



The Stir Kinetic Desk Is Now Available For Sale

The world's first connected, height-adjustable, learning desk is available for purchase at stirworks.com; exclusive first run of fifty desks to ship in February 2014

November 21, 2013 – Los Angeles, CA – Stir, the Los Angeles based startup founded by alums from Apple, Disney and IDEO, announced today that the Stir Kinetic Desk is available for purchase. The Stir Kinetic Desk is the world's first connected, sit-stand desk that learns and adjusts to user preferences to improve fitness and productivity while working.

The first 50 customers to place orders have access to an exclusive first run of desks released by the company for sale. The Stir Kinetic Desk retails for \$3,890, and customers can reserve theirs at www.stirworks.com with a deposit of \$300; the balance is processed when the desk ships in February 2014. The second batch of Stir Kinetic Desks is scheduled to begin shipping in April 2014. The desk, available in multiple finishes and color configurations, will also be available at the tightly-curated WIRED store, opening December 4th in New York City.

"The days of sitting at your desk for 8 hours are over," Said JP Labrosse, Stir CEO "Sitting today is like smoking in the '60s – lots of people do it, even though they know it's bad for them."

"Stir is looking to add positive alternatives to a sedentary lifestyle," continued Labrosse. "We want customers to feel inspired in their work, and the Stir Kinetic Desk will help them be both healthier and more productive."

The Stir Kinetic Desk features:

- **Built-in touch screen** – The user can seamlessly transition between sitting and standing positions with a simple double tap on the capacitive touchscreen.
- **Health tracking software** – Users can easily swipe on their touchscreen to review data on calories burned, time spent standing vs. sitting, and more.
- **Learned preferences and goals** – Through continuous use, the desk learns and adjusts to user preferences and health goals, suggesting times when a user is likely to stand or change positions.
- **Active Mode featuring "Whisperbreath"** – A single button on the front of the desk allows users to turn on Active Mode. When in Active Mode, the user is invited to change positions at certain times, based on their preferences and goals, through a gentle one-inch rise and fall of the desk called Whisperbreath.
- **Integrated Bluetooth and Wi-Fi** – The desk will be able to pair with other wellness and fitness apps and devices in the future, and be able to receive wireless software updates.
- **Clean cable management** – A single power cable connects to extensive hidden AC and USB ports embedded in the desk. This keeps desktops clean, devices charged, and prevents the desk from being anchored in the seated position by a cable.
- **Handcrafted materials, built in the USA** – The desktop is made of hardwood with premium finishes, handcrafted and hand-finished in New York. The desk is assembled in Nashville, TN.



- **Customizable design** - Customers can match the desk to their style by selecting from two different color configurations for the desk surface: white or espresso, and four underside colors: green, crimson, ultramarine or charcoal.

Customers can purchase a desk at www.stirworks.com, or visit the WIRED Web Store at: <http://store.wired.com/product?id=178>. Customers visiting New York City can see and experience the Stir Kinetic Desk in person starting December 4th at the WIRED Pop-Up Store located at 353 West 14th Street in the Meatpacking District.

About Stir:

The Stir team includes alums of Apple, Disney and IDEO; the Stir founder and CEO, JP Labrosse, was part of the original iPod team at Apple. 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 smart 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.