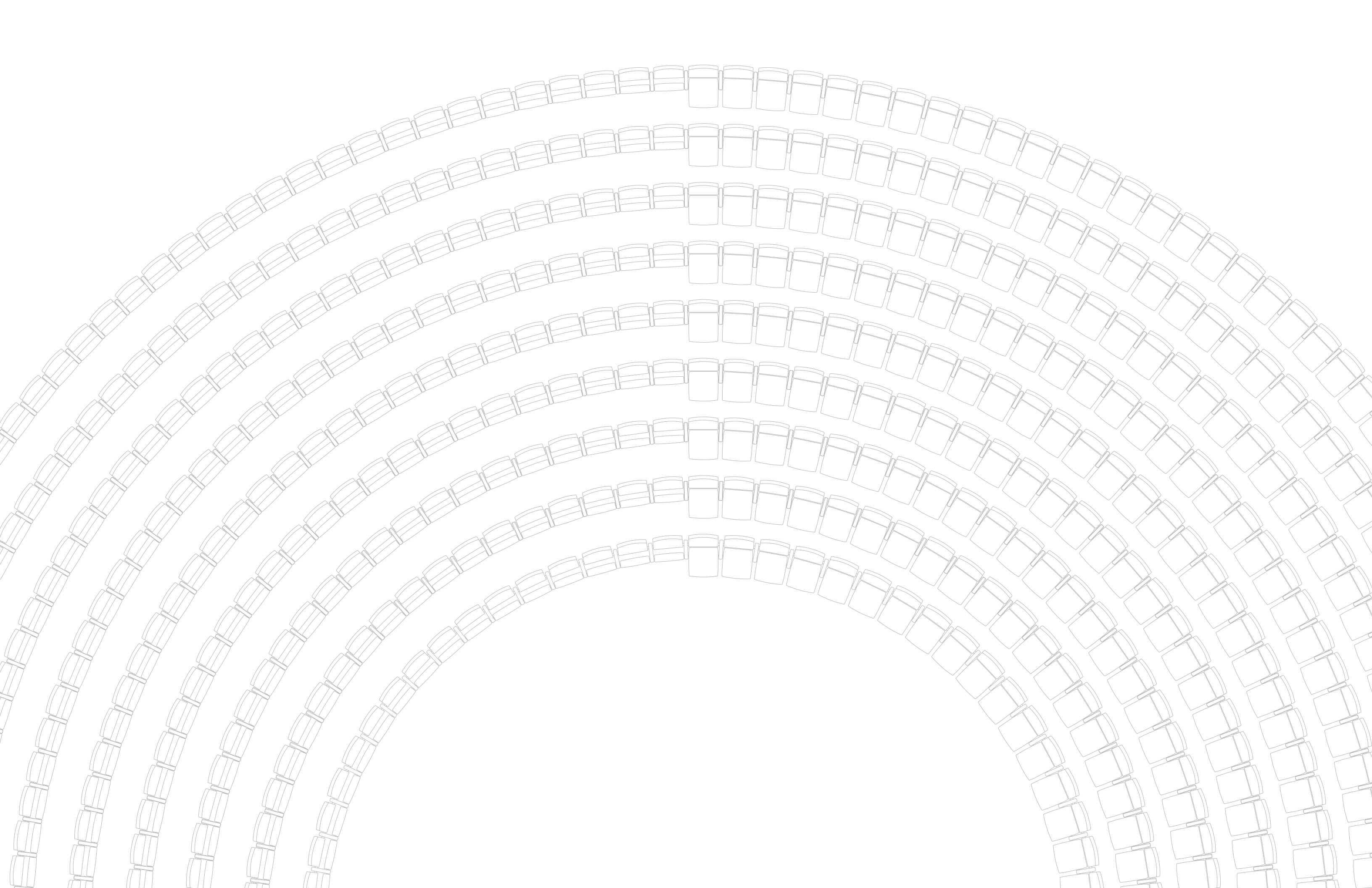


SEI2IES®

S E A T I N G

WHO WE ARE



WHO IS SERIES

A DYNAMIC INTERNATIONAL ORGANIZATION
-THE LEADER IN INNOVATION, DESIGN
AND MANUFACTURING OF ERGONOMIC
FURNITURE OF THE HIGHEST QUALITY.

