

## CeBIT 2007 Exhibition Wrap-up

Darling Harbour Sydney (1-3 May)



AME System exhibited for the 1<sup>st</sup> time at CeBIT during may 2007 this year at the Sydney Darling Harbour Convention and Exhibition Center. CeBIT is the largest technology exhibition in Australia featuring companies showcasing their products from all over the world.

AME System was exhibiting their electric height adjustable computer desks, the “activDesk” which is an ergonomically designed computer desk that features full height adjustment and smooth lines. Sean McAdam and David Zielinski were the representatives sent by AME System to the show. While the company has exhibited at other exhibitions such as Safety In Action (SIA), the demographic of people attending this exhibition was completely different.

We found that people attending the show were mainly in IT&T related fields and therefore had more of an “open” mind to emerging technology and trends; they were quite startled when walking by our stand with a desk that was having its height adjusted automatically via a remote control that was being used for the show.

Both Sean and David spent considerable time talking with people attending the show including other vendors, conference delegates, special guests and the general public. Both Sean and David were able to effectively communicate and raise awareness of the benefits of having a height adjustable computer desk in the workplace environment. People were also able to discuss their current situation relating to their health and the amount of time they spend at a desk and in front of a computer system. Surprisingly a large number of people were already suffering ill effects as a direct result of spending too much time at a static desk. Some areas of interest that were discussed were:

### Static Loading (Sit vs. Stand)

This covers the amount of intradiscal pressure on the upper body while performing various tasks. Sitting puts more intradiscal pressure on the upper body than standing. This is largely due to high-compression loadings on the spine while sitting down. Sitting still in an upright position places 70% more static loading on the upper body than standing does. In the standing position the natural curvature of the spine permits the body to achieve a loading balance that is distributed through the whole of the musculature. Prolonged sitting causes a steady compression on the spinal discs that can contribute to their premature degeneration.

### Static Muscle Fatigue

Movement is key when it comes to health, prolonged static postures from computer use induces static muscle exertion, which inhibits blood flow. While standing does increase blood flow and circulation throughout the body it can also cause blood to pool in the feet and legs; the only way to combat this is to alternate between sitting and standing, changing your posture throughout the day.

### Ergonomics and Design

Obviously the health benefits of having a height adjustable computer desk are enormous, however if the desk is not designed for a specific purpose or multitude of purposes then productivity suffers. By having a “crescent-shaped” work bench, this places the user at the epicenter of desk. This design reduces that amount of over-reaching by allowing objects located on the work surface to be accessed easily without strain.

The whole event lasted for 3 days; overall the CeBIT 2007 Exhibition was a good experience for our first outing. We will be attending the 2008 show with an increased amount of electric height adjustable desks on display along with additional media and information placed in and around the stand. Attached are some photos from our stand this year.

