

# Advanced Technology Showcase

Technology + One Haworth Center Summary

HAWORTH



In developing One Haworth Center, we challenged ourselves to create a technologically advanced space to inspire clients and partners, enhance member satisfaction, and simplify our ability to connect globally. At the same time, technology needed to be easily accessible and intuitive — never intimidating.

By thoughtfully integrating technology throughout the new headquarters, we have achieved a seamless, flexible infrastructure that supports users from common areas to private spaces, while remaining virtually invisible. The experience has also been extended to some Haworth locations around the world, ensuring our members can interact as effortlessly as if they were in the same room.

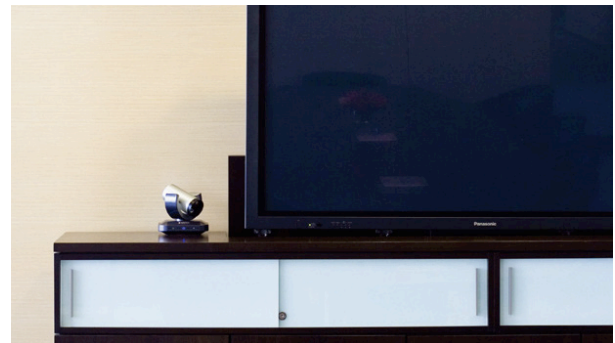
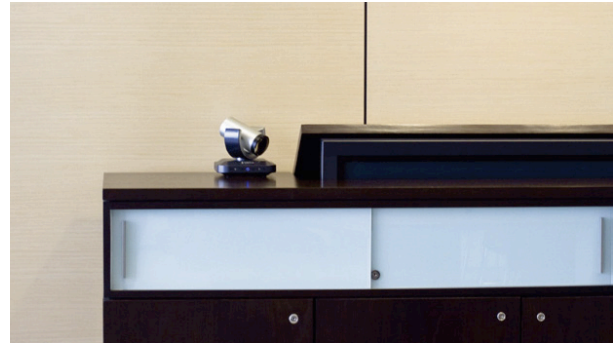
As a bonus, these advancements help us attain some of our sustainability objectives. We have reduced our footprint, both literally and environmentally, and increased efficiency throughout our operations.

**DEMONSTRATING IDEAS AND PRODUCTS**

In addition to allowing visitors to experience Haworth products firsthand, One Haworth Center uses state-of-the-art audio and video equipment to support the story.

Media walls and product pavilions replace printed brochures with interactive experiences, all controlled and distributed through a centrally located server. Partners and representatives can walk customers through presentations using high-definition touch screens. The Haworth Gallery uses similar technology to let visitors self-select video messages, such as clips of our founder, G.W. Haworth, and chairman Dick Haworth. Strategically placed plasma screens keep our members informed of the latest company and visitor news ... acting as an electronic newsletter.

Finally, a high-definition video conferencing system allows global Haworth members to meet face-to-face without additional travel expense. Getting engineers together virtually also speeds product development, so we can get new ideas to market faster.



In the Global Capabilities Center, the plasma screen is incorporated into a Haworth Planes credenza.



Crestron handheld devices are used to control audio and video equipment.



One Haworth Center's conference rooms have full technical capabilities, including ceiling or in-table microphones, audio/video conferencing and data power access in the table.

**One Fact** — One Haworth Center was awarded the 2008 Best Corporate Project Award from Pro AV magazine.

### ACHIEVING SUSTAINABILITY GOALS

- While our sustainability objectives were addressed in the development of the new headquarters, two are exceedingly affected by technology — Energy Management and Zero Waste. We've concentrated on these two objectives in a variety of ways, including:

Consolidating servers in our data center. Now we operate just 15 servers, divided into 223 virtual servers, saving space, energy, and money. Fewer servers also output much less heat, reducing cooling energy and costs. In the future, replacement costs will be lower, too.

- Changing the way we communicate. Our new video conferencing capabilities save our members' time, reduce air travel emissions, and cut travel costs. Faxes are delivered to members' PCs. And by switching to Voice-Over IP and allowing voice and data to share one line, we saved over 400,000 feet of copper cable and more than \$224,000.
- Planning for a longer lifespan. The Haworth data network is flexible, powerful, and thanks to wireless coverage throughout, allows workers to be productive anywhere in the building. The system has been engineered to have a life of up to ten years before needing an upgrade, compared to the industry standard of three years.

Introducing technology recycling programs. Up to 20,000,000 computers in the U.S. become obsolete each year. To do our part, Haworth has introduced programs to recycle technology equipment by contracting with Comprenew, a local nonprofit

organization. Not only does this organization help us ensure the proper disposal and reuse of the electronics we send their way, but they're also serving the community by putting underemployed citizens to work, teaching work-life skills to at-risk teens, and providing low-cost computer electronic equipment to the general public through a resale shop.

### CREATING A HEALTHIER WORKSPACE

Some of the sustainability initiatives at One Haworth Center affect our members' well-being as well as the environment. For example, centralized print rooms require significantly fewer printers and have reduced paper consumption by more than 400,000 sheets in just six months. Even better, they ensure that emissions are contained — not released directly into work areas. A comprehensive wireless network lets members work wherever they're most comfortable. And fully equipped conferencing facilities mean our members don't have to carry their own technology from room to room.



In conference rooms, members can seamlessly hook up their laptops to the system to give presentations on the plasma screens.



Video-conferencing camera.

**One Fact** — Last year, Haworth donated more than 500 computers to Comprenew Environmental, whose mission is to inspire the local community to live and work in a sustainable manner. Computers are fully recycled, refurbished for resale, or utilized as part of the Comprenew Academy, an after-school and summer work skills training program for inner-city high school students in Grand Rapids.