

**FOR IMMEDIATE RELEASE: CONTACT:**  
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## **EMERGENCY MESSAGE FROM .ADVANCEDMETHOD**

**SEATTLE, WA** – Based on customer request, digital signage company .advancedMethod has added an emergency broadcast system to their express digital signage solution. Emergency alert systems can be used to make individuals aware of urgent situations such as national emergencies, intruders, fires, hurricanes, and evacuation instructions and are well suited for high traffic areas such as schools and universities, hospitals and healthcare facilities, office buildings, shopping malls, and sports stadiums.

With the emergency system, users can securely log-in to express provided they possess a username and password and trigger predetermined alerts or create them on the spot. Once an emergency message is activated on one express unit all of the players and screens on the same local network are then triggered, saving precious time and ensuring that one's message is dispatched immediately. Once the emergency is over, the message can be removed by simply clicking "deactivate". express then immediately resumes playing regularly scheduled content.

Devin Imamura, Director of Product Development at .advancedMethod explains the addition of the emergency alert system by saying, "We are committed to adding new features based on the feedback and requests we receive from our customers. Our emergency broadcast system is a perfect complement to express and is available to all express users at no extra charge. Whether you are triggering pre-made emergency content or creating a message on the fly, our system deploys emergency messaging to multiple players and screens within seconds."

The express emergency broadcast system comes with an emergency button upon request that, when pushed, will take one directly to the express emergency page, further speeding up the trigger process.

.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.