







INCREASES SERT CAPACITY BY 208 TO 308 OVER CONVENTIONAL PEWS TRIPLES THE TRAFFIC FLOW EFFICIENCY REDUCES COST OF OWNERSHIP

VERA CHAIR

CONVENTIONAL SEATING WISDOM

Conventional wisdom is doing what you have always done because that's what you have always done...accepting the status quo. The responsibility of Spacestewardship inspired us to challenge conventional ways of doing seating. The conventional options shown below all present significant restrictions in seat capacity and traffic flow with the limited amount of egress space between the rows.



SPACESTEWARDSHIP

The principle of stewardship recognizes that everything we have comes from God and belongs to God. We are simply given charge over it to put it to good use and make the most of it. This applies to our finances, our talents, and all resources. And though you don't always think about it, your church campus real estate is another gift placed under your charge - and at the heart of that campus is perhaps the most important space of all...that space set aside for worship. Making the most of that valuable footprint is part of what pew replacement and Spacestewardship is all about - and remains at the heart of all we do for the market we serve.

SEAT ENVELOPE

The key to space efficiency is in achieving a tight seat envelope in the seat design. This is what determines the amount of passage between rows and ultimately impacts seat capacity, traffic flow, and maintenance issues. The illustration below shows the 15.5" envelope in the SERIES Vera chair that allows a 20.5" egress, significantly greater than the typical 12" egress on a conventional pew.

PERSONAL SPACE

Eliminating the intermediate arm dividers associated with conventional theater seats advances the cause of space efficiency by providing 2 more inches of individual space at the hips and elbows. Over the past several years the "no arm" option has accounted for over 97% of sales to the church market.

VERA THEATER CHAIR BY **SERIES**



REAL ESTATE VALUE

At SERIES we take great strides in making small footprints. The Vera chair consumes only 2.36 square feet of floor space compared to 3.66 square foot per seating unit with a conventional pew. We call that a small footprint that makes a big impression. In an auditorium designed to seat 1000 people with a conventional pew, the Vera chair will free up 1300 square foot of usable floor space that would be lost to a pew, allowing you to make the most of your own worship area footprint. Ultimately the Value of the SERIES Vera chair will be inseparably linked to the value of your real estate.

Twelve Benefits Over Conventional Pews

There are twelve distinct benefits to the SERIES Vera chair over conventional pews, but you may also hear as many as eight common objections to conventional theater seats. We will first explain the benefits of the Vera chair and then illustrate how we have resolved all the objections.

Benefits

The SERIES Vera Chair...

- 1. Provides between 20% to 30% gain in seating capacity over the use of pews.
- 2. Provides greater traffic flow.
- 3. Presents a lower overall cost per person.
- 4. Allows a radial layout configuration.
- 5. Provides better sightlines for each individual.
- 6. Provides reduced maintenance / lower cost of ownership.
- 7. Reduces other code requirements imposed by pews.
- 8. Makes it easier and less expensive to reupholster.
- 9. Is more conducive to growth and expansion.
- 10. Is more conducive to special events.
- 11. Provides more comfort in both a seated and standing position.
- 12. Directly enables churches to serve the community in new and creative ways.

1. THE VERA CHAIR PROVIDES BETWEEN 20% TO 30% GAIN IN SEATING CAPACITY OVER THE USE OF PEWS

There are two primary factors that contribute to this benefit:

(a) Longer rows and fewer aisles

(b) Spacing of seat occupants

Longer rows and fewer aisles

Fire and building codes establish seating restrictions for different types of seats. Conventional theater seats pose the least restrictions. Conventional pews that are installed at normal 36" row-to-row spacing leave a 12" egress for exiting the pew. With a **12**" egress the codes do not allow more than seven seats from the center of the row to the nearest aisle. This translates to a maximum pew length 22' 6" or 15 seats.

