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DID THEY FORGET TO COME? INFOCOMM BOOTH IS REDEFINED

SEATTLE, WA – Digital signage company .advancedMethod decided to approach June's InfoComm, held this year in Orlando, Florida, a little differently than all the rest. Instead of flying a large Seattle-based team and booth materials across the country creating a massive carbon footprint, .advancedMethod has decided not to attend InfoComm at all; at least not in the traditional sense. When planning for InfoComm, .advancedMethod decided to take the "reduce, reuse, recycle" motto into consideration. Bearing the slogan in mind, the team has realized that their physical presence at the .advancedMethod InfoComm booth (booth #2179) is not necessary.

As Robert Grawet, General Manager of .advancedMethod, says, "Our digital signage system, express, is perfectly capable of doing the talking for us. Not only does digital signage greatly reduce on the printing and shipping costs of traditional signage material; express provides the perfect platform for us to have our voice heard loud and clear!" Through express, the Seattle team is able to create and schedule content ahead of time that explains the company's various offerings. In addition, .advancedMethod will even offer guests a very special interactive kiosk/video conferencing experience that will put them directly in touch with the team back in Seattle.

To further conserve resources, .advancedMethod will be building their booth in Orlando from local recyclable resources. The booth will be designed to look like a giant express box that guests can interact with in order to learn more about the express digital signage system. Following InfoComm, the box will be disassembled and all materials will be donated to Habitat for Humanity, going towards building homes for those in need. When asked if he has a message to all other exhibitors, Grawet says this, "We challenge all other InfoComm exhibitors to be as green as we are! Let's be a part of changing our world into a better place, beginning with InfoComm 2009!"

.advancedMethod, a Seattle-based company, has completely committed to greening the digital signage category. Starting at home, they take into account everything from ensuring that their office is highly energy efficient to making sure that packaging is recycled and that employees have easy access to bus commuting and working remotely. On a broader scale, the company is committed to moving even deeper into building software that automatically turns monitors off on schedules

.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.