



MXP & SEATWAY TELESCOPIC

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husseyseating™

YOUR PARTNER FOR SEATING SOLUTIONS

2015 REGIONAL SALES MEETINGS

Custom Engineered Telescopic Platforms

Selling with MXP & Seatway

- **Product Overview**
 - MXP & Hussey Seatway [English Subsidiary]
- **Market Opportunities**
 - Product by Market
 - Customer by Market | The Selling Process
- **Competitive Insights**
 - Overview of Major Competitors
- **Dealer Success Stories**

Custom Engineered Telescopic Platforms

Selling with MXP & Seatway

- High Quality Products
- Custom Needs
- Custom Products
- Custom Solutions
- New Relationships & Opportunities

MXP Product Line



Custom Telescopic Platform

- **Highly Customizable**
 - Optimized Safety
 - Optimized Performance
 - Optimized Reliability
- **Premium Comfort**
 - Quattro FF & NM
- **Primary Markets**
 - Arena, Event & Convocation Centers



MXP Product Line



MXP Product Line



Product Highlights

- **HSC Time Tested Vertical Frame Design**
 - Greater degree of customization
- **Deeper Row Spacing**
 - 36" [914mm]
- **Custom Row Rise**
 - 4" [102mm] – 24" [610mm] x 1/16" [1.5mm] increments



MXP Product Line

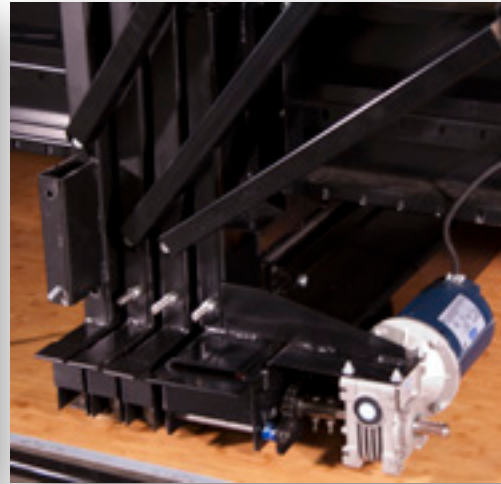


Product Highlights

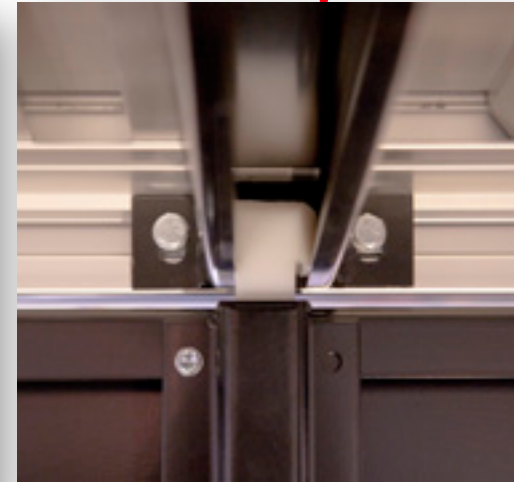
- High-Tensile Steel
- Captive Interlocks
- Adjustable Cantilevers
- Largest Frame Wheels
- Revolutionary Soft-Start Steerable Power Frame
- Zero Offset - Closed
- 5 - Year Warranty



MXP Product Line



MXP Product Line



MXP Product Line



Premium Seating Solutions

- **Quattro Collection**
 - Forward Fold [FF]
 - Nose Mount [NM]
 - Forward Tilt Chair
 - Folding Back
- **Gallery III**
- **Metro**



MXP Product Line



Hussey Seatway Telescopic

Custom Theatre Quality Telescopic Platform

- **Highly Customizable**
 - Optimized Safety
 - Optimized Performance
 - Optimized Reliability
 - Optimized Aesthetics
- **Premium Comfort & Stylish Seating Solutions**
- **Primary Markets**
 - PAC, Black Box, Corporate, Auditorium