The Vera chair, with self-lifting seats in the up position, creates up to 70% more room between rows for exiting. According to code, this additional passage between rows extends the legal limits of seats-per-row to more than double that of pews. Longer rows obviously mean fewer aisles will be required throughout the facility. Depending on the size of the auditorium, this factor alone can increase the amount of floor space used for seating by 10%

A - BEFORE (House Of The Lord - Akron Ohio 1488 Seats) Building codes limit the length of a pew to a maximum of 21'-6" which increases the number of required aisles. The pew layout below calls for a minimum of 9 aisles, creating a loss of seats for a total capacity of only 1488. This total capacity figure is based on an average seat space of 22.5" in order to match the adjacent theater seat layout using 22.5" seats.



B - AFTER (House Of The Lord - Akron Ohio 1880 Seats) Fire codes recognize the added egress provided by the Series VERA chair, permitting more than three times the row length of a pew. This reduces the number of required aisles to only 5 for a total of 1880 seats and a 26% gain in seat capacity, just from the difference in aisles alone. Additional capacity gains are realized by the defined seat spaces of the VERA theater seat explained on the next page.



Spacing of seat occupants

In pews or conventional bench style seating people tend to distance themselves from one another. The Vera chair counteracts this inclination and prompts people to sit shoulder to shoulder comfortably, without losing space between occupants.

A recent article published by **Religious Product News** provides objective input on this particular issue. The publication quotes Kenn Sanders, an architectural designer from Phoenix, AZ, who has designed hundreds of church campuses nationwide. His firm has conducted studies showing that people sitting in continuous pews usually take up approximately 25" to 26" per person. "Occupants tend to spread out when the seat spaces are undefined, leaving around 4 to 5 inches between occupants," says Sanders. "This reflects a 20% seating loss in an auditorium that appears to be full." The SERIES Vera chair redeems a 20% loss by providing individually defined seat spaces, averaging 21" to 22" widths. In addition, ushers can readily identify vacant seats without awkwardly imposing on people to move closer together. The added egress allows latecomers to easily access seats in the center of the row when the congregation is standing. This 20% gain added to a possible **10%** gain in floor space, can translate to a maximum gain of as much as 30% seating capacity with the Vera chair over conventional pews.



CONVENTIONAL PEW CAPACITY

With conventional pews the seat spaces are undefined creating large spaces between occupants that translate to an average seat space of 26" and a 20% loss in seat capacity.



VERA CHAIR CAPACITY

The Vera chair establishes a comfortable and accurate seat width averaging 22" per person, increasing real seat capacity while reducing code-imposed building costs.



2. THE VERA CHAIR PROVIDES GREATER TRAFFIC FLOW

This benefit is somewhat obvious from what we explained earlier regarding the added space between rows provided by the gravity-lift seat. Fire codes would indicate that occupants can reach an exit aisle three times more efficiently from a row of Vera chairs (70' 0" maximum row length) than from a row of pews, (22' 6"maximum row length) given the same 36" row-to-row spacing.

The Vera chair is also an added convenience for late guests or individuals who need to leave sometime during the service, since they generally try to choose periods when people are standing, as it is less conspicuous. This is almost prohibitive with the use of pews, simply because the minimal **12**" egress is completely blocked by others standing in the row. The gravity-lift seat allows worshipers to step backward, permitting the person to enter or exit in front of them. This makes it far easier to fill those vacant seats in the middle of the row.

3. THE VERA CHAIR PRESENTS A LOWER OVERALL COST PER PERSON

The initial cost of a pew product is a little less than the cost of the SERIES Vera chair. Yet in order to figure the true cost of seating you must factor in the cost of the building against the number of people it will seat.