SERIES Seating is the worldwide leader in innovative design, manufacturing and installation of ergonomic public seating systems. For over 35 years we have raised the bar in public seating by offering state-of-the-art products with cutting edge technology at competitive prices. SERIES is committed to exceeding customer expectations and improving quality of life by providing the best products on the market, manufactured with the protection of the environment in mind. These values and principles are reflected throughout SERIES and can be seen in our products, our people and every business relationship.

Mauricio Olarte, CEO and founder of SERIES, has earned international recognition over the past quarter century for designing innovative seating products that conserve space and reduce the cost of ownership. All SERIES seats incorporate dynamic ergonomic designs to facilitate “active sitting” which increases blood circulation and reduces back strain, joint stiffness, and muscle strains – even when sitting for long periods of time.

Why SERIES

SERIES is a full service provider, professionally staffed to partner with you on a successful seating purchase from concept to completion. From product selection, to layout design, to order processing, to production, to delivery coordination and installation – SERIES commitment to excellent service will maximize your satisfaction with both the process and the outcome. We view our customer relationships as long term, trusting that our service today will position us to answer all of your future needs.



SERIES HEADQUARTERS



COMMITTED TO THE USA & THE WORLD

Over a decade ago, we decided to establish our International Corporate Headquarters, including our Design & Engineering divisions, in Miami FL. Long committed to the USA and the world, Miami was an obvious choice due to its distinction for worldwide commerce and its convenient air and sea access. With additional corporate offices in Australia and Colombia and a global sales force, SERIES has installed seating in over 40 countries on 5 continents in worship centers, performing arts centers, auditoriums, arenas, stadiums, educational classrooms & lecture halls, waiting areas, cinemas, and home theatres.



CORPORATE HEADQUARTERS Miami FL, 20900 NE 30th Ave. Suite 901

SERIES AUSTRALIA



SYDNEY AUSTRALIA office building, at Belrose

SERIES FACTORIES

Founded in Bogota, Colombia in 1982, the first SERIES manufacturing facility was constructed against a mountainside surrounded by beautiful gardens. We truly care about more than just the bottom line and we were “green” before it was fashionable. Our factory was designed with a natural climate control system that offers clean air exchange, water harvesting, natural lighting and an ozone friendly hydro-chlorofluorocarbon-free, water only, foam blowing process. All waste products are either reused, donate, or completely recycled.

SERIES is at it again! It is an exciting time as we acquired a 202, 969 square foot manufacturing facility in North Carolina in 2017, providing a win-win opportunity for our company. By securing this plant, SERIES Seating is bringing its manufacturing and distribution closer to our customers, a commitment we take very seriously. Furthermore, by breathing new life into the former Boling Furniture building in Mount Olive, we are revitalizing the local landscape and impacting the growth of the area economy and work force. Keeping with our heritage, the North Carolina facility will be equipped with state-of-the-art, environmentally sensitive machinery and manufacturing processes. Leaving a small manufacturing footprint while making a positive difference in the community is something we, at SERIES, strive to live by.

SERIES is ISO certified and all our products are manufactured in-house. While SERIES operates and distributes products on a worldwide stage, the vast majority of our raw materials are made in the USA.