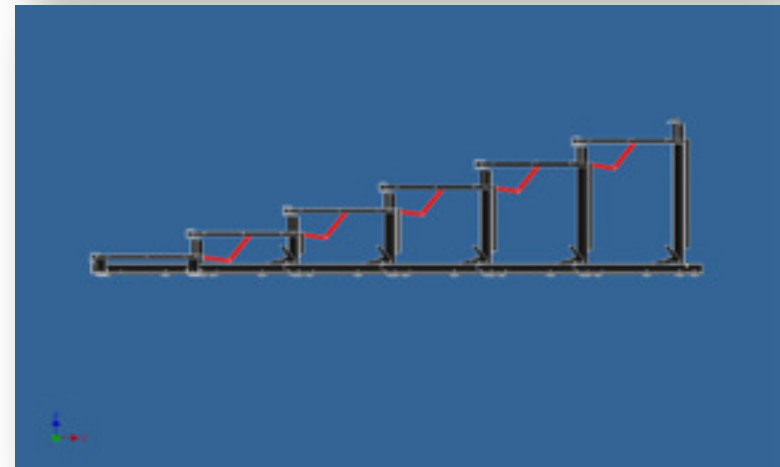
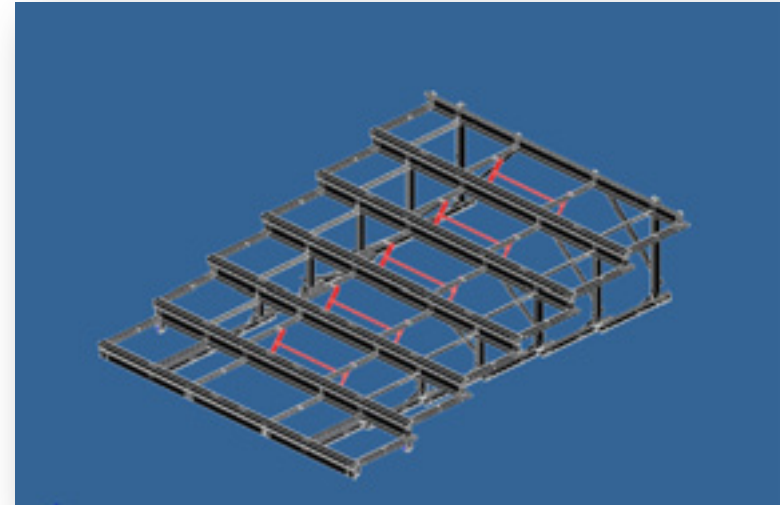
Hussey Seatway Telescopic



Hussey Seatway Telescopic

Product Highlights

- **Fully Welded Space Frame Design**
 - Stiffer Platform
 - Stiffer Structure
 - Improved Aesthetics
 - Lower Lifetime Cost
- **Deeper Row Spacing**
 - Up to 39.375" + [DD 71"]
- **Custom Row Rise**
 - 10.25" - 20"
 - 6" Low Rise



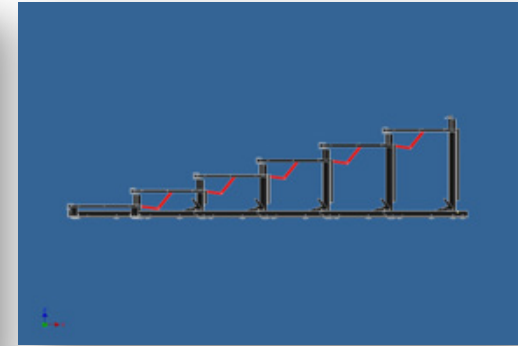
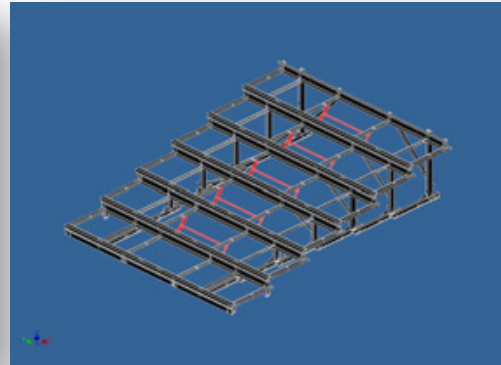
Hussey Seatway Telescopic

