

FOR IMMEDIATE RELEASE: CONTACT:

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THE INSTANT EXPERT/TRANSLATION STATION (ONE EXPERT TO SERVE MANY CUSTOMERS) ARRIVES AT INFOCOMM 2009!

SEATTLE, WA – Digital signage company .advancedMethod, in cooperation with Tandberg, is gearing up to demonstrate a very special interactive kiosk/video conference experience at this year's InfoComm that will allow instant video contact with a subject expert or an interpreter at the touch of a button. The system offers a retailer, mass transit hub, or any other customer facing facility the ability to have an "instant expert" on hand at any time. It can be used anywhere a retailer or organization needs more of a presence without hiring additional employees.

By touching any of the custom buttons on the Instant Expert/Translation Station, a user can instantly be connected to a pre-determined expert at any location in the world. Buttons can be customized to fit a company or organization's specific needs. For example, one can have an instant translation into a foreign language in order to provide a lost traveler with the ability to communicate in his/her native language. When it is not in use the Instant Expert is automatically turned into digital signage using .advancedMethod's express system.

Instant Expert can also provide businesses running with fewer personnel due to the current economic situation the capability of having one employee in a central location become the go-to expert for many sites, reducing local staffing costs. By offering retail store customers the ability to communicate via a world class HD video conference connection with an expert on a company's product; organizations can now offer their clientele a world of better service at a great reduction in staffing.

First seen at Infocomm 2006 as a concept, the system has undergone many improvements and is now ready for market. The solution is made possible by a partnership with Tandberg's and their world class video conferencing system, specifically their 1700 MP. Customers can buy the product from .advancedMethod after InfoComm on a limited basis. You can experience it for yourself at booth 2179 in the Digital Signage Pavilion at InfoComm 2009.

Initially Instant Expert/Translation Station will be a custom product; however plans are underway to develop it into an off the shelf solution. You can be the first in your market to offer this new high level of service to all your customers by calling .advancedMethod right away at 206.957.2626.

.advancedMethod's Instant Expert/Translation Station

.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.

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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.