QUARK

CREATE. COMMUNICATE. LEAD.





THE DYNAMICS OF COMMUNICATION



Studies indicate that physical activity, such as standing or moving, while involved with study or communication, helps people stay focused and more actively involved in the subject matter.

In response to the demand for a way to implement this concept in the classroom, office and board room, QuarkTM was launched. Quarks can be used as freestanding desks in a classroom, easily grouped for team assignments. Participants may sit or stand as fits the occasion. Because a presenter naturally stands, QuarkTM is ideal as a presenter's podium.

Now, imagine an office where $Quark^{TM}$ is a primary workstation in every "cubical." A meeting is called, and the participants move their Quarks to the common area. In the center of the common area, a docking station is present. The docking station can permit the meeting to take place sitting or standing. If the leader wants to stand, she may do so while the group is seated and docked.

The Quark[™] concept also includes the use of video cameras for video teleconferencing. The flexible arrangement allows the group or individual to compose and frame the shot for presenting with polished corporate image, underscoring fresh ideas.