Product Highlights

- Vertical Frame Design
- High Tensile Steel Frames & Bracing
- Alignment System
- Adjustable Cantilevers
- Row Locks
- Revolutionary Soft-Start Steerable Power



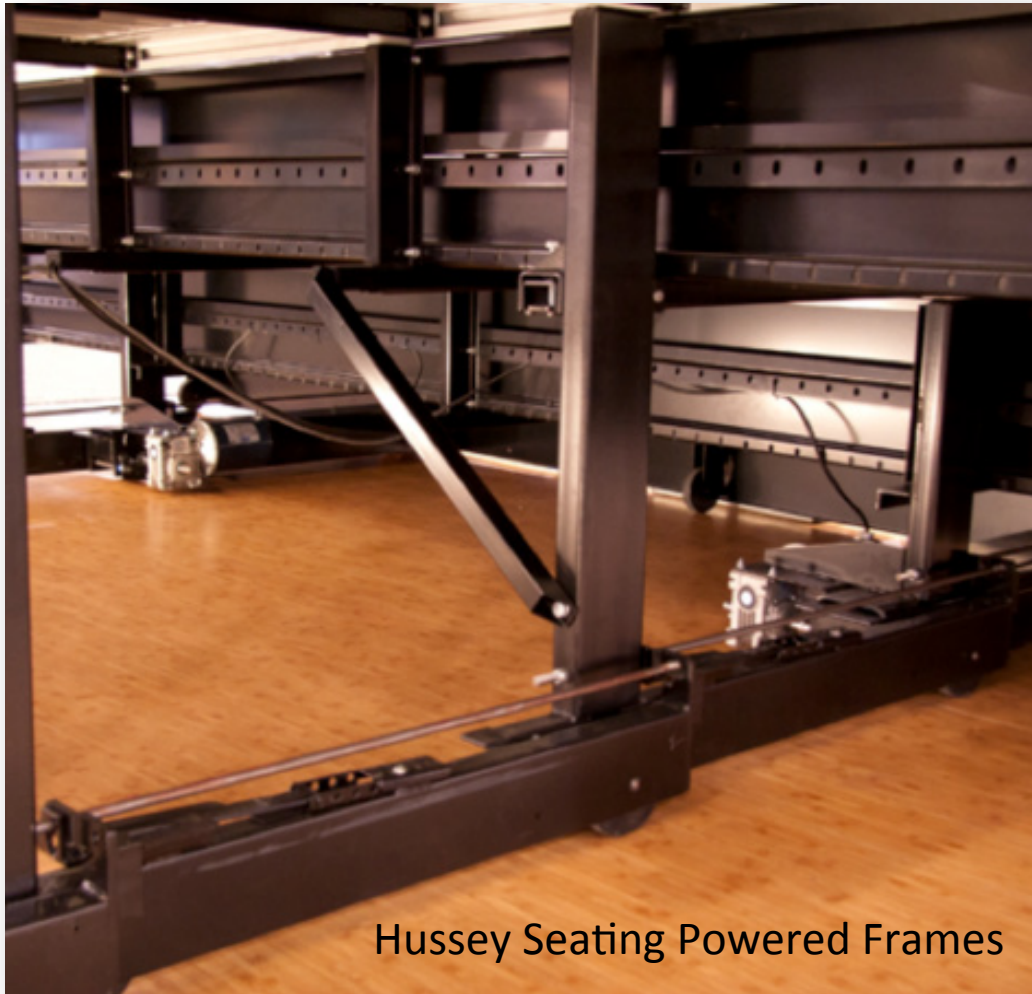
Hussey Seatway Telescopic



- Fixed
- Recessed
- Mobile
- Traveling

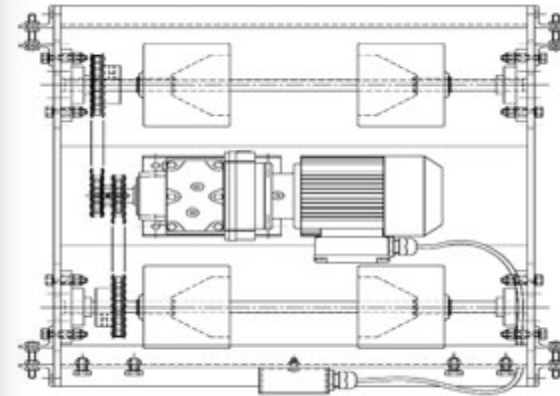
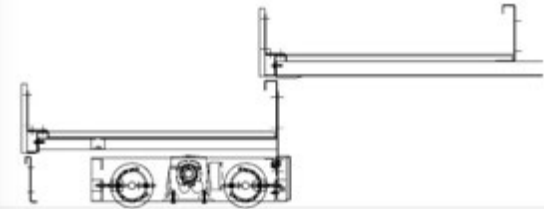


