



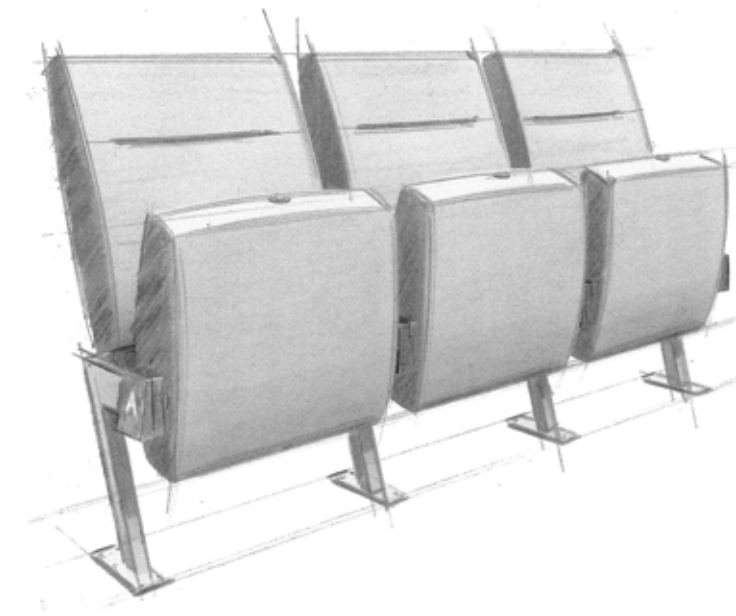
VERATM

VERATM PRODUCT IS PATENTED, DESIGNED,
AND MANUFACTURED BY SERIES[®] SEATING,
DISTRIBUTED BY DREAMSEAT[®]

DREAMSEAT



CENTRAL MICHIGAN UNIVERSITY – Mount Pleasant MI, USA



INTELLIGENT DESIGN

The VERA™ product may be the smartest spectator seat you have ever seen. Its sleek non-intrusive style incorporates both classic and contemporary influences compatible with any environment. The form and pattern of the chair is deliberately biomorphic. Like the human anatomy, the body of the chair has no straight lines, bringing both visual and tactile harmony between the chair and its user. The Ergo-web™ foundation and Surround Foam™ technology of VERA™ conform to the human anatomy in a way which blurs the line on where your body ends and the chair begins. On the efficiency side the Accordion System™ design of VERA™ and its tight envelope achieves a seat capacity which is 20% greater than other fixed audience seat.

STREAMLINING

From Apple's "Air" products to Boeing's 787 Dreamliner, many of the iconic products we admire today share a common core appeal. In almost every case the excess bulk, found in out-of-date designs, have given way to the virtues of space efficiency and physical streamlining. Today's minimalism engineering inspires product innovation with a clean, uncluttered, and unadorned look and feel. The VERA™ achieves this with features that include our exclusive open-end design and an armless innovation which maximizes visual streamlining and personal space. In cases where there is a preference for arm dividers, SERIES® offers a crown shaped design which compliments the sleek contours in the chair seat and back. Arms are available in solid wood or molded polyurethane material with streamlined profiles.

SPACE EFFICIENT

The VERA™ takes a quantum leap ahead of other contenders in space efficiency. The minimal seat envelope provides unmatched generosity in the access and egress space between the rows. This adds to personal comfort and impacts the potential for longer rows and additional seats without violating codes which might restrict the use of competing products.





WOOD OPTIONS

Available in many wood species and finishes.



36" BWR-SW (WOOD REVEAL)

Shown with Wood Veneer Outer Back with Reveal, Wood Veneer Seat Bottom, Wood Veneer WM20 Aisle Panel, and Solid Wood Arm Caps.



34" BW-SW

Shown with Wood Veneer Outer Back, Wood Veneer Seat Bottom, Wood Veneer WM20 Aisle Panel, and Solid Wood Arm Caps.



36" BWR-SW (WOOD REVEAL)

Shown with Wood Veneer Outer Back with Reveal, Wood Veneer Seat Bottom, Wood Veneer WM20 Aisle Panel, and Solid Wood Arm Caps.



34" BW-SW

Shown with Wood Veneer Outer Back, Wood Veneer Seat Bottom, Wood Veneer WM20 Aisle Panel, and Solid Wood Arm Caps.

UPHOLSTERY OPTIONS

All back stitching types allow for easy slip-cover upholstery replacement in less than 8 minutes. Upholstered removable zippered seat slip-covers are easily replaced in less than 2 minutes.



SINGLE HORIZONTAL STITCHING & PLEAT



NO STITCHING OR PLEAT



MULTIPLE HORIZONTAL STITCHING & PLEATS



DREAMSEAT® PATENTED XZIPIT LOGO SYSTEM
Logos zip in and out quickly and easily



TUFTED BACK



PATENTED SNAPPED IN REMOVABLE COVER WITH EMBROIDERED, DEBOSSSED OR PRINTED LOGO



Scan to see video

MATEX PLASTIC OPTION

Matex™ is a pliable polyurethane reinforced with polyester mesh material created to add durability and flexibility to seat bottoms and outer backs. The product is quite durable, non-flammable, scratch and dent resistant, and won't allow gum to stick to its surface.



