



Introducing Framery Smart Pods: a better place – and way – to work

Leaving traditional office meeting rooms and earlier soundproof pods behind, Framery's new, innovative pods deliver greater user benefits, are more sustainable, improve over time, and cost less than the models they replace.

Office pod market-leader Framery has launched an all-new generation of smart pods, designed to make the workday easier by providing private yet fully-connected spaces that are easy to book and automatically adapt to the needs and preferences of any user. With seamlessly incorporated advanced technologies, the family of four smart pods redefine what's possible in the workplace, yet cost less than previous generations of pods.

Offices everywhere have been profoundly impacted by the rise of remote work, extensive digital integration, and a shift towards more flexible working environments. The autonomy and comfort gained through hybrid working has been matched by a growing desire for autonomy and comfort in office settings as well.

"These global challenges have accelerated workplace evolution. Offices everywhere are filled with hybrid teams, and workdays are filled with virtual meetings. This reflects a fundamental shift in our perception of work, and has sparked a demand for convenient and comfortable professional settings to compete with those of the home office," says **Samu Hällfors**, CEO of Framery.

The new smart pods build on the huge success of the Framery One - the world's first pod optimized for video calls that was launched in 2021 - but take a generational step up with patent-pending technology, flexibility, and sustainable engineering. Enhancing the user experience and reducing workplace frustrations are the driving force behind these innovations.

Hällfors, states: "It's time to update how we think about the office. It's no longer enough to simply provide a place to work. At Framery, we are ushering in a new era of office design, based on user needs and resulting in a high-performing workplace."

Building a smarter office pod

Framery set out to explore ways to build and combine new technologies into their products – without sacrificing quality or comfort. The challenge was to create a balance between classic Framery engineering, sustainable sourcing and manufacturing practices, and new advanced features and functionalities that support modern work. The new smart pods would still need to include the core features of all Framery products – A-Class soundproofing, industry leading ventilation speeds, and video-optimized lighting. And the design standards that define Framery, like ergonomic furniture and an array of color combinations would help the pods stand out from the crowd.

The new line of Framery smart pods feature adaptive airflow and pre-set lighting modes for virtual calls and focus work. A 4G connection enables automatic over-the-air software updates, and integrated bookability functionality. Framery has also developed features, such as improved presence sensing technology, adaptive ventilation, and an embedded office sound masking system, that run unnoticed in the background. And a high-resolution 8-inch touchscreen panel puts the user in control of their preferred settings. Extending the flexibility of Framery smart pods further still, the new pods can be synchronized with the wider office via Framery's workplace technologies suite, which includes Framery Connect

sensors that can be added to existing workspaces (pods or traditional meeting rooms),
Connect analytics and the Framery App.

Each smart pod model is designed to be highly customizable – both at specification stage and during the product's lifetime, with over 3000 potential color combinations on offer. The technology, the furniture, and the materials inside the pod can be changed and upgraded as needed, with over-the-air software updates providing additional functionalities and product enhancements well into the future.