



Beyond the Corner Office: Introducing the Stir Kinetic Desk M1

Stir releases a new desk featuring cloud architecture, updated electronics with faster processing speeds, and flexible design for large scale deployment to consumers and businesses alike

January 22, 2015 – Los Angeles, CA – Stir, creators of the Stir Kinetic Desk, unveiled the latest addition to the Stir product line: the Stir Kinetic Desk M1. Joining the flagship executive model F1, the new Stir Kinetic Desk M1 offers a slim, flexible design and lower price point. The new M1 expands the Stir experience beyond the home and corner office, ready for full-office installations from 10 to 10,000 desks.

Like the executive F1, the new M1 is a height adjustable desk driven by software that senses your presence, learns your preferences, enables you to set goals, and actively reminds you to change positions throughout the day.

Starting today, both the F1 and M1 feature entirely new, custom designed electronics that provide a faster and richer experience for users. The processor is 4x faster (1GHz-Cortex-A8 (ARMv7)), along with doubled data storage capacity. The new 5" LCD screen has 800x480 resolution with a 360 degree field of view, significantly increased brightness, and an anti-glare film, making it much easier to see in any office environment. Five-finger multi-touch support has also been added, enabling future features such as "pinch to zoom". Finally, the electronics design is completely modular, including a Single Board Computer (SBC) and our proprietary cape module, housed together in a removable electronics enclosure making the desk very easy to service in the field.

The Stir Kinetic Desk moves between user-selected heights with a simple double tap on the embedded touchscreen and reminds you to move with the Stir signature Whisperbreath™ function, a gentle 1 inch rise and fall of the desk surface. All Stir Kinetic Desks feature ultra-smooth and quiet motorized legs that move the desk up and down without vibration or shudder.

"The response to the Stir Kinetic Desk has been amazing; over the past year we have been flooded with requests to release a Stir Kinetic Desk in a form factor that would fit into any large office installation. Most important, though, is that we really are changing the way people work - on average, Stir Kinetic Desk users stand for half their day, while 95% of users move everyday - that is tremendous." said JP Labrosse, CEO and founder of Stir. "We poured everything we could into meeting the demand for this new product, collected all of our customers' feedback, and spent the last year scrutinizing every detail to perfect the M1."

For consumers, the new Stir Kinetic Desk M1 has been designed with a curved, organic shape and gently sloped front edge that provides maximum comfort for users' arms. The slim, flexible desk profile allows for the addition of a broad variety of accessories, including monitor arms, keyboard trays and task lamps, while still offering cable management through table-top cutouts to keep the desk surface clean and clutter-free. The new M1 is 30" X 60" and can be assembled by two people using only eight screws and an allen wrench, all of which is included in the desk packaging.

For large-scale installations, the M1 is available in a rectangular shape popular in most office settings and can be manufactured with nearly any work surface, finish or customer originated material.

The new Stir Kinetic Desk line also comes with a cloud-based architecture, allowing for transferrable user data that can "travel" with workers as they move between desks within a company network or around the world. Leveraging low-energy Bluetooth devices like Fitbit, the desk recognizes and can seamlessly identify one user from another, making it effortless for users to be logged in and out of any Stir Kinetic Desk. This advanced cloud architecture will provide a platform for more integrations and expanded features in the future, with Android and iOS compatibility in development.

Customers interested in purchasing an M1 can buy from the Stir website: www.stirworks.com; the new M1 is also available for purchase through select Relax the Back stores and at allmodern.com. In addition, M1 desks are available through commercial contract furniture dealers across the country. Visit the Stir website for more information about contract sales and retail locations. M1 MSRP is \$2,990 including shipping, while the F1 MSRP is \$4,190 including white glove delivery. All desks purchased direct from stirworks.com come with a 30-Day Money Back guarantee.

About Stir:

Stir creates adaptive technology products for the home and office to help people do their best work. The "Stir Experience" integrates the best features of quantified self and internet of things into unexpected products, to increase productivity, improve health and create inspiration. The company's flagship Stir Kinetic Desk launched in late 2013 and won top honors and accolades including Popular Science 100 Greatest Innovations of 2014, Interior Design's HiP award, Entrepreneur Magazine's 100 Brilliant Companies, and a gold medal from furniture industry's most prestigious yearly showcase. The company is based in Los Angeles, California, and is privately funded. The Stir Kinetic Desk is designed and built in the USA.

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