



23 more than just a chair



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New from VIA - **DUALITY™**

You asked for it, you got it. There's no two ways about it. New products are here. Our new web site is about to be unveiled. A new ad series is coming alive. VIA has a new attitude.

We are proud to announce new seating lines "Duality", "Neva", and "Riva-Act2" – arriving at NeoCon 2010 ©. These combine to refresh, renew, and re-invigorate VIA's line of quality, comfortable, and reliable seating products by adding high design at affordable prices. See their unveiling at our NeoCon space on 8 - #8-1062.

Over the next few weeks leading up to NeoCon, I'll share more with you on each of these exciting new products. This week we focus on our exciting new designer series - Duality.

DUALITY

Timeless design and brilliant engineering come together in Duality, a stunningly affordable new seating series. Duality embodies advanced classic aesthetics, and its ergonomic elements include flex-back functionality fully supporting a life in motion- building on the ergo movement architecture intrinsic in every VIA product.

And of course, if it's a VIA, it's comfortable.

Duality: Is it sculpture or a sensational sitting experience? Fashion or function? Artful design or magnificent engineering? You decide.

Connect with Duality at NeoCon 2010. Meet the designer, Henner Jahns of Gecco Vision, from 1-4 p.m. Monday and 10 a.m.-noon Tuesday at VIA's Booth #8-1062.

Soon, VIA's new web site will come on-line- promoting VIA & VIA products in a whole new way. Also, look for us in upcoming editions of MMQB.

If it sounds like a lot, it is. Clearly, VIA has a new attitude. By focusing on distinctive design, uncompromising quality, defining comfort, affordable prices, and holistic support of our customers and dealer/specifier partners, VIA is going places.

It's a good time to be on the bus. Join me for the ride.

Sincerely,

Trenton Harris
President and CEO
VIA, Inc.