MOUNT OLIVE, NORTH CAROLINA USA



FACTORY 202, 969 ft² and 38.44 acres

CHIA, CUNDINAMARCA COLOMBIA



FACTORY 60, 000 ft² and 9.5 acres



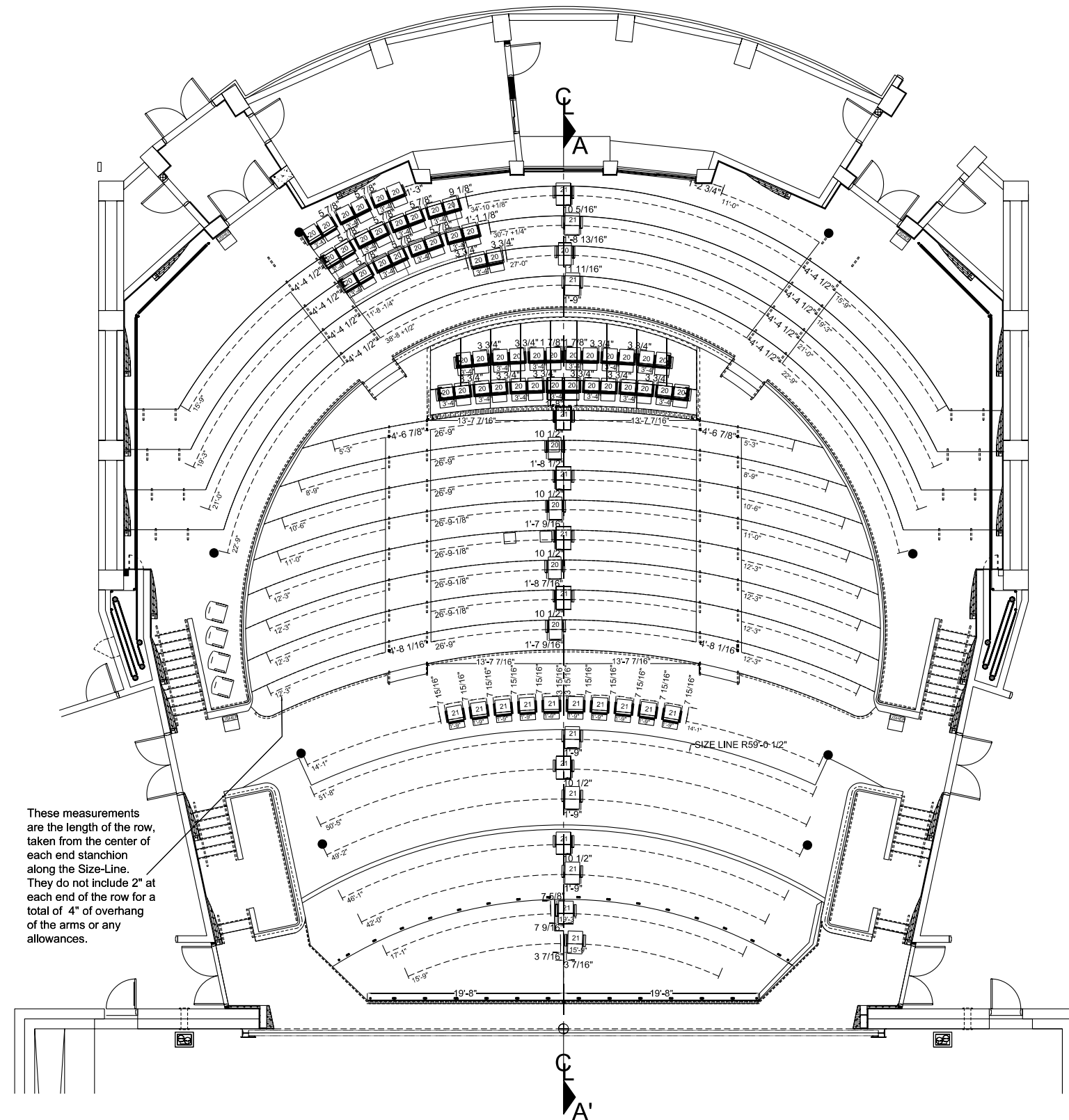
SERIES INSTALLATION

SERIES PATENTED DROP-IN ASSEMBLY SYSTEM SIGNIFICANTLY REDUCES INSTALLATION TIME TO PROVIDE COST SAVINGS BENEFITS.

