



human touch



## Human Touch 1650 massage chair wins top honors with the 2007 Advancing Design & Innovation Award at Las Vegas Furniture Market

Long Beach , CA - March 14, 2007 - The **Human Touch® HT 1650** massage chair was honored with the Advancing Design & Innovation (A.D.I.) 2007 Home Solution Award. The award was presented to **Human Touch®, the #1 provider of massage chairs in the United States**, at the World Market Center Grand Opening on January 30, 2007 by *Furniture Style* magazine.

Prestige comes easily for Human Touch and the HT-1650 is their best effort to date. "We are truly honored to win this prestigious award. This is a testament to the outstanding **Human Touch™** design team who has created the **HT 1650** to be a state-of-the art, technologically advanced massage chair that's also a great looking product that fits perfectly in today's modern or traditional living spaces," states Andrew Cohen, the President of Human Touch.

Fine finish and style combine with industry leading massage performance in the HT-1650. The **HT 1650** invites the user with rich, double top-stitched leather upholstery and automatically adjusts itself to the size of each individual's body. The **HT 1650** delivers a deep, full-body massage with a fully retractable foot/calf massager and patented robotic technology. In addition to the manual massage settings, the HT-1650 is fully loaded with 8 automatic programs that deliver the perfect massage to match a variety of dawn to dusk usage occasions of the consumer. The massage programs are driven by the proprietary **Acupoint Detection System** to ensure a therapeutic and personally tuned massage. All of this world class technology is loaded into a beautiful chair that could be the centerpiece of any living room. The **Human Touch HT 1650** is available at leading retailers across the country and retails for \$4,795.



The annual A.D.I Awards, produced by *Furniture Style* magazine and the World Market Center highlight home furnishing achievements in categories including Accent Materials, Home Solutions, Major Collection, Original Design/Creativity and Desert Star. "This competition is unlike other design programs in that it asks its judges to keep the consumers' needs first and foremost. In the Home Solution category, the **HT 1650** offers the end-user a thoughtful design that truly enhances his or her home," states Julie M. Smith, Editor, *Furniture Style*.

The **HT 1650** was recognized alongside other notable finalists such as Parker House Intl., Howard Miller and Magnussen Home. The competition's panel of judges consisted of retailers from Aasland Furniture, Blacker's Home Furnishings, Brueners Arizona , Greenbaum Home Furnishings and Moses at Home.

For more information please go to or contact, 5 Kingdon Street, Newmarket, Auckland