MATEX™ SEAT OPTION

Matex™ is Incorporated into Replaceable Zippered Seat Slip-Cover



MATEX™ BACK OPTION

Matex™ is Incorporated into Replaceable Back Slip-Cover

BACK COVERS



REMOVABLE RESERVED BACK COVERS

For reserved seating positions Upholstery can be done double sided and available in different colors and custom fonts and stitching options - i.e. Reserved, Pastor, Usher, Special Guest.



REMOVABLE CUSTOM LOGO BACK COVER

ARMREST/ARMLESS OPTIONS



VERA™ 35" BC-SC POLYURETHANE INTERMEDIATE ARMLESS
Shown with Upholstered Back Cover, Seat Cover, Open End Panel G with Polyurethane Armrest, Intermediate Armless Standards, and Floor Supports.



VERA™ 35" BC-SC ARMLESS
Shown with Upholstered Back Cover, Seat Cover, Armless Open Panel G, Intermediate Armless Standards, and Floor Supports.



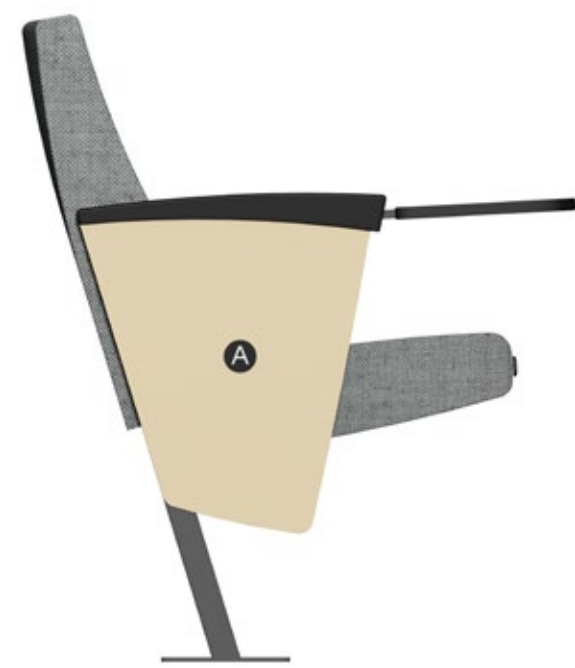
VERA™ 35" BC-SC POLYURETHANE ARMREST
Shown with Upholstered Back Cover, Seat Cover, Open End Panel G with Polyurethane Armrest, Intermediate Standards, and Floor Supports.

VERA ACTIVE TABLET OPTION

VERA™ Active 35" BC-SC with Polyurethane Armrests - Shown with Upholstered Back Cover, Seat Cover, Wood Veneer WM20 Active End Panel with Polyurethane Armrest, Intermediate Standards with Polyurethane Armrests, Polyurethane Active Tablet Arm, and Floor Supports.