Example: If you build a five million dollar worship center that can accommodate 1000 people in pews, your cost per seat is \$5000 per person for the space, plus \$150 per person for the pew, which totals \$5150 per person. If you can increase capacity by 20% to 1200 people with the use of the Vera chair, you can decrease your building cost per seat to \$4166 for the space, plus \$200 per person for the seat, or a total of \$4366 per person. This reflects an actual cost savings of \$794 per person with the Vera chair. It is simply more cost effective to invest a little more in a seat product that will yield a 20% greater seat capacity, compared to the fact that you would have to expand the size of the building plan by 20% to achieve the same increase.



4. THE VERA CHAIR ALLOWS A RADIAL LAYOUT CONFIGURATION (See Diagram B pg 5)

Radius rows offer a visual dynamic to the overall appearance of the worship center, improves audience eye contact with the speaker (without the need to turn their head), gives the speaker direct eye contact with their audience, and adds to the sense of community, since you can visually connect with so many other members of the congregation. It is a similar concept with a conference table that is curved on both sides as opposed to straight.

5. THE VERA CHAIR PROVIDES BETTER SIGHTLINES FOR EACH INDIVIDUAL

In performing art centers, seating is typically laid out using varying seat widths inside of each row. While typically being required for alignment of the row ends at the aisles, this variance of seat widths also works to create some level of staggering, typically alternating between rows. The staggering helps bring about improved visibility, allowing sight lines to pass between seat occupants in the row ahead. The flexibility of the Vera chair model allows for this staggering concept when required, which is not available with a pew. Of course, the Vera chair is also ideal for accommodating sloped floors or tiered seating, to maximize sightline objectives.

6. THE VERA CHAIR PROVIDES REDUCED MAINTENANCE / LOWER COST OF OWNERSHIP

Cleaning or sweeping the floor between rows of seats is especially awkward with pews or stackable chairs. And the minimal **12**" egress afforded by pews obviously makes it more difficult to maneuver cleaning equipment between the rows. The Vera chair not only provides more room to maneuver between rows, but also eliminates the need to clean any debris that may collect on top of the seats, compared to what you would have with pews. With a selflifting seat, all debris automatically falls to the floor, which will be more easily cleaned. Balcony seats can also be mounted to the riser behind them, leaving a totally unobstructed cleaning surface below each seat.

7. THE VERA CHAIR REDUCES OTHER CODE REQUIREMENTS IMPOSED BY PEWS

Codes require churches to use an unrealistic standard of 18" per person to figure room capacity. This inflates the number of required restrooms, parking lot space requirements, exit doors, etc. resulting in over-equipped buildings compared to the true number of people the building will seat. With new construction the theater seat allows lesser requirements, resulting in building cost savings. And for churches that are replacing pews with theater seats and increasing the true capacity, the original over-sizing of the building and parking lot accommodates the added capacity of the theater seat without violating codes.

8. THE VERA CHAIR MAKES IT EASIER & LESS EXPENSIVE TO REUPHOLSTER

Damage to the pew upholstery seat or back require reupholstering the entire row. The Vera chair is equipped with removable, zippered covers on seats, which makes reupholstering quick and easy by utilizing the extra covers SERIES provides for you.

9. THE VERA CHAIR IS MORE CONDUCIVE TO GROWTH & EXPANSION

Many church building programs plan for second or even third phase worship centers. It is generally difficult and more costly to move pews from a smaller worship setting to a larger one, since there is no practical or efficient way of lengthening or shortening pews. However, the Vera chair can be moved to a larger setting and additional seats ordered to match. Even a change in floor slopes can be accommodated with proper seat design. No product components are lost when moving into expanded spaces with our accordion system that allows row lengths to be shortened or extended as needed.

10. THE VERA CHAIR IS MORE CONDUCIVE TO SPECIAL EVENTS

Many churches conduct outreach events or special programs such as Easter cantatas or concerts. Continuous pews do not establish an exact seat count to accommodate ticketed seating. Individually defined theater seats total a specific capacity and allow for ticketed seating that guarantees the attendance will not exceed the number of available seats.

