



President Obama is “Moved” by the Stir Kinetic Desk at First White House Maker Faire

The Stir Kinetic Desk aims for a position as the “Most Powerful Desk in the World” with a Presidential demo at “National Day of Making”

June 19, 2014 – Washington, DC — The Stir Kinetic Desk, the world’s only learning, height-adjustable desk, caught the eye of the 44th President of the United States during the White House Maker Faire, celebrating American innovation and job creation from entrepreneurs across the country. Stir participated in the Maker Faire alongside customer and partner Factorli, an urban factory based in Las Vegas, NV that offers a unique space that serves makers, designers, and startups of all sizes, helping them manufacture and bring new hardware innovations to market in the US. Factorli Founder and CEO, Jen McCabe, was on-hand to show a 3D visualization of their facility as well as demo the Stir Kinetic Desk for the President.

President Obama spoke at the event, declaring today a National Day of Making - “New tools and technologies are making the building of things easier than ever. There is a democratization of manufacturing that is potentially available because of technology.” The President continued, “We've got to make sure that more Americans have the skills and opportunities to land a job in a growing industry or to create entire new industries.”

President Obama spent a few minutes testing out the Stir Kinetic Desk, and experiencing the effortless movement of the desktop surface. The desk features a built-in touch screen that lets the user seamlessly transition between sitting and standing positions with a simple double tap. Using a presence sensor, a built-in touchscreen, activity tracking software and a Wi-Fi connection, the Stir Kinetic Desk learns users’ habits and adapts to their daily routines to optimize fitness and productivity. Presidents and others get data on extra calories burned, time spent standing vs. sitting and more, all on the built-in screen.

“Stir embodies the ability for American entrepreneurs to dream big and succeed, and manufacture billion-dollar products in the US,” said Stir CEO, JP Labrosse. “To be represented at the first ever National Day of Making at the White House is an incredible honor and the culmination of an effort that started 2 years ago with a team of two people in a 120 square foot office. In just the past few months, we’ve shipped a sold-out production run of Stir Kinetic Desks, bested furniture titans to win one of the most significant awards in the furniture industry, and displayed our desk in the White House. We couldn’t ask for a better American entrepreneurial success story than that.”

About Stir:

The Stir team includes alums of Apple, IDEO and Humanscale. The company’s founder and CEO, J.P. Labrosse, was part of the original iPod team at Apple, and sold his last startup, RayTracker, to First Solar. The company’s flagship product, the Stir Kinetic Desk, brings one of the most common and unchanging pieces of any office into the modern, connected era, with a focus on improving and quantifying personal health. The Stir Kinetic Desk combines the best features of health-focused connected devices with adaptive home/office automation to create an entirely new work experience focused on creating a balanced and inspired lifestyle. The company is based in Los Angeles, CA and is privately funded. The Stir Kinetic Desk is designed and built in the USA.