Hussey Seatway Telescopic



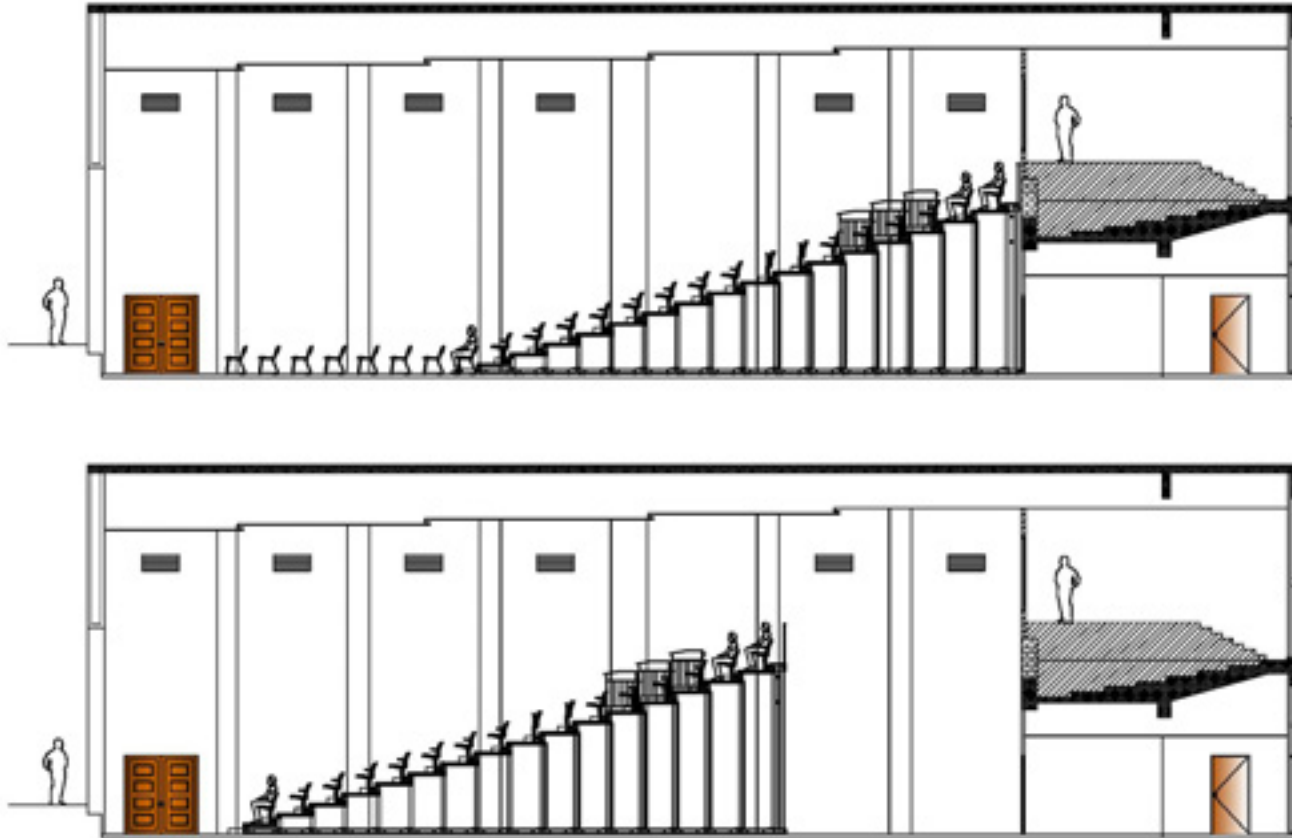
Hussey Seating Powered Frames

Seatway Power System - Truck



Hussey Seatway Telescopic

Traveling Units



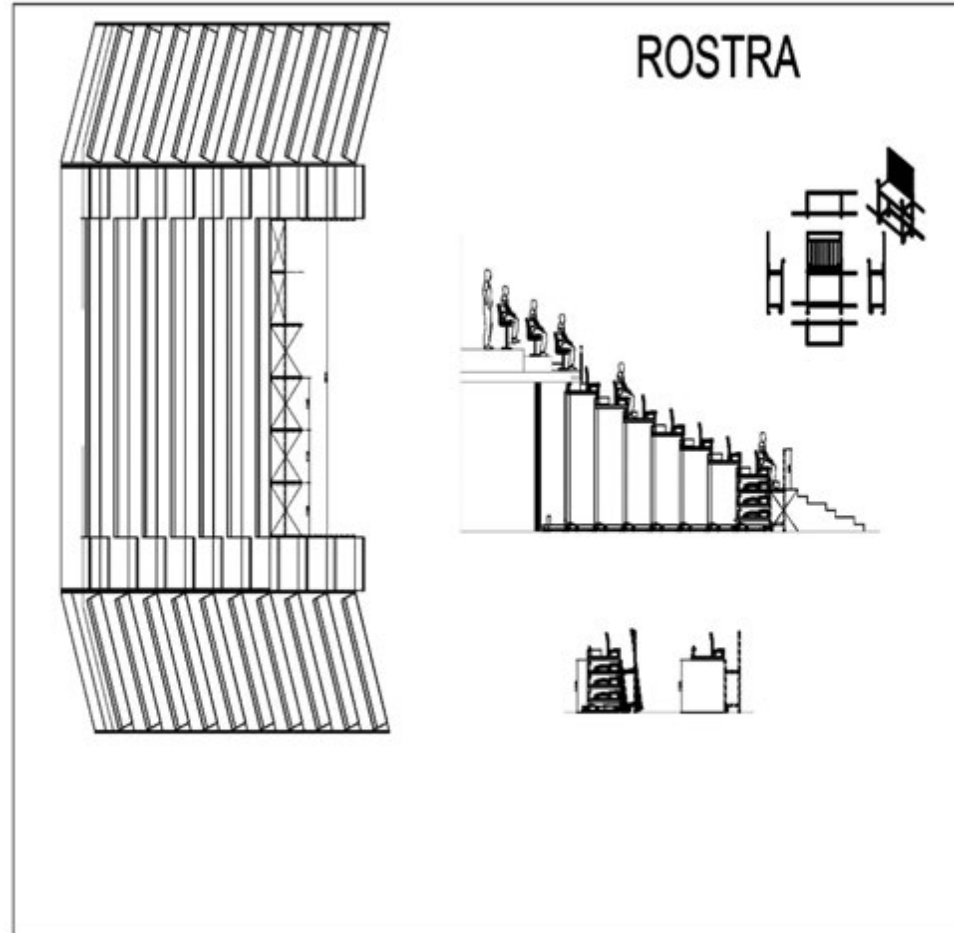
Hussey Seatway Telescopic

Tapered Units



Hussey Seatway Telescopic

Wing Units



Hussey Seatway Telescopic

Wing Units



Hussey Seatway Telescopic

Wing Units



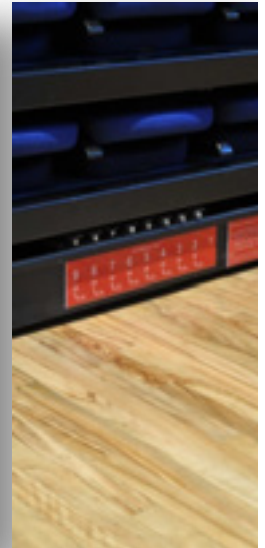
Hussey Seatway Telescopic

Vomitories



Hussey Seatway Telescopic

Customized Features



Hussey Seatway Telescopic



Premium Seating Solutions

- Custom Chairs
- Quattro FF
- **New** Gallery III
- Gallery II
- Arts
- Metro
- Club Bench
- Other Available Products



Hussey Seatway Telescopic



Hussey Seatway Telescopic



Hussey Seatway Telescopic



TELESCOPIC PRODUCT MATRIX



Row Rise

	Standard	Custom
MAXAM	9.625", 11.625", 16"	X
MAXAM+	9.625", 11.625", 16"	X
