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BIG BUSINESS DIGITAL SIGNAGE ON A SMALL BUSINESS BUDGET

SEATTLE, WA – In today's competitive business world, it is more important than ever to search out ways to stand out amongst competition, particularly for small businesses. That Photo Shoppe, a small retailer located in Anacortes, Washington, utilized .advancedMethod's *express* digital signage system during a recent town event to do just that.

That Photo Shoppe is located in picturesque Anacortes, often called the "crown jewel" of the famed San Juan Islands. A small town retailer, That Photo Shoppe specializes in digital photography, fine art printing, print restoration, and custom photo gifts.

The Anacortes community sponsors monthly Art Walks to promote local artists and photographers, events which That Photo Shoppe enthusiastically participates in. For the March 6, 2009 Anacortes Art Walk, That Photo Shoppe realized that they needed an innovative, eye-catching way to showcase their photographers so they would stand out to art enthusiasts. To accomplish their purpose, That Photo Shoppe chose to use digital signage, selecting Seattle's .advancedMethod and its *express* digital signage system.

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.

That Photo Shoppe received their *express* unit the afternoon of the Art Walk and created professional-looking content on the program's Slide Maker showcasing the desired work within hours. The staff then projected their newly created slides on a 50" rear projection screen placed in their storefront window where art walkers would be able to see a changing show of photography and be drawn into the store itself.

That Photo Shoppe became the star attraction of the Art Walk with the help of *express*. That Photo Shoppe was able to receive *express*, get it up and running, create their own content, and steal the Art Walk spotlight all in the course of an afternoon. Karla Locke, owner of That Photo Shoppe raved about the success of the *express* system saying, "It lit up the whole front of the store catching people's attention for blocks. It drew many customers, both new and old, into our store! *express* made Art Walk a huge success for That Photo Shoppe!"

The .advancedMethod team members have unique backgrounds having worked with

Apple, Smart Technologies, 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.

About That Photo Shoppe

Founded by Tony and Karla Locke and launched in 2006; That Photo Shoppe is all about bringing photography and photo editing to the community of Anacortes, Washington. They offer photographic training classes, editing classes, and photo production services; as well as offering samples of some of the best photography from local artists for sale in their store. You can find them on 512 Commercial Ave, Anacortes, WA.