11. THE VERA CHAIR PROVIDES MORE COMFORT IN BOTH SEATED & STANDING POSITIONS

Seated: The goal of seat design is to eliminate the discomfort that distracts from the focus of worship. Proper ergonomics provide lumbar support that relieves lower back discomfort. The seat can also be deeper on a Vera theater seat than a on a pew, without violating code, since the seat folds up when standing. And we can't speak of comfort without giving "comfort" that all important prefix that speaks to human health (healthy comfort). The Vera's exclusive ergo-web foundation and surround foam technology guarantee the user reduced pressure points and greater blood flow translating to healthier comfort. Altogether, the Vera is designed to fit the human anatomy in a way that blurs the line on where you end and the chair begins.

Standing: We have already explained the numerous benefits of the 20.5" egress between rows with the SERIES Vera chair. Added comfort while standing is just one more benefit. The seat simply lifts out of the way, allowing freedom of movement during worship and during entrance and exit between the rows.

12. THE VERA CHAIR DIRECTLY ENABLES CHURCHES TO SERVE THE COMMUNITY **IN NEW & CREATIVE WAYS**

There are many communities that still do not have a suitable performing arts facility. Even some of the colleges and universities within these communities are without performing arts buildings. Churches equipped with lighting, sound systems, and the Vera chair that accommodates the arts can provide a creative outreach tool to the community, opening doors to additional ministry opportunities.



BEFORE (SECOND BAPTIST - Houston TX, USA)



AFTER (SECOND BAPTIST - Houston TX, USA)

The nearly 30-year-old sanctuary at Second Baptist Houston found fresh beginnings by combining state of the art seating with the latest technology in sound and lighting. Second Baptist chose SERIES Seating to replace the old pews in order to maximize space stewardship objectives. Seat capacity gains were realized in the opportunity to use longer rows and fewer aisles afforded by the extra egress space between the rows. And the smooth radial configuration replaced the harsh faceted pew lines, achieving an enhanced visual dynamic and a greater sense of community for the congregation.

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The goal for Braeswood Church in Houston was to develop a comfortable space with a high degree of connection, leveraging seat design and layout configuration to maximize the room's potential to create a sense of community. Congregational connectivity was enhanced with a radial seating layout featuring the SERIES Vera chair. With nearly 1200 seats committed to the tight auditorium footprint it was important to find the industry chair that would promise the most efficient use of space. The Vera's streamlined design and tight seat profile allowed for longer rows and fewer aisles without violating seating exit codes, adding to the seat capacity, efficiency, and overall stewardship of the room.

BRAESWOOD - Houston TX, USA ARCHITECT: Morris



VERA SIGNATURE

The VERA design avoids the cheaper extruded plastic exteriors on backs, seats, and end panels associated with low-end cinemas and high school auditoriums. The VERA models all feature exteriors that are wood, fabric, or plastic laminates. The VERA Signature features wood exteriors throughout for more formal venues.







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Resolving The Objections

Some of the reasons that churches have not used conventional theater seats in the past are because of design characteristics that posed legitimate objections. The following are a list of those age-old objections, which is followed by the *solutions* that the SERIES Vera chair presents in resolving the objections.

Common objections to conventional theater seats are that the...

- 1. Seats create unwanted noise.
- 2. Mechanics involve ongoing maintenance.
- 3. Seats do not accommodate mothers with neither small children nor those who may want more than a single seat.
- 4. Arm dividers are restrictive to larger people.
- 5. Seats fold up on small children.
- 6. Seats do not adequately provide accessories and options typical of pews
- 7. Seats have molded plastic exteriors that appear cold and institutional compared to the warmer look of a pew.
- 8. Seat pivot mechanism between the side of the seat and the seat stanchion can be an injury hazard especially to children.
- 9. Seats lend an "unfamiliar" feel to the worship setting that may detract from the worship atmosphere.