OPEN TABLET VIEW



SIDE VIEW



CLOSED TABLET VIEW



OPEN TABLET FRONT VIEW



OPEN TABLET TOP VIEW

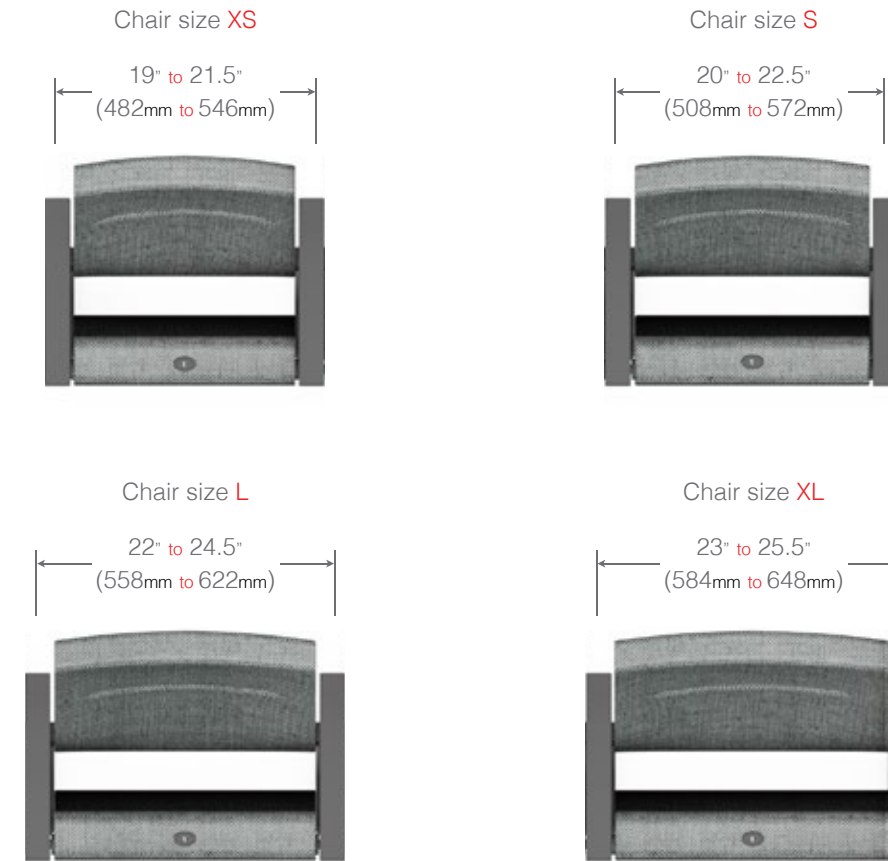
BACK HEIGHT OPTIONS

The VERA™ is available in four different back height options. The design maximizes appearance and comfort while retaining our streamlined trademark. The tallest option of 44" maintains a remarkably slim 17.4" envelope at a 13° back pitch.

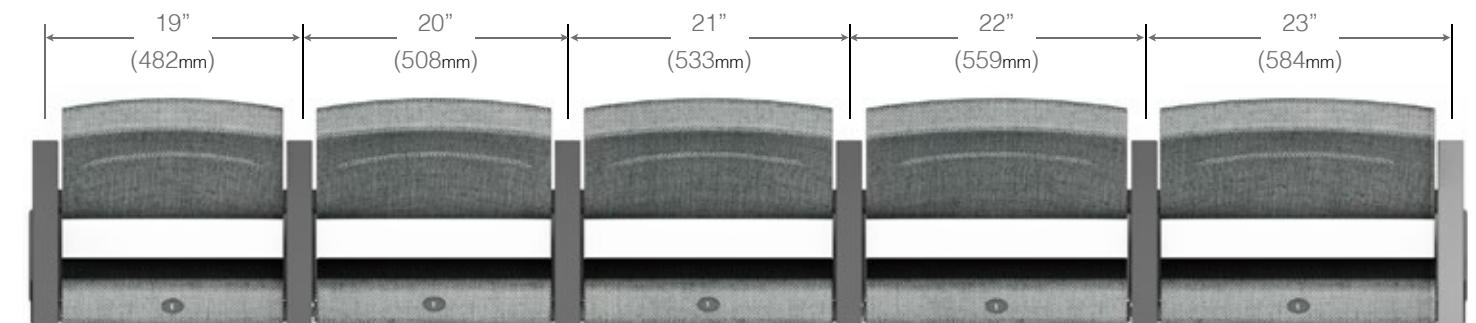


CHAIR WIDTH OPTIONS

The VERA™ is available in chair widths ranging from 19" to 25.5" utilizing our patented Accordion System™ along with fixed size seats. Seat widths are measured from the center of one arm to the center of the next arm.



ACCORDION SEATING SYSTEM



WIDTH SEATING SYSTEM

SUPPORT OPTIONS



FLOOR SUPPORTS

Floor supports for flat floor and sloped floors up to 9° with back pitches of 19°, 16°, and 13° are standard



PEDESTALS

Pedestals are available for flat floors with back pitches of 19°, 16°, and 13° are standard. Custom pedestals are also available.

AIR PEDESTALS

Air Pedestals are available for flat floors with back pitch of 19°, 16°, and 13° are standard. Custom pedestals are also available.



RISER SUPPORTS

Riser supports for riser heights from 6" to 24" with back pitches of 19°, 16°, or 13° are standard.



TRACK MOUNT SYSTEM™

The Track Mount System™ has been created for seats to be individually adjusted, and or removed to suit your specific needs.



AISLE PANEL OPTIONS

SERIES® Seating maximizes quality control by keeping all aspects of manufacturing in-house. This includes our own millwork department which is both skilled and customized to meet your exact specifications. Aisle panel options achieve compatibility with colonial, gothic, and classic architecture, in a variety of hardwoods and finish selections.



PANEL G ARMLESS
Open Aisle Panel without Armrest.



PANEL G
Open Aisle Panel with Armrest.



PANEL CON
Open Aisle Panel with Armrest and LED Aisle Light



PANEL UM20
Upholstered ¼ Length Aisle Panel .75" Thick, with Armrest.



ADA SWING-OUT TRANSFER PANEL
ADA Swing-Out Transfer WM20 Wood ¼ Length Aisle Panel .75" Thick, with Armrest.



ADA LIFT-UP ARMREST
ADA Lift-up Armrest with Open Aisle Panel G.



PANEL UM40 WITH LIGHTS
Upholstered ¼ Length Aisle Panel 1.5" Thick, with Armrest, and LED Aisle Light. Mounted to Aisle Panel



PANEL WM20
Wood ¼ Length Aisle Panel .75" Thick, with Armrest.



PANEL WM20 WITH LIGHTS
Wood ¼ Length Aisle Panel .75" Thick, with Armrest, and LED Aisle Light Mounted Under Armrest.



PANEL WM40 WITH LIGHTS
Wood ¼ Length Aisle Panel 1.5" Thick, with Armrest, and LED Aisle Light Mounted to Aisle Panel.



PANEL SIGNATURE
Full Length Wood Aisle Panel Signature with Armrest.



