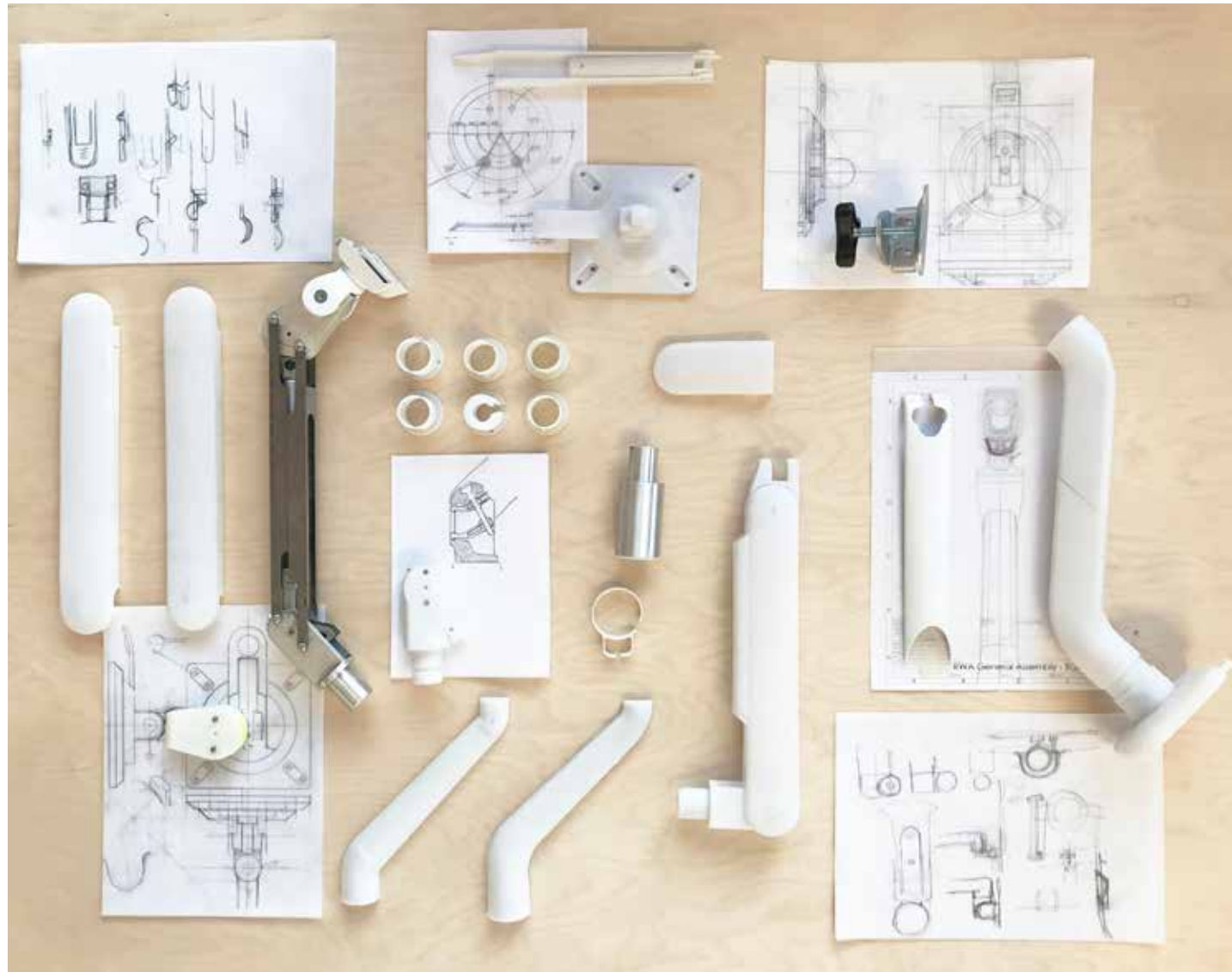


Fellowes



Kata[™]
Monitor Arm Series



Roger Webb
Roger Webb Associates
London

Design Story

Envisioning a distinctive monitor arm with enhanced ease of use, Fellowes partnered with design firm Roger Webb Associates. Known for strategies that reshape and transform product portfolios, Roger Webb's insight was essential to the Kata. The first step on the path to a remarkable new design.



Refined to Distinction

The design team stripped away unnecessary attributes from the typical monitor arm. Working with wooden prototypes, they continuously reduced the clutter to get to the bare essence of what made an arm flex dynamically while also providing stability once a position was set.

These refinements achieved an ideal balance between flow and support. Distinctive in appearance, the scaled down design emphasized the key pivot points, making adjustment intuitive and effortless.

Five Points of Movement

The team fine-tuned these five points of movement. The streamlined design allowed the fully functional key points of contact to be further enhanced so users could smoothly and accurately adjust height and reach with fingertip sensitivity allowing for the most precise positioning with the least effort.

Weight Adjustment and Tension

Kata conveniently supports a weight of up to 18 pounds per arm. A tension adjustment gauge on the back of the arm allows users to see the tension levels while adjusting the arm for various monitor weights.

Height Adjustment

Kata's minimal design incorporates a reliable and smooth finger touch height adjustment feature that allows a 14 inch dynamic height adjustment range.

Slider Mount

Position virtually any monitor arm side-by-side with a slider. The slider offers 9.5 inches of horizontal adjustability, so even monitors of varying sizes can be positioned flush.

Accommodates Varying Workstations

Retracting to a 5.5 inch depth and extending 21 inches, Kata offers a comfortable viewing distance no matter the size of the workstation. A 180 degree lockout prevents the arm from retracting past the back edge of your worksurface

Rotate and Tilt

The Kata is capable of swiveling ± 90 degrees between portrait and landscape orientation, while also being able to tilt monitors backward 90 degrees and forward 25 degrees.



Adaptable by Design

The design was carefully tested so that it could accommodate a variety of monitor weights and sizes without compromising ease of movement. The access points were attuned to the sensitivity of touch screens so that the arm could easily function with any type of user engagement.

The Kata arm could now adapt to any customized workstation with single or dual monitor configurations. The result is a monitor arm elegantly refined with instinctive access points that pivot responsively and precisely to touch. The Kata's versatility and ease of adjustment bring dynamic design performance to any workspace.