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**Release Date:**

February 10, 2025

**CMG® HEALTHY MOTION SEATING®: REVOLUTIONIZING PASSENGER COMFORT AND WELLNESS IN THE SKIES – FINALIST FOR THE 2025 CRYSTAL CABIN AWARD**

INDIANAPOLIS, INDIANA, February 10, 2025

CMG's **Healthy Motion Seating** has been named one of the three Finalists in the Passenger Comfort category for the prestigious **2025 Crystal Cabin Award**, recognizing groundbreaking innovations in airline interior design. This announcement, after Healthy Motion Seating was shortlisted for the award in December, further underscores a growing emphasis on passenger health and wellness in the aviation industry, particularly for first- and business-class travelers on long-haul flights.

Dr. Paul Phipps, CMG's Chief Medical Officer and Director of Research and Development, shared: "We are thrilled to reach the final round for the 2025 Crystal Cabin Award. Our technology is a game-changer in addressing the physical and psychological challenges of prolonged air travel. Healthy Motion Seating improves passenger well-being by enhancing comfort, boosting circulation, and reducing the discomfort that accompanies hours of sitting."

## Enhancing Passenger Wellness at 35,000 Feet

Prolonged immobility during long flights leads to discomfort, fatigue, and diminished blood flow—factors that detract from passenger well-being. **Healthy Motion**

**Seating**® counteracts these issues with **subtle, small, gradual seat adjustments** that:

- **Redistribute body weight**, reducing tissue fatigue that leads to pain and discomfort.
- **Promote better circulation**, minimizing the risk of stiffness, swelling, and deep vein thrombosis.
- **Elevate mood and comfort**, as proven in independent university studies.

Healthy Motion Seating provides a **seamless, therapeutic experience**, described by passengers as “moving from one comfortable position to another like melting butter.”

## A Perfect Fit for Airline Sustainability Goals

In addition to its wellness benefits, Healthy Motion Seating aligns with the aviation industry’s **sustainability objectives**:

- **Software-based solution**: Requires no additional hardware or weight, preserving fuel efficiency.
- **Eco-conscious innovation**: Supports airlines’ commitment to achieving net-zero CO2 emissions by 2050.

## Global Recognition and Industry Adoption

Already embraced by luxury automakers Mercedes-Benz and Bentley, and in various stages of development with other globally recognized brands, Healthy Motion Seating has proven its value in enhancing automobile driver and passenger comfort and wellness. Its adaptation for long-haul airline seats represents a **natural evolution** in premium airline seating technology, offering unparalleled comfort on long overseas flights that can exceed 20 hours.

“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 to differentiate their customer experience on long overseas flights, CMG’s technology offers a unique, patented, innovative solution that combines science, comfort and wellness, and sustainability,” said Amy-Ruth Hallett, CMG Business Development Partner for the Aviation industry.

For more information on CMG's Healthy Motion Seating®, visit [www.comfortmotion.com](http://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.