PANEL SIGNATURE WITH LIGHTS UNDER ARMREST
Full Length Wood Aisle Panel, with Armrest, and LED Aisle Light Mounted Under Armrest.



PANEL SIGNATURE WITH LIGHTS ON PANEL
Full Length Wood Aisle Panel, with Armrest, and LED Aisle Light Mounted to Aisle Panel.



PANEL HIST10 WITH LIGHTS
Full Length Wood Aisle Panel, with Armrest, and LED Aisle Light Mounted Under Armrest.

AISLE PANEL LIGHTING OPTIONS



OPEN AISLE PANEL CON
Open Aisle Panel CON with Armrest and LED Warm White Aisle Light.



UPHOLSTERED AISLE PANEL UM40
Upholstered ¾ Length Aisle Panel UM40 1.5" Thick, with Armrest, and LED Deluxe Warm White Aisle Light Mounted to Aisle Panel.



WOOD AISLE PANEL WM20
Wood ¾ Length Aisle Panel WM20 .75" Thick, with Armrest, and LED Deluxe Warm White Tube Aisle Light Mounted Under Armrest.



WOOD AISLE PANEL WM40
Wood ¾ Length Aisle Panel WM40 1.5" Thick, with Armrest, and LED Deluxe Warm White Aisle Light Mounted to Aisle Panel.



WOOD AISLE PANEL ACTIVE
Wood Aisle Panel Active, with Armrest, and Aisle LED Warm White Beacon Aisle Light Mounted to Aisle Panel.



WOOD AISLE PANEL SIGNATURE
Full Length Wood Aisle Panel Signature, with Armrest, and LED Deluxe Warm White Tube Aisle Light Mounted Under Armrest.



WOOD AISLE PANEL SIGNATURE
Full Length Wood End Panel Signature, with Armrest, and LED Deluxe Warm White Aisle Light Mounted to End Panel.



WOOD AISLE PANEL HIST10
Full Length Wood Aisle Panel HIST10, with Armrest, and Aisle Light Mounted Under Armrest.

SIGNAGE OPTIONS

All SERIES® Seating aisle, seat, or donor plates have been designed to be installed on upholstery, wood, or plastic laminate components. The prominent, well planned signage placement is built into our seating system. All polymer or metal number, letter and donor plates are provided with concealed adhesive or magnetic fasteners. All metal signage plates are protected with a transparent oven-baked epoxy coating. (For more details please view our Signage brochures).



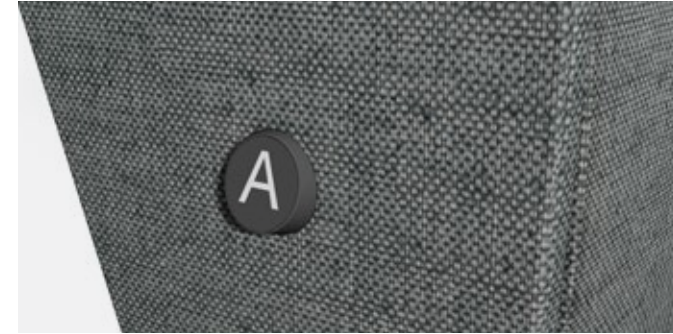
OPEN AISLE PANEL G

Open Aisle PANEL G- Right or Left Panel. With or without letters or numbers. Letter or Number Height: 1.6" (40mm).



OPEN AISLE PANEL CON

Open Aisle PANEL CON Right or Left Panel with lights, LED Warm White Aisle Light Warm, and Letter or Number Plate Recessed RM 45.



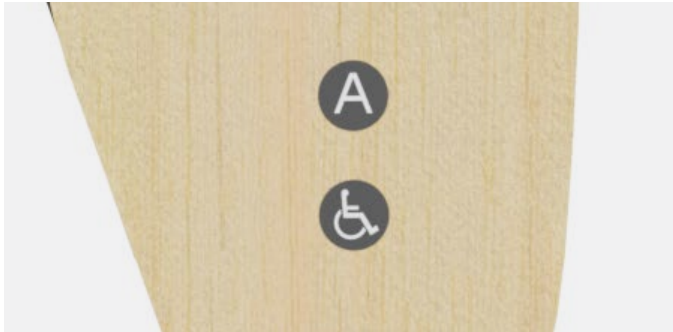
SURFACE MOUNTED SM 48

Surface Mounted SM 48 Aisle Letter or Number Plate.



RECESSED RM 45

Recessed RM 45 Aisle Letter or Number Plate.



RECESSED ADA TRANSFER PANEL WM20

Recessed ADA Transfer Panel WM20 with Row Letter or Number and ADA Designation Plate.



RECESSED ADA LIFT -UP ARMREST

Recessed ADA Lift-Up Arm with ADA Designation Plate to be used with Open Aisle Panels G or CON.



SURFACE MOUNTED SM 42

Surface Mounted SM 42 Seat Letter or Number Plate.



