

**FOR IMMEDIATE RELEASE: CONTACT:**

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## **RECESSION PUSHES HD VIDEO TO LOCAL DIGITAL SIGNAGE**

**SEATTLE, WA** – In a time of recession, the team at .advancedMethod has responded to customer demand and created a product to help businesses reduce costs. They came up with a brilliant idea: give the public the tools they need to create their own promotional materials and campaigns so that they can cut advertising costs. They tailored their economic digital signage system, express, with just that in mind and have today announced that they have added an additional feature to their product, HD video.

express by .advancedMethod prides itself on being a new kind of digital signage system: one that is easy to use, easy to update and easy to access. express includes everything one needs in a system: all the hardware, all the software, industry-related templates, even “live” news feeds. express is designed to dramatically simplify the deployment of digital signage, whether that means to a single sign or a gigantic network.

The principle behind express is that anyone and everyone can be a designer. express gives one the tools they need to create professional content. Now, with the new video feature, one can take their design skills even further. Video features traditionally offered in digital signage systems only give the option of uploading a finished clip onto a display system. express allows one to take the design process one step further and continue personalizing their material. Once video is uploaded into express, one can add or remove text, photos and special effects on top of the clip. This gives the user the power to update material as often as they need without having to remove and re-upload video content.

express users are able to upload Flash, MPEG4 and Quicktime video and compress it using h264 video codec which was chosen for its file size and quality, ensuring a stellar final result. Devin Imamura, Director of Product Development at .advancedMethod explained the development saying, “Bandwidth evolution has changed the face of HD video. We can now deliver great content directly from our servers to displays anywhere in the world.”

The EIKI Digital and .advancedMethod team members have unique backgrounds having worked with Apple, Smart Technologies, EIKI International, Packard Bell

Computers, and Adobe. More information can be found at [www.advancedmethod.com](http://www.advancedmethod.com).

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About .advancedMethod:

Founded in 2002 to provide innovative web-based communications services, .advancedMethod engineered new concepts in streaming video and in creating eVideo, a proprietary methodology for delivering a "live" presentation with available bandwidth. This mastery was then applied to Digital Signage Solutions, resulting in a robust digital signage operating system, user-friendly authoring tools, and 24/7 support services.

About Eiki Digital Systems, Inc.

With more than a half century of experience in professional audiovisual communications technology behind it, Eiki Digital Systems, Inc. was established in 2008 to broaden the scope of The Eiki Family of Companies. Headquartered in Seattle, Washington, Eiki Digital Systems shares management and a focus on the ProAV channel with its older sibling, Eiki International, Inc. of Rancho Santa Margarita, California.