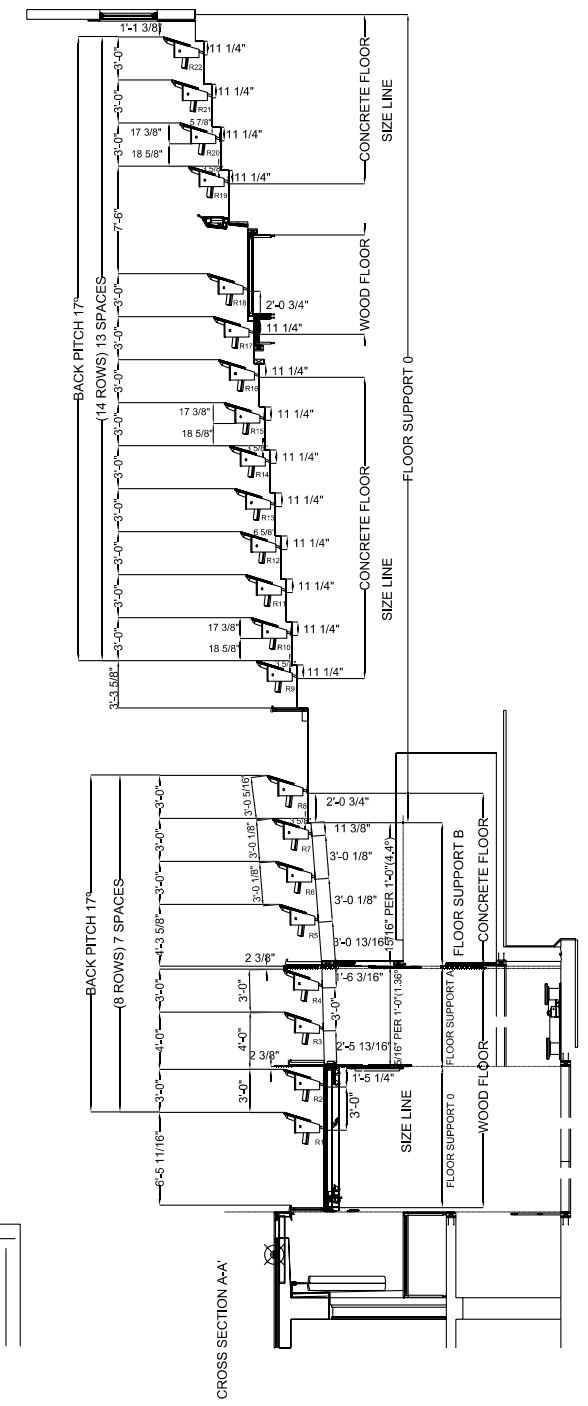
To ensure on-time delivery of auditorium seating, SERIES provides a timeline to establish the dates that specific information and approvals are needed from our clients. Our customers can also access an online project status report that displays in real time, the status related to all aspects of their order, production, and delivery stages. The assigned project manager coordinates and verifies the building readiness with the client before loading and shipping the product to the jobsite. This transparent process encourages open communication and leads to outstanding end results.

SERIES has mastered the critical window of time at the end of a project, which culminates with the seating installation. This allows us to maximize quality control on workmanship and prompt service follow-up. SERIES installation crews are dedicated and focused on the unique installation requirements for all of our products.

Typically our installation crews arrive at least a day before the product to begin the layout and site preparation. This allows immediate unloading and product organization that is typically completed within a two-hour timeframe. As with all project developments, the project manager keeps the client informed of the delivery and installation details before they happen.



These measurements are the length of the row, taken from the center of each end stanchion along the Size-Line. They do not include 2" at each end of the row for a total of 4" of overhang of the arms or any allowances.



SERIES INTERNATIONAL

SERIES HAS INSTALLED SEATING IN OVER 40 COUNTRIES ON 5 CONTINENTS.

SERIES is truly a global company with seating installed in over 40 countries on 5 continents and corporate locations in the USA, Australia, and Colombia. With over 35 years' experience, we have the expertise required to handle technical details of logistics, procedures, and customs around the world ensuring products get delivered and installed on time.



