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## **DIGITAL SIGNAGE COMPANY .ADVANCED METHOD AND BEST BUY CANADA ANNOUNCE PARTNERSHIP**

**SEATTLE, WA** – .advancedMethod is proud to announce a new partnership with the Commercial Sales Group of Best Buy Canada Ltd. In conjunction with this partnership, Best Buy has selected .advancedMethod's *express* digital signage system to offer to their customers. The *express* digital signage system will now be available directly through Best Buy Canada's digital signage group, making professional looking digital signage more accessible to the public than ever.

Tony White, Sales Manager of the Commercial Sales Group explains Best Buy's decision by saying, "We are excited to announce our partnership with .advancedMethod. We feel *express* is well suited for our small to medium sized business customer base due to its ease of use and professional content."

To kick off the joint venture, .advancedMethod, Best Buy Canada and LG recently joined forces at the Alberta Hotel and Lodging Association Convention and Trade Show in pristine Lake Louise, Alberta to display the most cutting edge technology available to the hospitality industry, including the *express* digital signage system. Robert Grawet, General Manager of .advancedMethod describes the experience by saying, ".advancedMethod was very excited to partner with Best Buy Canada for the Alberta Hotel Association show at Lake Louise in April. We worked hand in hand with our partners: Best Buy and LG to show real world examples of how hotels can utilize digital signage to enhance their guest's comfort while increasing the hotel's sales. .advancedMethod also demonstrated our eHotel Tours (custom interactive video hotel tours)." The partners received great acclaim, winning the "Best Booth" award for their Virtual Hotel Room.

.advancedMethod's *express* prides itself on being a new kind of digital signage system: one that is easy to use, easy to update and easy to buy - *express* includes the basic player and software necessary to create your own content right out of the box, plus 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. With the re-bundling of their IT services, .advancedMethod continues to offer customers the options they are looking for in a digital signage system – all at a competitive price point.

The .advancedMethod team members have unique backgrounds having worked with Apple, Smart Technologies, Da-Lite, 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 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.

**About Best Buy Canada Ltd.**

Burnaby, BC-based Best Buy Canada Ltd. is a wholly owned subsidiary of Best Buy Co., Inc. (NYSE:BBY). Best Buy is Canada's fastest-growing retailer and e-tailer ([www.BestBuy.ca](http://www.BestBuy.ca)) of consumer electronics, computers and entertainment products and also operates the Geek Squad ([www.GeekSquad.ca](http://www.GeekSquad.ca)), a technology service provider specializing in computer support and home theatre installation. There are over 50 stores in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec and Nova Scotia.

The Commercial Sales Group of Best Buy Canada Ltd delivers business-to-business (B2B) services to clients across Canada in the areas of digital signage, incentive programs, lotteries, promotions and pricing. The Commercial Sales Group also sells and distributes electronic solutions to hotels, restaurants and the resource industry throughout Canada. The Group builds new commercial business segments and opportunities in consumer electronics, appliances, media and gaming that are aligned with the client's present capabilities.

For more information on the Commercial Sales Group, please call 1-877-725-3429.