1. CONVENTIONAL THEATER SEATS CREATE UNWANTED NOISE

Typically most conventional theater seats create a good deal of noise when people stand and the seat lifts. In a worship center a congregation may move from a seated to standing position several times throughout the service. The combined noise of several hundred to several thousand seats can be annoying and distracting. The SERIES Vera chair design has eliminated the interior springs and mechanics that most seats depend on for the self-lifting action. All of our seat designs employ a gravity-lift system where the seat is simply weighted and counter balanced to lift quietly, without the aid of interior mechanics.

2. THE MECHANICS OF THE THEATER SEATS INVOLVE ONGOING MAINTENANCE

Conventional theater seats also have a reputation for needing ongoing maintenance and adjustment. The interior springs and mechanics inside the seat, which we noted above, further affect this. Some conventional theater seats employ gravity-lift systems that still have rubber bumpers and mechanics inside the seat. These need to be adjusted, lubricated, or even replaced over a period of time.

The SERIES Vera chair totally eliminates those interior rubber bumpers and mechanics hidden between the seat cover and the steel or plastic seat pan. We not only remove those parts that are vulnerable to exterior scratching and denting, we also remove those interior mechanics that are difficult to get to for repair.

Another high maintenance factor in other conventional theater seats is in the seat connection to the steel frame. Most companies employ an angle bracket with a nut and bolt on both sides of the seat. Seat movement and vibration causes these nuts and bolts to loosen over time, requiring ongoing tightening. Most company warranties and maintenance instructions suggest that these nuts and bolts be tightened at least every three months to avoid noise or failure. This requires a tremendous amount of additional man-hours. The SERIES Vera Chair design totally eliminates these nuts and bolts. We use a steel axle, completely free of nuts and bolts and the need for ongoing maintenance.

3. CONVENTIONAL THEATER SEATS DO NOT ACCOMMODATE MOTHERS WITH NEITHER SMALL CHILDREN NOR THOSE NEEDING MORE THAN A SINGLE SEAT

We recognize that there are unique seating environments that need to be sensitive to some who feel they are better accommodated with a continuous, pew-like arrangement.

One way SERIES addresses that issue is with our interlocking stackable chairs. These chairs match the Vera chair and provide continuous seating, since the chairs can be joined together. This is also ideal for redeeming lost space at vacant wheel chair locations. These chairs can also be used in the front and rear of the worship area as overflow seating and removed when capacity needs are not as great.

4. CONVENTIONAL THEATER SEATS ARMREST DIVIDERS ARE RESTRICTIVE TO LARGER PEOPLE

Churches have often regarded the intermediate arm dividers as a kind of "necessary evil" that one must accept as part of the conventional theater seat package. Other companies cannot eliminate the armrests without leaving an exposed steel stanchion between the backs along with unsightly connecting hardware. SERIES engineered the Vera chair to allow the elimination of the armrests without leaving an obstruction between the backs. The added paybacks to the end user translate to a seat that is: (1) Less restrictive to larger people (2) provides two more inches of space at the hips and elbows (3) provides more personal privacy (4) lowers initial cost, (5) reduces maintenance, (6) presents a cleaner, uncluttered visual (7) creates a greater sense of community and (8) ultimately increases seat capacity. This option now represents 97% of our sales to the worship market.

5. CONVENTIONAL THEATER SEATS FOLD UP ON SMALL CHILDREN & THE ELDERLY

With conventional theater seats, children and even some adults do not lend enough weight to the front of the seat to counter the upward lift. This is especially true of spring loaded seat lifts. But it is also true of gravity-lift seats that have plastic underseat covers, which have a tendency to jack-knife or fold up on smaller people. The unique design of the SERIES Vera chair gravity-lift seat eliminates this concern by moving the pivot point

of the seat further to the back of the seat so that the weight of the occupant is on top of the fulcrum and not behind it.