NORTH AMERICA

- U.S.A
- Alaska
- Canada

CENTRAL AMERICA

- Costa Rica
- El Salvador
- Guatemala
- Mexico
- Panama
- Puerto Rico
- Saint Martin

SOUTH AMERICA

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Ecuador
- Peru
- Venezuela

EUROPE

- Finland
- Germany
- Iceland
- Poland
- Spain
- Sweden
- United Kingdom

ASIA

- China
- Cambodia
- Hong Kong
- India
- Indonesia
- Japan
- Macau
- Malaysia

OCEANIA

- New Guinea
- Oman Emirates
- South Korea
- Thailand
- Taiwan
- United Arab
- Australia
- New Zealand

PERFORMING ARTS

SERIES performing arts products are ergonomically designed with a heightened sensitivity towards the overall aesthetic and are carefully engineered to meet the most demanding criteria of the industry. SERIES has engineered various innovative seating solutions that focus on the audience experience and the functional ease of use for management staff.

Our sales, design, and engineering team provides options to solve specific challenges at any venue and will provide the proper degree of customization necessary to meet even the most exacting specifications. Patrons applaud our chairs' smooth and quiet seat operation while the luxurious materials and quality workmanship envelops them in the lap of luxury.





ORDWAY CENTER FOR THE PERFORMING ARTS - ST. PAUL MN, USA
Seat, Madison 36" BW-SW



WINSPEAR OPERA HOUSE - Dallas TX, USA
Seat, Via Winspear 36" BW-SW



THE PALLADIUM - Carmel IN, USA
Seat, Custom Academy Reveal 33" BW-SW



ADRIANNE ARSHT CENTER ZIFF OPERA HOUSE - Miami FL, USA
Seat, Academy Reveal 33" BW-SW



ADRIANNE ARSHT CENTER KNIGHT CONCERT HALL - Miami FL, USA
Seat, Academy Reveal 33" BW-SW



COBB ENERGY CENTER - Atlanta GA, USA
Seat, Custom Academy Reveal BW-SW



THE BROAD STAGE - Santa Monica CA, USA
Seat, Custom Madison 34" BW-SW

EDUCATION FACILITIES

Architects and administrators agree that SERIES provides the greatest value and the most versatile seating options for lecture halls and educational facilities. After listening closely to market needs, SERIES answered by designing the most advanced tablet arm system in the world – AXIS™. This patented design delivers 15-30% increase in capacity over traditional tablet arms found in competing seat models. The tablet's wide, stable surface is designed for the comfortable use of laptops of any size. In addition, the AXIS™ is a viable option for both left and right-handed individuals.

The AXIS™ tablet moves from the stored position effortlessly with a natural arm motion and folds back into the stored position on its own when the occupant simply stands up out of the seat. When deployed or stored, the tablet does not intrude into the adjacent seat or aisle and does not require widening the seat to maintain comfort. The system's unique under-arm storage leaves the full armrest surface free for maximum comfort. There are no pinching hazards as is typical with most tablet arms on the market. The AXIS™ tablet offers the quietest operation and ease of use in the industry and can be customized to meet any specific requirements. It can also be incorporated to fit all SERIES seat models.





UNIVERSITY OF SOUTH FLORIDA - Tampa FL, USA
Seat, Idea Reveal 34" BW-SW



PINECREST SCHOOL - Fort Lauderdale FL, USA
Seat, Idea Axis 34" BW-SC



COOPER UNION ROSE AUDITORIUM - New York, New York, USA
Seat, Idea Axis 34" BL-SL

WORSHIP

SERIES is the leading provider of stewardship-sensitive seating for the worship market. Our seats have been designed specifically for the worship setting. They feature patented designs that provide quiet, maintenance-free seat operation that maximizes the use of space for increased seat capacity and traffic flow.

Whether it's theatre seats, pews, or stackable chairs, SERIES has designed products for both traditional and contemporary congregations alike. The Pew Optima® is a product that was designed to give the look and feel of a traditional pew while providing the benefits of a self-lifting seat product. The Pew Optima features the same-patented gravity lift seat, zippered removable fabric cushion covers, and no intermediate arms found in our theatre seats. The Optima® is the only product on the market that gives you self-lifting seats without the restriction of arm dividers and allows for a 20% increase in seat capacity over conventional church pews.





