

Comfort Motion Global showcases Healthy Motion Seating technology in Tokyo



Session on “Healthy Motion Seating™” with Dr. Paul Phipps, Chief Medical Officer and Co-Founder, Comfort Motion Global, a Red Cabin Asia Summit

Comfort Motion Global’s ([CMG](#)) Chief Medical Officer and Director of Research and Development, Dr. Paul Phipps, presented CMG’s Healthy Motion Seating™ technology to industry executives from [Airbus](#), leading airlines, cabin and seating suppliers, designers and journalists at the [Red Cabin Asia Summit](#) hosted by All Nippon Airways ([ANA](#)) in Tokyo on December 4, 2024.

Healthy Motion Seating is a patented technology that aims to elevate comfort and wellness for First and Business Class passengers on long-haul flights. Phipps presented the results of a 2023 study by researchers from Cardiff Metropolitan University and Macquarie University, which found that there are noteworthy psychological and physiological benefits to passengers in seats equipped with Healthy Motion Seating.

According to the findings, passengers experienced improvements in mood, less discomfort and pain from prolonged sitting, and significantly better blood flow to the legs, in seats equipped with Healthy Motion Seating. CMG’s technology makes occasional small, slow adjustments to the passenger’s seating position, gently moving them from one comfortable position to another, without disruption “like melting butter.” The small motions redistribute body weight, reducing the tissue fatigue and

blood vessel compression that leads to discomfort, pain and reduced blood flow to the legs, the press release stated.

The technology has already been adopted by two of the world's preeminent automakers, Mercedes-Benz (in 2018) and Bentley (in 2022), with CMG calling it a "natural fit for long-haul airline seats" where passengers may be seated for more than 20 hours.

Healthy Motion Seating is a software-only solution that requires no additional hardware.

"As leading airlines increasingly prioritize passenger well-being, our technology offers a unique, patented, innovative solution that combines science, comfort and wellness, and sustainability," said Phipps.