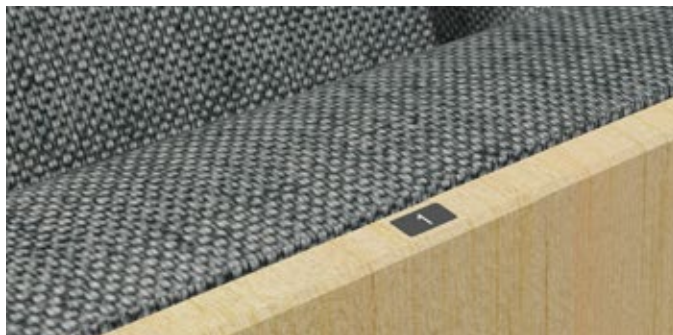
SURFACE MOUNTED SM 29

Surface Mounted SM 29 Seat Letter or Number Plate.



RECESSED RM 32

Recessed RM 32 Racetrack Seat Letter or Number Plate.



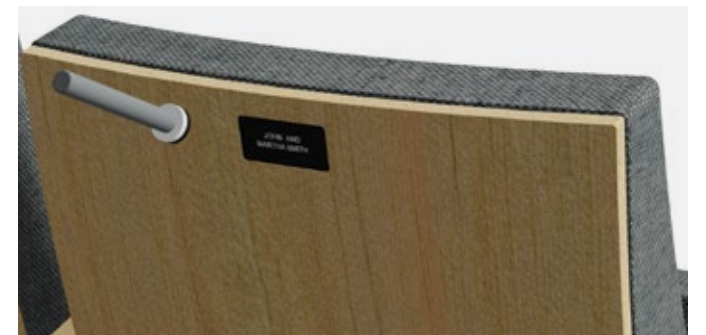
RECESSED RM 24

Recessed RM 24 Rectangular Seat Letter or Number Plate. Only for 3/4 thickness Panel.



SURFACE MOUNTED DONOR PLATE SMI 80

Surface Mounted Donor Plate SMI 80 with Blank or Engraved Plate.



RECESSED DONOR PLATE RMI 72

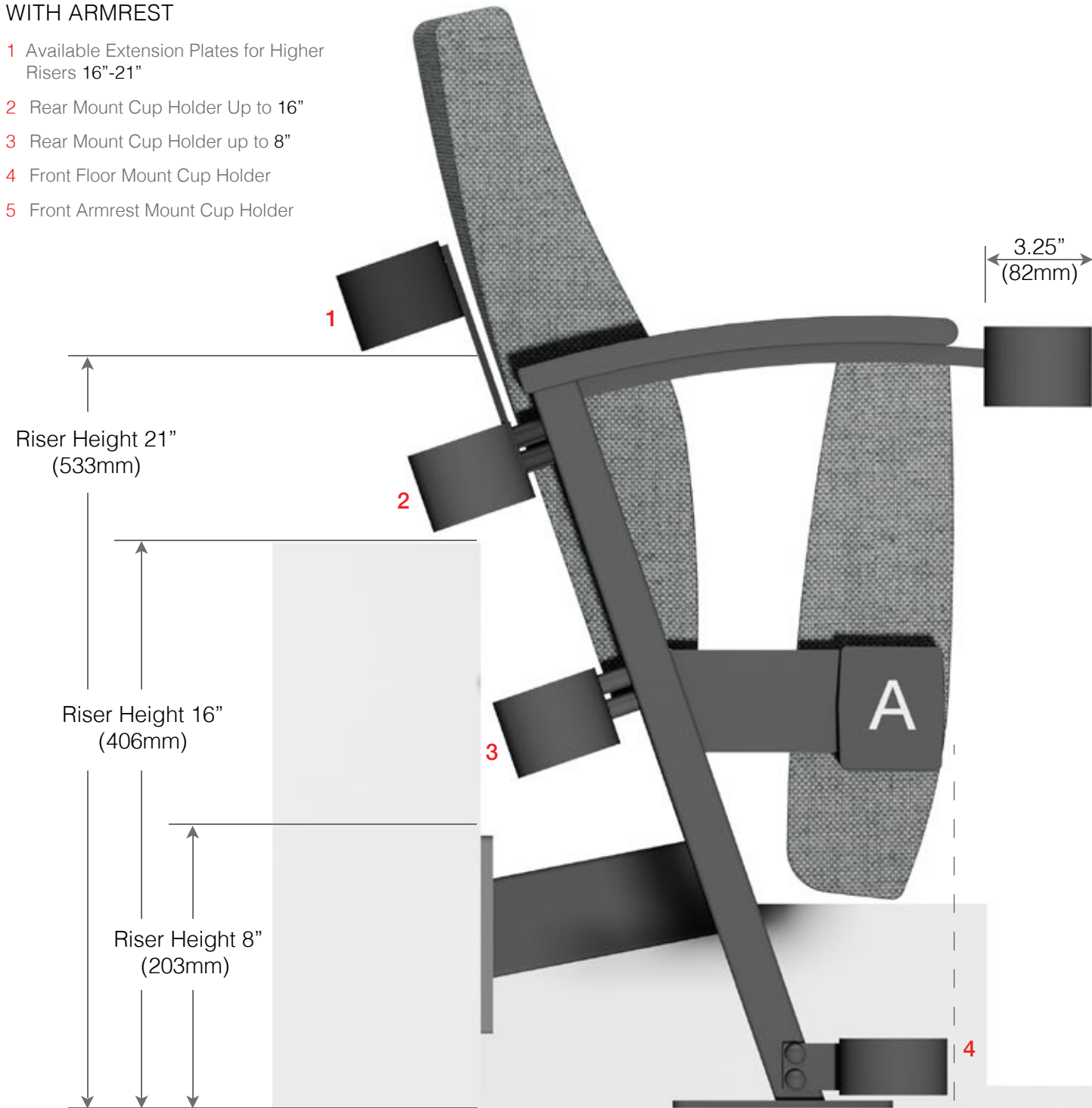
Recessed Rectangular Donor Plate RMI 72 with Blank or Engraved Plate.