WILLOW CREEK COMMUNITY CHURCH - South Barrington IL, USA
Seat, Celebration



SECOND BAPTIST - Houston TX, USA
Seat, Celebration



PERIMETER CHURCH - Duluth GA, USA
Seat, Optima

CINEMAS

Many cinemas are focusing on luxury seating solutions to stay competitive in the market. SERIES durable construction, maintenance-free design, drop-in seat assembly, and lack of molded plastic exteriors have made it the cost-effective solution for cinemas and theatres looking to make the most of every seat in the house.





LINCOLN CENTER FILM BEALE - New York, New York, USA
Seat, Custom MovieMax



PASEO CINEMA - Pasadena CA, USA
Seat, Zeus



CINEMARK LA FLORESTA - Bogotá, Colombia
Seat, MovieMax



CENTRAL LADPRAO MALL - Bangkok, Thailand
Seat, MovieMax

SPORTS

SERIES offers a family of products with multiple levels of seating that can be customized to each stadium or arena's specification. Intentionally designed to provide unmatched comfort with a contemporary feel, our seats maintain a balance between function and form with clean lines that provide a modern aesthetic look. The chair's construction is tough enough to handle even the most ardent fan and the unmatched comfort will keep them cheering. In addition, the maintenance crew will appreciate the easy-to-clean surface and maintenance-free design of the chairs. With our patented drop-in seat assembly system, a seat or a back can literally be replaced in seconds.





ALLIANZ ARENA - Munich, Germany
Seat, Nest



CENTRO DE TECNIFICACIÓN - Villarreal Spain
Seat, Nest



MEYDAN RACECOURSE - Dubai, AE
Seat, Arc

FOOD COURTS

Customized for each client, SERIES tables and chairs are designed to integrate seamlessly into the specific design theme of the food court while maintaining the delicate balance between form and function. Our tables and chairs are engineered without exposed fasteners, which compromise functionality, maintenance, and aesthetics. In addition, our products allow for increased knee and foot room without obstruction under the tables, which maximizes space and comfort for the individual.





CENTRO COMERCIAL SANTAFÉ SHOPPING MALL - Bogotá, Colombia
Seat & Table, Ibiza



EL TUNAL SHOPPING MALL - Bogotá, Colombia
Seat & Table, Villa



SAN MARTÍN SHOPPING MALL - Bogotá, Colombia
Seat & Table, Neo



UNICENTRO OCCIDENTE SHOPPING MALL - Bogotá, Colombia
Seat & Table, Loop

WAITING AREAS

Our waiting area products are designed with a unique understanding of the complexities of high traffic seating areas. These spaces demand fast and easy replacement of stained or vandalized components (without tools), structurally sound supports that can easily withstand the rigors of everyday use for years on end, and high-end materials that do not scratch or scar. We have also implemented contoured edges to better absorb impact and “floating” seating systems that allow for quick and easy under-seat access and visibility throughout the areas for increased security.





