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CONTACT:
Kasie Dawkins, 206.973.2938
kasie@advancedmethod.com

EIKI'S BULLDOG APPROACH

SEATTLE, WA – Osaka, Japan based company Eiki Industrial Co. Ltd. has evidently not received the news that the world's economy is struggling. The fifty-five year old company that revolutionized the 16-mm projector that generations of children grew up with in their classrooms has burst back onto the scene by entering into the business of digital signage.

In August of 2008, Eiki Digital Systems, Inc., the offspring of Japan's Eiki Industrial Co. Ltd., acquired a Seattle, Washington technology-based company named .advancedMethod. .advancedMethod's roots are firmly planted in the creative; in fact they have provided innovative web services for companies such as Hilton, Microsoft, The United Nations, Yahoo, and Entercom. In addition to these applications of their inventive designs, .advancedMethod been working to create the perfect digital signage solution.

Under this partnership, .advancedMethod has fine-tuned their digital signage system; *express*. Kiyoharu Kawabata, the president of the parent company, Eiki Industrial Co. Ltd., remarked, "With advancedMethod, the ProAV Dealer can offer his customer a remarkably easy-to-use Digital Signage system and, where desired, creative services to enhance the presentation. This extends the Dealer's reach, beyond offering display product, to offering manageable solutions."

.advancedMethod's *express* prides itself on being an easy to use, easy to update and easy to access solution for everyone from small corner stores to big box retailers. Twenty-four hour security and assistance provides the user with the confidence that all of their needs will be met.

The EIKI Digital and .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.