CUP HOLDER OPTIONS

The SERIES® Seating only utilizes steel for our drinkholder options to ensure long-term performance - with a number of different positions available depending on the specific seating location. They are on the rear of the seat, on the front of the standard near the floor, or mounted to the armrest. Whether you are looking for strategically placed cupholders or smaller communion cups, you know they are built with highest quality materials.

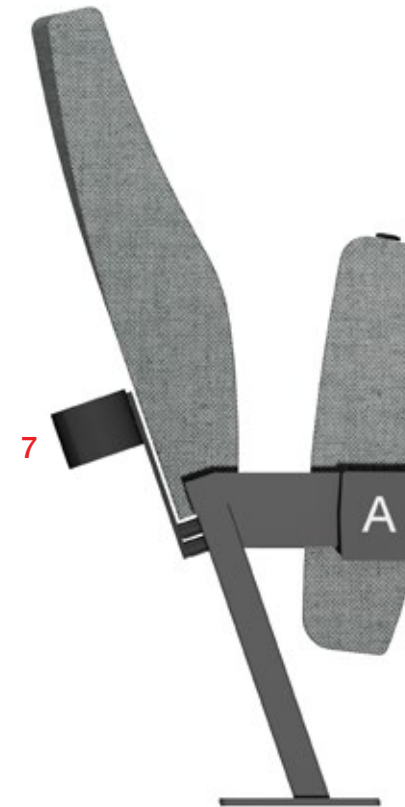
CUP HOLDER OPTIONS WITH ARMREST

- 1 Available Extension Plates for Higher Risers 16"-21"
- 2 Rear Mount Cup Holder Up to 16"
- 3 Rear Mount Cup Holder up to 8"
- 4 Front Floor Mount Cup Holder
- 5 Front Armrest Mount Cup Holder



ARMLESS CHAIR CUP HOLDER OPTIONS

- 6 Rear Mount Cup Holder Up to 8"
- 7 Rear Mount Cup Holder Up to 16"





ORLANDO MAGIC – Orlando FL, USA
VERA™ with XZipit System

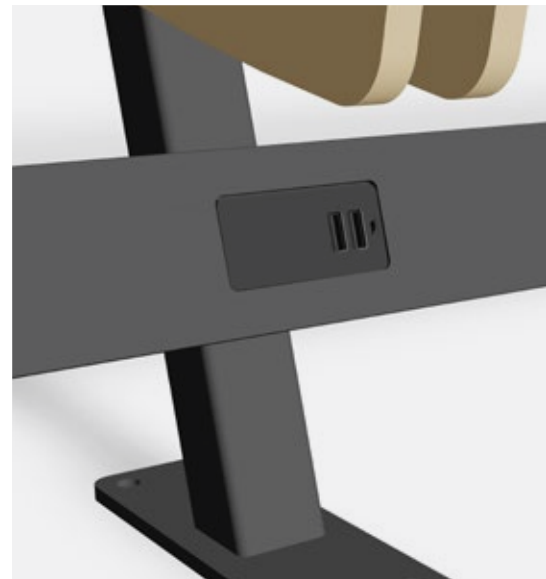
POWER OPTIONS



OPTION 01
Duplex Receptacle is in every chair or every other chair.



PLUG CONNECTION



USB CONNECTION



PLUG & USB CONNECTION

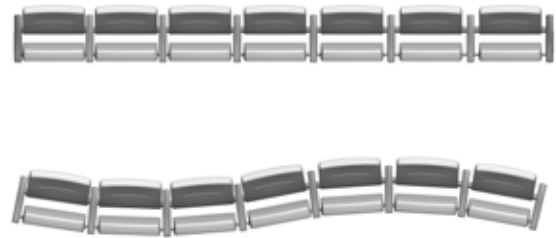


OPTION 02
No Rail and plugs connected to Junction Boxes.



THINGS YOU CARE ABOUT

True **INNOVATION** is much more than the introduction of something new. If it does not meet a need or provide a benefit not being provided by others, it is not innovation. The following is a list of features that are much more than something new. All provide benefits and paybacks like no other auditorium seat product you will find.



ACCORDION SYSTEM

- Rows can be adjusted to any row length on site.
- Single back and seat widths for visual continuity.
- Guarantees perfect alignment of the row ends at the aisle.
- Seats and backs are totally interchangeable.
- Single size components for attic stock.