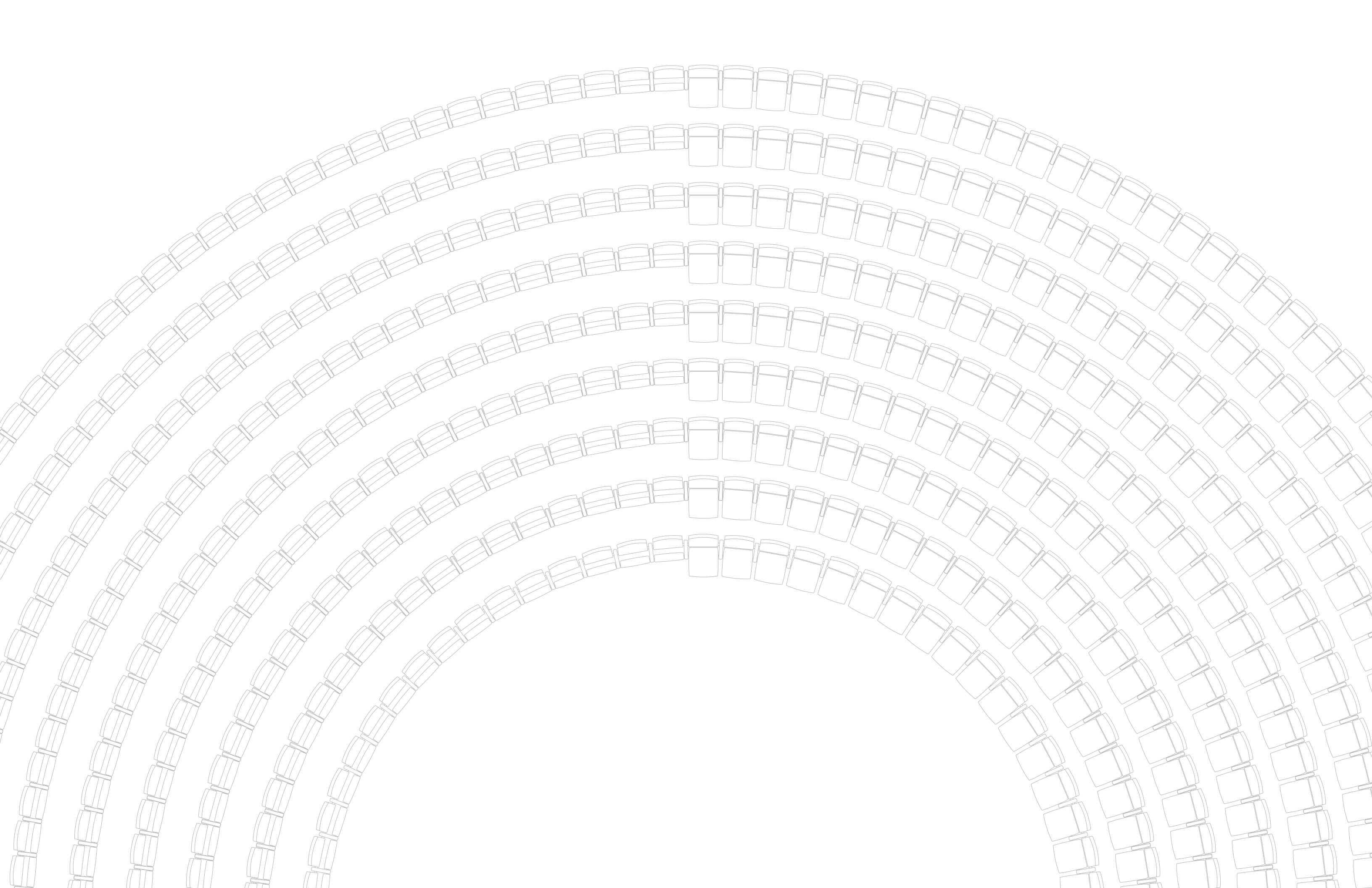
COMODORO INTERNATIONAL AIRPORT - Santiago de Chile, Chile
Seat, Galaxy



CLINIC DE LA MUJER - Bogotá, Colombia
Seat, Galaxy



EL DORADO INTERNATIONAL AIRPORT - Bogotá, Colombia
Seat, Galaxy





SERIES USA

Corporate Headquarters

20900 NE 30th Avenue

Suite 901

Miami, FL 33180

P + 1 - 800 - 729 - 1190 | + 1 - 305 - 932 - 4626

E info@seriesseating.com

SERIESWORSHIPSEATING.COM | SERIESSEATING.COM

SERIES Colombia

Carrera 7A Km. 21

Chía, Cundinamarca 250008

P + 57 - 1 - 518 - 8585

E info@seriesseating.com

SERIESWORSHIPSEATING.COM | SERIESSEATING.COM

SERIES Australia PTY LTD

68 Salamaner Way

Salamaner Bay, NSW 2317

P + 61 - 2 - 9986 - 3878 | + 61 - 412 - 085 - 982 | + 61 - 0412 - 435 - 089

E rxp@hadleyaustralia.com.au | hadley@hadleyaustralia.com.au

HADLEYAUSTRALIA.COM.AU | SERIESSEATING.COM

Member of Australasian Furnishing Research & Development Institute

© 2018 SERIES® Seating

Printed in USA by SERIES® Printing on FSC certified paper

0622171144