Seatway	10.25", 10.625", 11", 11.375", 11.75", 12.625", 13.375"	10.25" - 20" 6" Low Rise
MXP	4" - 24" in .062" increments	X

TELESCOPIC PRODUCT MATRIX



Row Rise

	Standard	Custom
MAXAM	9.625", 11.625", 16"	X
MAXAM+	9.625", 11.625", 16"	X
Seatway	10.25", 10.625", 11", 11.375", 11.75", 12.625", 13.375"	10.25" - 20" 6" Low Rise
MXP	4" - 24" in .062" increments	X

TELESCOPIC PRODUCT MATRIX



Row Spacing

	Standard	Custom
MAXAM	22", 24", 26"	23" & 25"
MAXAM+	30", 32" 33"	31"
Seatway	33.5", 35.5"	22 5/8" - 39.375" Double Deck @ 71"
MXP	33" - 36"	

TELESCOPIC PRODUCT MATRIX



Decking Options

	Classic Wood	Carpeted	PolyDeck	Aluminum	Phenolic	Vinyl	Hardwood
MAXAM	X	X	X	X			
MAXAM+	X	X	X	X			
Seatway	X	X	X	X	X	X	X
MXP	X	X	X	X			

TELESCOPIC PRODUCT MATRIX



Seating Options

	Classic Wood	10" CourtSide	12" CourtSide	Club Bench	Metro	Arts	Gallery III	Quattro NM Forward Tilt	Quattro NM Fold Back	Quattro FF	Custom
