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Release Date:

12-24-2024

CMG HEALTHY MOTION SEATING™: REVOLUTIONIZING PASSENGER COMFORT AND WELLNESS IN THE SKIES – PRESENTED AT RED CABIN ASIA SUMMIT (TOKYO)

TOKYO, JAPAN, December 4, 2024

Dr. Paul Phipps, Comfort Motion Global's (CMG) Chief Medical Officer and Director of Research and Development, presented CMG's Healthy Motion Seating™ technology to Aviation Industry executives from Airbus, leading airlines, cabin and seating suppliers, designers, and journalists, at the Red Cabin Asia Summit hosted by All Nippon Airways (ANA) in Tokyo on December 4, 2024.

Healthy Motion Seating™ is patented breakthrough technology that offers a major leap forward in comfort and wellness for first-and business-class passengers on long-haul airline flights.

Dr. Phipps presented the results of a 2023 study by researchers from Cardiff Metropolitan University and Macquarie University, which proved that there are noteworthy psychological and physiological benefits to passengers in seats equipped with Healthy Motion Seating™. Passengers experienced improvements in mood, less discomfort and pain from prolonged sitting, and significantly better blood flow to the legs, in seats equipped with Healthy Motion Seating™.

CMG's technology makes occasional small, slow adjustments to the passenger's seating position, gently moving them from one comfortable position to another, without disruption "like melting butter." The small motions redistribute body weight, reducing the tissue fatigue and blood vessel compression that leads to discomfort, pain, and reduced blood flow to the legs. The technology has already been adopted by two of the world's preeminent automakers, Mercedes-Benz (in 2018) and Bentley (in 2022), and it is a natural fit for long-haul airline seats where the comfort and wellness benefits to passengers on long haul flights that can exceed 20 hours will be enormous. Importantly, Healthy Motion Seating is a software-only solution that requires no additional hardware and no weight—a major benefit in the airline industry striving to achieve zero net CO2 emissions by 2050.

"Healthy Motion Seating™ is a feature that hits all of our objectives", said an executive from an award-winning global airline that cannot be identified due to confidentiality.

"As leading airlines increasingly prioritize passenger well-being, our technology offers a unique, patented, innovative solution that combines science, comfort and wellness, and sustainability," said Dr. Phipps.

For more information on CMG's Healthy Motion Seating™, visit www.comfortmotion.com or contact our Aviation Sector Business Development team (contact information provided above).

This press release highlights the **transformational impact** of CMG's technology, emphasizing its benefits for **health and comfort** as well as its alignment with the industry's sustainability goals.