DREAMSEAT® PATENTED XZIPIT LOGO SYSTEM

CHANGE LOGOS IN SECONDS

- High-Quality Logo Embroidery
- New Look in Seconds: Switch the logo of your chair quickly and easily depending on event or game.
- Average stitch count of 70,000 stitches
- Average Logo Size: 7.5" x 7.5"



SURROUND FOAM™

- Foam fully surrounds inner seat and back structure to prevent fabric marks.
- The Ergo-flex seat webbing allows even weight distribution, reduces pressure points, and enhances blood flow achieving optimal healthy comfort.
- Surface to surface airflow in both the seat and back minimizes heat and moisture build up in the foam, prolonging foam life and integrity.



SEAT & BACK TUBULAR STEEL STRUCTURE

- Exceeds the most demanding durability tests.
- With heavy use over time, the seat and back components will maintain comfort, alignment and appearance.
- Structure won't be affected by high or low humidity & temperature.



FULLY ENCLOSED AUTOMATIC GRAVITY SEAT LIFT-UP SYSTEM

- Extremely quiet seat lift system.
- The system does not require any lubricants or maintenance.
- Fully enclosed pivot and seat stops that will not permit finger or clothing entrapments.



REMOVABLE SEAT & BACK COVERS

- Allows replacement of the zippered seat cover in **2 minutes**.
- Allows the replacement of the back cover in **4 minutes**.



SEAT & BACK DROP-IN ASSEMBLY

- Allows replacement of the seat component in **30 seconds**.
- Allows replacement of the back component in **60 seconds**.

FLEXIBILITY

Complete Range of Supports

- Floor supports: Flat floor and slopes up to 9°.
- Air floor Supports: Flat floors and slopes up to 9°.
- Riser Supports: Ranging from **6" riser** to any required height.
- Pedestal: Flat floor and slopes up to 9°.
- Air pedestal: Flat floor and slopes up to 9°.
- Out-In removable system: **1 chair**.
- Back pitch options: 19°, 16°, 13°

OPTIONS TO MEET YOUR NEEDS

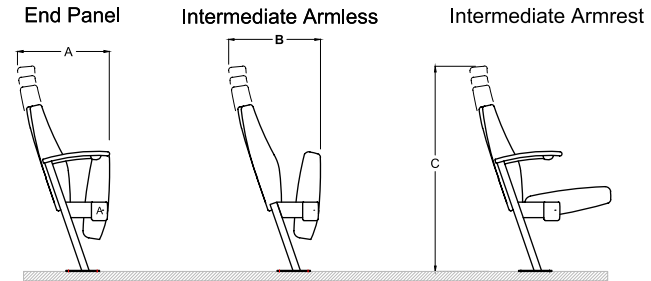
Complete Range of Sizes

- Accordion system chair widths: Any dimension between 19" (482mm) to 25.5" (648mm)
- Fixed system chair widths: 20" (508mm), 21" (534mm), 22" (558mm), 23" (584mm)
- Back heights: 35" (890mm), 40" (1016mm), 42" (1066mm), 44" (1118mm)
- Minimum Radius: 23' (7 meters)

DIMENSIONS

Side View

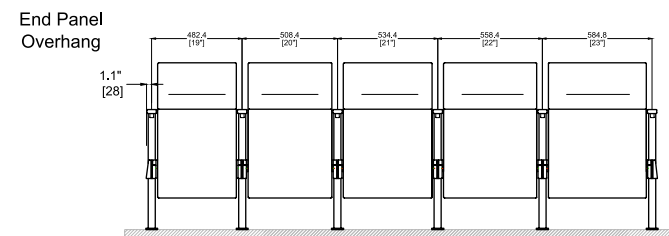
VERA™ BC-SC



	Back Pitch Angle	Back Height			
		35"-889mm	40"-1016mm	42"-1067mm	44"-1118mm
Envelope End Panel Chair	A 19°	17.4" 441 mm	18.7" 475 mm	19" 483 mm	19.3" 490 mm
	16°	16.8" 428 mm	17.9" 456 mm	18.1" 461 mm	18.3" 464 mm
	13°	16.2" 413 mm	17.1" 435 mm	17.2" 438 mm	17.3" 439 mm
Envelope Intermediate Chair	B 19°	17.4" 441 mm	18.7" 475 mm	19" 483 mm	19.3" 490 mm
	16°	16.8" 428 mm	17.9" 456 mm	18.1" 461 mm	18.3" 464 mm
	13°	16.2" 413 mm	17.1" 435 mm	17.2" 438 mm	17.3" 439 mm
Back Height	C 19°	34.8" 885 mm	39" 989 mm	41" 1041 mm	43" 1092 mm
	16°	35.6" 904 mm	39.8" 1011 mm	41.8" 1062 mm	43.9" 1114 mm
	13°	36.1" 918 mm	40.4" 1025 mm	42.4" 1077 mm	44.5" 1130 mm

Front View

Accordion Seating System
(19" to 21.5"), (20" to 22.5"), (22" to 24.5") and (23" to 25.5")