MAXAM	X	X	X								
MAXAM+	X	X	X	X	X		X			X*	
Seatway				X	X	X	X			X	X
MXP					X		X	X	X	X	

TELESCOPIC PRODUCT MATRIX



Markets

	Gymnasium	Classroom	Arena	Event Center	Convention Center	Auditorium	Performing Arts Ctr	Black Box Theatre	Corporate	Other
MAXAM	X	X								X
MAXAM+	X	X		X	X	X				X
Seatway						X	X	X	X	X
MXP			X	X	X	X		X		

TELESCOPIC PRODUCT MATRIX



Fit & Finish

	Standard Nose	Standard Riser	Custom	Std. Understructure	Custom Un. Structure	Rails w/ Balusters	Rails w/ Solid In-fills	Rails w/ Acrylic In-fills	Custom Rails
MAXAM	g	g	pc	p	g	X			X
MAXAM+	g	g	pc	p	g	X			X
Seatway	pc	pc	X	pc	X	X	X	X	X
MXP	p	p	pc	p	g	X			X

KEY

g = galvanized

pc = powder coat

p = paint

x = available

TELESCOPIC PRODUCT MATRIX



HSC Budget Market Price / Seat D&I

MAXAM	\$85.00 - \$125.00
MAXAM+	\$115.00 - \$350.00
Seatway	\$600 - \$700
MXP	\$700 - \$900+

