

FOR IMMEDIATE RELEASE:

March 26, 2009

CONTACT:

Kasie Dawkins, 206.973.2938

kasie@advancedmethod.com

FINANCIAL COMPANY BLAZES TRAILS WITH DIGITAL SIGNAGE

SEATTLE, WA – Banks and credit unions are having the most difficult year in recent history so it comes as a surprise that a financial company would choose this time to blaze trails and embrace new technologies. .advancedMethod, a digital signage provider, has discovered that one fiscal group, Murphy & Company, remains undaunted by the financial marketplace and is enthusiastically moving forwards. Through their exciting new partnership, Murphy & Company will now be offering .advancedMethod's *express* digital signage system, a solution that has the potential to make the lives of those in the financial industry a little easier.

Murphy & Company is an independent professional services group that targets the banking industry: specializing in Internet Banking, bill payment and presentment and related electronic commerce issues. Murphy & Company's original first-hand consulting experience empowers the company with a unique view and understanding of the needs of banks and credit unions.

They chose to offer customers .advancedMethod's *express* digital signage system because it provides users with a new kind of solution: 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.

Paul A. Murphy, President of Murphy & Company explained, "We are constantly working with banks and credit unions to find the most cost and time-efficient way to communicate with their customers and members. When we saw the *express* platform and the power it offered to communicate in the branch, it was one of those 'WOW' moments for us."

Murphy & Company have not only begun offering *express* but have added additional value to the *express* Software as a Service model. The Company has created their own content specifically for banks and credit unions that is included in the purchase of the *express* player. Company clients will also receive content updates throughout the year based on important changes and events in the bank and credit union markets. Murphy & Company demonstrate how to successfully implement the Software as a Service model and how *express* digital signage dealers can add additional value to a product they are already offering clients.

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.

Banks and credit unions looking for more information and a demo of the Murphy & Company content should contact Ann Schroeder with Murphy & Company, anns@mcompany.com or 888.652.8648.

Digital signage dealers looking for more information or a demo of .advancedMethod's *express* should contact Keith Sawka at keith@advancedmethod.com or 206.973.2933.

###

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.

About Murphy & Company

Murphy & Company is a leading independent professional services company specializing in the marketing of online financial services, including Internet Banking, bill payment and presentment and related electronic commerce issues. Murphy & Company's original first-hand consulting experience empowers the company with a unique view and understanding of the needs of banks and credit unions, and sets the foundation for the tactical marketing and communications offered today.