2023 01 23

Dimensions are nominal and SERIES® Seating reserves the right to modify them without notice
Thickness of Laminated or Wood Back Panels: 9/16" (14mm) or 3/4" (19mm)
Minimum Installation Radius 23' (7 mts)



BOSTON COLLEGE UNIVERSITY - Chestnut Hill MA, USA
VERA™ with XZipit System

COMFORTABLE CONTEMPORARY DESIGN SEATING WITH WIDE ARRAY OF SIZES AND OPTIONS

VERA KEY ATTRIBUTES

- **Elegant Simple Design** with compelling visual dynamics will remain current for a lifetime.
- **Surround Foam Patented System** adds to your comfort, prevents fabric marks, prevents foam deterioration and keeps a cool temperature for long lasting use.
- **Patented Seat & Back Tubular Steel & Mesh Construction** maintains shape, increases durability and comfort to your seat and back. Backs have standard lumbar support. The seat construction will support up to **600 lbs.** on the front edge of the seat and up to **1700 lbs.** across the middle of the seat.
- **Patented Seat & Back Drop-in Assembly** makes installation and service needs extremely simple while increasing efficiency thus saving time and money.
- **Patented Fully Enclosed Silent Seat Gravity Lift System** does not require any maintenance and will operate perfectly as long as there is gravity to help, insuring the seat will always return to a consistent position without finger or clothing entrapments. Available with **90** or **45** degrees stops.
- **Removable Upholstered Cushion Covers** allows for quick and easy change out.
- **Patented Accordion System** allows you to increase the width of seats up to **2 1/2"** thus making installations simple on straight, radius or reverse radius row configurations, allowing perfect alignment of aisle panels and reducing amount of attic stock needed.
- **Series Seating manufactures in house all product components** including foam, engineered wood, steel, and upholstery saving cost and improving quality control on all products.

OPTIONS

CHAIR WIDTHS

19" (482mm) to 25.5" (648mm) using SERIES® Seating patented accordion system

BACKS

Back Heights: 35" (890mm) 40" (1016mm) 42" (1,067mm) 44" (1,118mm)
Back pitch at 19, 16 and 13 degrees
Fully upholstered snap-in cover or Matex snap-in cover on outer back

SEAT ENVELOPE

Ranging from 17.4" (442mm) to 19.3" (490mm)

ARMREST

Armrest: polyurethane or wood
Lift-up armrest
Cup holder armrest

AISLE PANELS

Aisle end panels: open end G, open end CON
ADA lift-up armrest

AISLE LIGHTS

LED 12 or 24 Volts – soft warm white 2700-3000K, natural white 3600-4100K, cool white daylight 5000-6500K
Aisle lights mounted in the end panel
Custom LED lighting available

SUPPORTS

Floor supports for flat and slope floors. Up to 9 degrees
Floor cantilever support for flat and slope floors. Up to 9 degrees
Riser supports for riser's heights between 6" to 24"
Air pedestal supports

REMOVABLE SEATING

Tandem of 1, 2, or 3 chairs
Out-in of individual chairs
Riser removable system of individual chairs

Dimensions are nominal and SERIES SEATING reserves the right to modify design & specifications without notice.

TEN YEAR WARRANTY on all chair components.

Fabric components will be fabric manufacturer warranty.
For complete warranty details contact SERIES SEATING.



Marlin



Finishes

Scan the codes below with your smartphone to view fabric colors and wood finishes.
Note: Colors may vary depending on your screen.

ACCESSORIES

SIGNAGE

Seat number plates
Aisle row identification letter plates
Donor plates
Custom signage available
Finish Options: Black plate with white characters, or brushed stainless, brass, bronze, or copper with black characters
Signage plates surface mount

HOLDERS

Cup holder: Steel cup holder, rear or front support mounted
Communion cup holder rear mounted
Book holder rear mounted
Card holder side of seat mounted

POWER WIRING

Beam or panel mounted
4 wires, 2 circuit, 20Amps each (Circuit 1 and 2 only)
13 – Duplex receptacles per circuit, **26 -15 Amp** Duplex receptacles per power infeed maximum
UL Listed as a manufacturer wiring system

DOLLY

Roller skate dolly

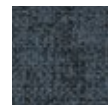
STANDARD FABRIC OPTIONS



ARTE - Avana
160000



ARTE - Avana
180201

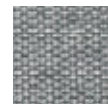


ARTE - Avana
184026

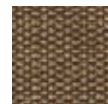
STANDARD COATED FABRIC OPTIONS



ARTE - Fiore
Graphite



ARTE - Fiore
Gray



ARTE - Fiore
Coffee

OUTDOOR COATED FABRIC OPTIONS



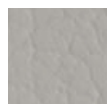
SPRADLING
- Marlin
Blackbeard



SPRADLING
- Marlin
Celestial



SPRADLING
- Marlin
Cherry



SPRADLING
- Marlin
Auster



SPRADLING
- Marlin
Parchment



SPRADLING
- Marlin
Off White



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© SERIES® Seating

Printed in USA by SERIES® Printing on FSC certified paper

www.seriess seating.com/patents. Designed by - Mauricio Olarte

1307231754



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