Phipps, an Indianapolis chiropractor and chief medical officer and director of research and development at Comfort Motion, says some of his research for seat motion technology came from treating his long-time patients with chronic back pain associated with sitting.

"Specializing in human performance biomechanics, I had worked extensively with professional athletes helping them to create structural balance, increased flexibility, and greater stability," says Phipps.

He says he realized that the same principles he used on his patients could be applied to extensive periods of sitting in a car.

"Once our theories proved out scientifically, we formed our company, Comfort Motion Global, with the goal of increasing driver alertness and wellness and eliminating the harmful effects of sitting, thereby supporting a healthier lifestyle for drivers and passengers," he says. Mercedes-Benz has offices in Ann Arbor, Redford, and Farmington Hills.

<https://www.dbusiness.com/tech-mobility-news/mercedes-benz-comfort-motion-global-launch-new-motion-seating-technology/>