TELESCOPIC PRODUCT MATRIX



Average Lead-times PO - Shipment

MAXAM	4 – 8 weeks + Freight [varies]
MAXAM+	8 - 21 weeks + Freight [varies]
Seatway	Approval ~ 10 weeks + Freight [varies]
MXP	21 weeks + Freight [varies]

Market Opportunities

Building Relationships

- Industry Relationships w/ HSC & HSW Assistance
- Build Owner & Customer Preference
- Build The Project Specifications
- Build Your Brand, Extend Our Brand & Expertise



The Selling Matrix



Building Relationships

- **Know your Customers**
 - Extend your Reach
 - Leverage Expertise
- **Roles**
 - Decision Maker
 - Influence
 - Recommendations
- **Project Phases | What’s Required | What’s Requested | Lead the Process**

	Get Organized	Get Started	Get Ready	Get Going	Get Done	Get Moving	Get Settled	Get Reviewed	Get Closed
Pre-Project Phase									
Project Phases									
Phase 1: Project Setup									
Phase 2: Project Kickoff									
Phase 3: Project Execution									
Phase 4: Project Closeout									
Phase 5: Project Review									

Market Opportunities

The Work Flow Process

- **Customer Needs Assessments | What's Desired?**
- **Work Direct with HSC DSM or Hussey Seatway during Concept Design & Positioning Process**
- **Co-Present Solutions Proposals & Quotes**
 - Hussey Seatway Platforms | Direct w/ England
 - MXP Platforms | Standard Sales Channels w/ DSM
- **MXP Revit Family is currently in Development**