6. CONVENTIONAL THEATER SEATS DO NOT ADEQUATELY PROVIDE ACCESSORIES & OPTIONS TYPICAL OF PEWS

SERIES provides the industry's widest selection of accessories and options, including bookracks, card and pencil holders, number and letter plates, donor plates, cantilevered ends, aisle lights, drink holders, and communion cup holders.

7. CONVENTIONAL THEATER SEATS HAVE MOLDED PLASTIC EXTERIORS THAT APPEAR COLD & INSTITUTIONAL COMPARED WITH THE WARMER LOOK OF A PEW

Prior to the introduction of the SERIES Vera chair to the church market, all conventional theater seats offered to churches were lower quality products designed for such applications as high school auditoriums and cinemas. These typically have a molded plastic cover on the rear side of the back component, as well as the underside of the seat component. Not only is this unattractive, but it is also lacks resilience to surface abuse. The plastic tends to scratch and scar over time. Besides that, the downside to the plastic is much more than poor aesthetics. The molded plastic covers also increase the seat envelope, which steals from the valuable egress space. In contrast to this, the SERIES Vera chair eliminates all molded plastic exteriors in favor of highly attractive wood, upholstery, or wood-grain plastic laminates. Our objective is to provide churches with a performing arts standard in a price range close to lower quality competition.

8. SEAT PIVOT MECHANISM BETWEEN THE SIDE OF THE SEAT AND THE SEAT STANCHION CAN BE AN INJURY HAZARD ESPECIALLY TO CHILDREN

This is another legitimate concern with many theater seat designs. It is always wise to check between the seats to see if there are any moving mechanisms where a finger could get pinched if someone has their hand on the bracket when the person next to them sits down. SERIES designed an innovative bracket system that conceals all moving parts in order to eliminate any injury and liability concerns.

9. CONVENTIONAL THEATER SEATS LEND AN "UNFAMILIAR" FEEL TO THE WORSHIP SETTING THAT MAY DETRACT FROM WORSHIP ATMOSPHERE.

We realize that a number of churches still favor the traditional look and familiar feel of a pew. This may be an important issue if you are trying to reach out to a community and culture that values and expects a traditional worship environment. It is our desire to still effectively serve this segment of the market with a seating product that will preserve the traditional look of the pew, while delivering the space efficiency benefits of a theater seat. In light of that, we developed the Pew Optima, which embodies the ultimate solution to this challenge. The Pew Optima features a continuous pew with a wood cap rail and traditional wood pew ends, combined with individual, self-lifting seats. The beauty of the Pew Optima is that it will achieve the same **20%** gain in seat capacity and traffic flow benefits as the SERIES Vera chair and remains the only product of its kind.

We believe that the more thought you give to your seating before you make a decision, the less likely you will be to think about it afterwards. And that, really, is our goal - to have you **not** think about what you are sitting on. If you give attention to the seating it is likely because there is something distracting about it. What is most distracting to worship is discomfort while seated, restriction while standing, and congestion when moving about. The way for us to minimize these distractions is to innovate seat design that allows us to **"get out of your way"** so to speak, and let you focus on the message, the music, and those with whom you have come to worship

Whether you decide in favor of the Pew Optima or the Vera Chair...we believe you will find that maximizing your seating capacity, increasing your traffic flow, and lowering your longterm maintenance costs are all elements of stewardship worthy of your investment. And we trust you will find SERIES to be a worthy partner in achieving these stewardship goals.

Ron Ogden Church Seating, Vice President / Marketing





SERIES PEW OPTIMA, PERIMETER CHURCH - Duluth GA, USA

THINGS YOU CARE ABOUT

FEATURES & BENEFITS

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.



SURROUND FOAMTM

- 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 DROP-IN ASSEMBLY

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



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 8 minutes

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°, 17°, 14°

OPTIONS TO MEET YOUR NEEDS

Complete Range of Sizes

- Accordion system chair widths: Any dimension between 19 5/8" (498mm) to 24 1/4" (623mm)
- 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)



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