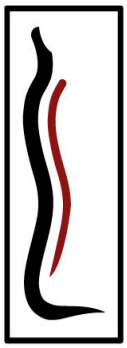
ProBax Advanced Seating Technology for Auditoriums



ProBax®
Advanced Seating Technology



Kirwin & Simpson
SEATING

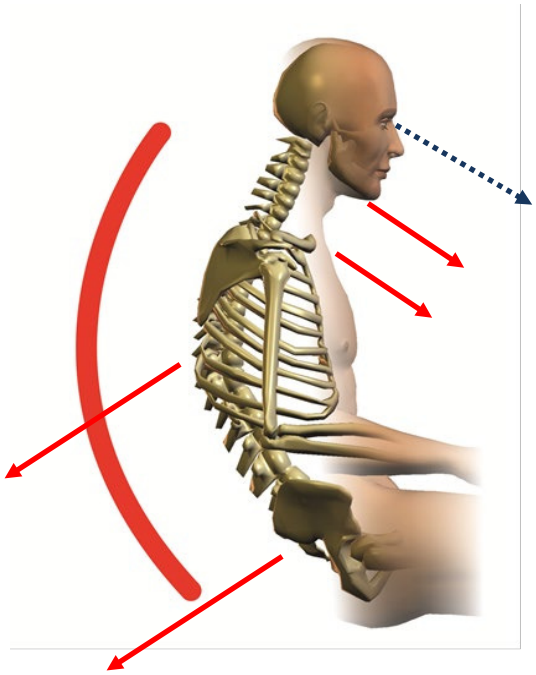
What is ProBax?

- ProBax is a patented system of foam inserts located in the seat base cushion.
- The geometrical design and location of the inserts are unique for each seat.
- The ProBax system is individually developed for each seating application.
- The ProBax seat is then manufactured under license via an EXCLUSIVE agreement with the leading seat manufacturer, Kirwin & Simpson of the UK.
- ProBax can be fitted in ANY seat with a foam base.
- ProBax works with any seat design, upholstery, size or function.
- ProBax does not change the appearance, design or feature specification (e.g. recline, table, arm rests, sound / vibration function) of any seat.
- ProBax uses only existing standard materials and manufacturing processes.
- ProBax meets ALL regulatory requirements.
- ProBax is already used in theatres, cinemas, lecture halls and corporate auditoriums, Opera houses and a range of transport and static seating products world-wide.
- Delivery lead times, installation and maintenance for the seat are NOT affected by the inclusion of ProBax.
- **ProBax can be added with a simple change of the seat base in any seat.**

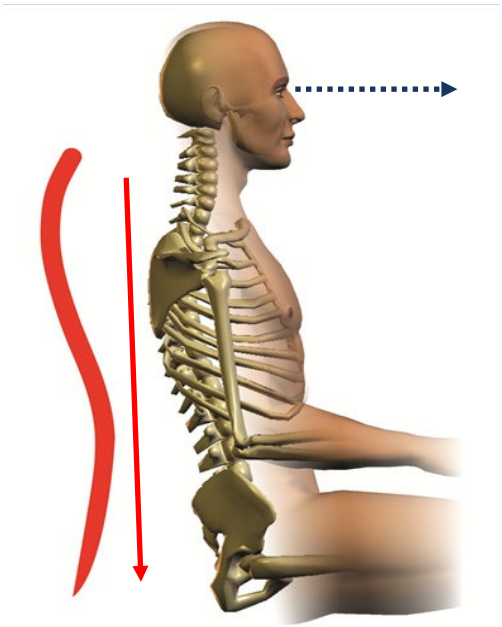


How does ProBax Work?