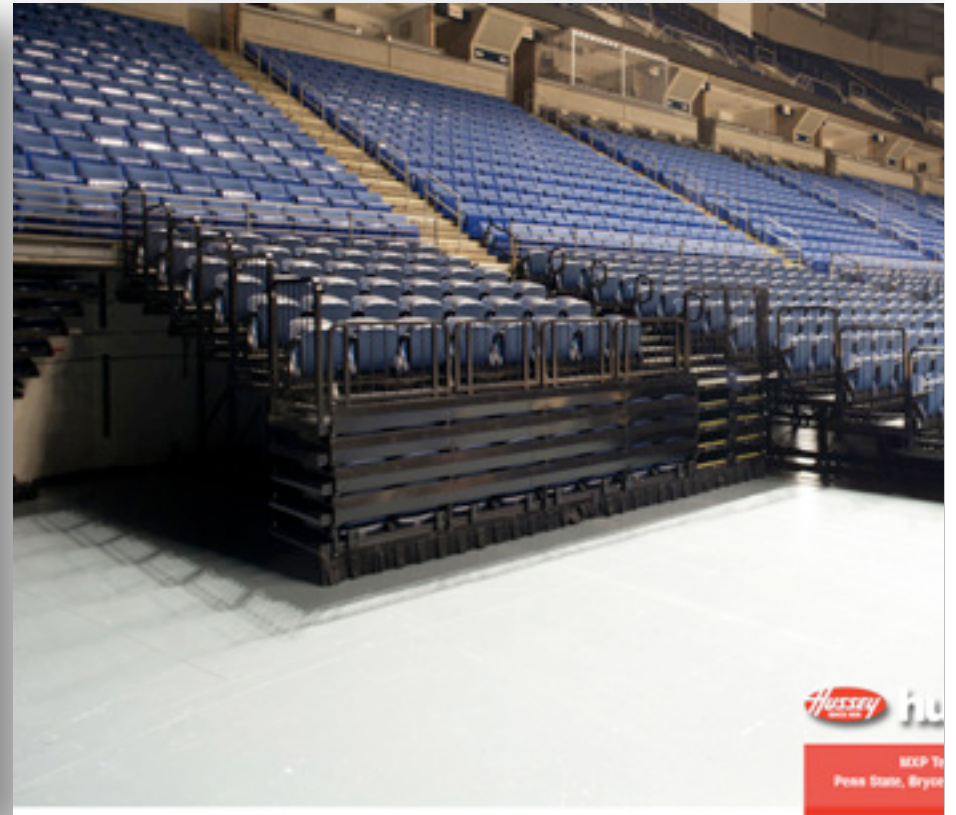
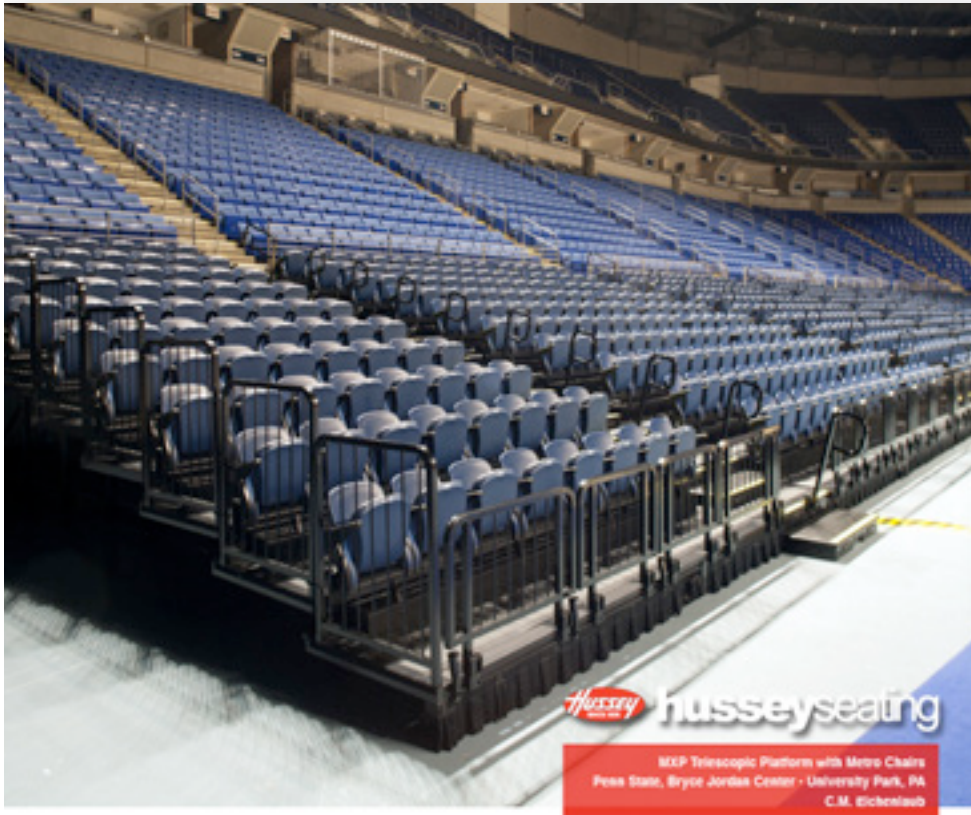
Custom Engineered Telescopic Platforms

Competitive Insights

- **Audience Systems**
 - Operational Focused, Competitive Price & Product
- **JEZET**
 - High Quality, High Flexibility, Competitive – High Price
- **Irwin Seating**
 - Flexible, Competitive Pricing, Quick Delivery
- **Stage Right**
 - High Quality, High Flexibility, Competitive – High Price, Focus Professional Sports Market

Dealer Success

MXP – Penn State



Dealer Success

Hussey Seatway – Reynoldsburg High School, OH



Dealer Success

Hussey Seatway – Phoenix TV Studio [Church]



Hussey Seatway 2014 Overview



Custom Engineered Telescopic Platforms

Summary

- Leverage the Expertise @ the Factories
- Product Line Knowledge
- Data Requirements for Concepts & Quotes
- Establish & Build Working Relationships
- Build a Product Solution Preference
- Provide Proposals & Project Engineered Solutions
- Each Project is “Quoted as a Custom Solution”
- Be the first call!