

FOR IMMEDIATE RELEASE:
March 24, 2009

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***EXPRESS* DIGITAL SIGNAGE INCREASES RESTAURANT SALES**

SEATTLE, WA – The newly renovated Silver Cloud Hotel's Seattle Stadium location selected .advancedMethod's *express* system for their new digital signage solution. The Silver Cloud was previously using PowerPoint to promote their restaurant, Jimmy's on First, on LCD screens located throughout the building. The problems they faced were that PowerPoint does not allow the scheduling of content in advance, the content is low quality and it is not updatable via the web. Previous systems the hotel looked at included many pieces of hardware, extensive training, or a hefty price tag.

.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 *express*, the Silver Cloud has been able to turn a tool previously used as a message board into an instrument to promote their menu, daily specials and Happy Hour. They chose from the customizable templates that come with *express* and designed slides to specifically fit their needs and quickly had unique shows for designated times of the day, making it easy to advertise restaurant offerings and to post different information in individual areas of the restaurant.

Since Jimmy's on First began to utilize *express*, they have seen a dramatic increase in profit. Bill Weise, General Manager of the restaurant has seen the results first hand: "We have three screens in various areas. Since we have put them in we have seen a marked improvement in business." In the current economy, it is more important than ever to seek out solutions that generate revenue, save money and present on-going marketing benefits. A digital signage system is a straight-forward, economical solution for today's restaurant.

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.

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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.