- The average human head weighs 9.5lbs and needs to be supported by the spine.
- To do this the spine has a natural “S” shaped curve.
- Conventional seats let the pelvis of the seat user to rotate backwards into a position where the spine has an unhealthy “C” shape.
- This “C” shaped posture causes the head and shoulders to fall forward leading to muscle ache and discomfort.
- ProBax prevents the pelvis from rotating backwards when sitting leaving the seat user to sit in a more upright, natural and healthy posture.
- Human anatomy allows ProBax to work for 95% of the population.
- The “S” shaped curve greatly reduces strain on the neck and back
- It improves blood and oxygen flow through the body and reduces muscle fatigue and cramps.
- ProBax transfers weight through the spine and the seat base ↓ and NOT through the muscles or the back of the seat
- The head and shoulders DO NOT fall forward in ProBax seats. →
- Line of sight is improved by better posture ⇢



Conventional Seat
Slumped Seated Posture
“C” Shaped Spine



ProBax Seat
Natural Seated Posture
“S” Shaped Spine

What are the Advantages of ProBax?

- Increased comfort, increased comfort and increased comfort.
- **78% of those tested preferred the ProBax over the original seat for comfort.**
- More of the seat user's back is in contact with the seat giving greater support to the body of the user.
- ProBax reduces muscle ache and cramping.
- ProBax reduces fidgeting and movement in the auditorium resulting in an enhanced experience for the whole audience.
- ProBax improves concentration due to better blood flow and oxygenation.
- ProBax cushion life is extended by up to 25% compared to conventional cushions due to reduced movement and fidgeting by the seat occupant.
- ProBax gives improved digestion due to the upright seated position.
- In reclining and rocker chairs the body reclines from the hip joint rather than from the middle of the back improving the seat function and comfort.
- ProBax seat users are less likely to cross legs or rely on arm rests.
- For older and smaller venues, ProBax creates a feeling of greater space between the rows of seats for the seat user and reduces the annoyance of being "kicked in the back" from the seat row behind.
- ProBax is quick and easy to fit and as a result is a **VERY COST-EFFECTIVE** improvement to any auditorium.
- Because the cushion dimensions are unchanged **ProBax can be fitted as a refurbishment to existing seats** by simply ordering replacement seat bases.

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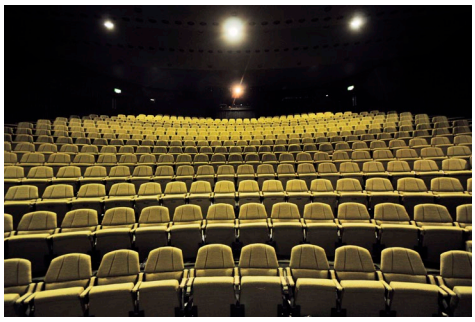
Who Else has ProBax?

The ProBax system is currently installed or in testing with a number of well-known international customers including the following:



- ODEON Cinemas (Europe wide)
- Ambassador Theatre Group – Worldwide
- Delfont Mackintosh Theatres – UK
- 10 Performing Arts venues – UAS
- 9 Corporate Auditoria – Global
- 27 Conference Centres – USA
- 3 Marriner Theatres – Australia
- CineMark Cinemas - USA
- Nordisk Cinema Group - Scandinavia
- RADA - UK
- Metropolitan Opera House - New York
- 27 London West End theatres - UK
- Golden Village Cinemas -ASIA
- Jujamcyn Theatres Broadway - USA
- Novotel Conference Centres - Europe
- Sofitel Conference Facilities – Europe
- Edinburgh Planetarium - UK
- Lotus Cars – UK
- 95% of UK public transport buses
- Delta Air Lines - Atlanta
- VOX Cinemas – GCC
- Knoedler Truck Seating - Canada
- Hagie Agricultural Equipment
- Bombardier Business Jets
- ICON Aircraft
- The Federal Aviation Administration (FAA)
- Chrysler Motor Company
- Airbus Industries





Other ProBax Facts

- ProBax technology has its origins in the medical field and evolved out of the Scottish Rite Children's Hospital in Dallas and their he need to help young children with spinal deformities.

- The ProBax brand, found on all seats containing the technology, is rapidly becoming synonymous with enhanced seated comfort across a range of industries and sectors.

- Patented globally the ProBax name and logo are also protected giving users marketing opportunities

- Awarded the 2011 Innovation Award by the UK Furniture Research Association



For further information please contact:

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