



ViridiSTOR Selected as one of IMEX America's Technology Winners at Inaugural Event in Las Vegas

Acknowledged as one of three up and coming technology companies in the events and meeting industry

Tustin, CA – October 5, 2011 – ViridiSTOR® LLC's Green Box™ Solution was selected by a panel of judges as a winner of one of three Techno-How Zone booth spaces to display pioneering technology in the events and meetings industry. As one of the three winning up and coming technology companies in the events and meeting industry, ViridiSTOR will demonstrate its innovative Green Box solution at the Technology Pavilion Techno-How Zone booth at IMEX America, October 11-13 in Las Vegas.

"The IMEX America team felt that Viridistor was a brand new take on an existing technology and one that meeting, events and incentive travel buyers should be aware of. It also fits neatly with the show's own ongoing commitment to the 3 Rs – reduce, reuse, recycle," said Carina Bauer, CEO IMEX Group.

"ViridiSTOR is pleased to be acknowledged as one of the Techno How Zone winners," said Terry Mullin, CEO, ViridiSTOR. "We will be demonstrating our solution and providing the first 500 buyers who visit us with a fully functioning ViridiSTOR USB of an event we recently supported. Our solution provides attendees with event materials on the USB in the most [cost effective](#) and convenient means possible. Every attendee receives essentially a 'library on the USB' of the information from the event, forgoing the need to carry paper and binders of information, which is not only expensive to produce, but poses a significant environmental impact," added Mullin.

The Techno-How Zone will provide a quick and easy technology update for meeting planners wishing to find out more about the most innovative technology solutions for the industry. Featured companies in the Techno-How Zone represent the most pioneering and novel technology companies or products. Technologies featured add a new dimension of value, feedback, speed or interactivity to an event.

"The ViridiSTOR solution is simply a more useful and powerful solution for the problem of providing corporate and marketing information to hundreds of users at events. Having all of the literature, marketing materials and videos from the exhibits and presentations on the USB is tremendous and reduces the marketing costs significantly. And our Presenter™ application turns all of the information into a 'library on the USB' so users can actually use and find the information that they need, when they need it," commented Mullin.

"Using the [Green Box Solution](#) to [address reducing costs of trade shows and events](#), creates customer value by enabling users to make more effective decisions, and actually 'use' the information they

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gathered at the event,” added Mullin. “And with the inclusion of our new QuickMedia™ feature, it has never been easier to have immediate access to business-critical social media links, in addition to vCard and other electronic contact information for exhibitors and conference presenters.”

About IMEX America

The new trade show for the worldwide meetings, events and incentive travel industry; the inaugural IMEX America takes place October 11-13, 2011 at the Sands Expo which is connected to the show's Headquarters Hotel, the Venetian/Palazzo. The show's strategic partner and premier educational provider is MPI, who will deliver a unique lineup of speakers and education for IMEX America attendees starting on "Smart Monday", October 10, 2011 with the MPI MeetDifferent Day of Education and Innovation and continuing throughout the show. www.imexamerica.com

About ViridiSTOR

Based in Tustin, CA, ViridiSTOR LLC was established in 2008 with the goal of providing environmentally and fiscally sound business solutions for the information technology market. The Green Box™ solution replaces paper-based materials at trade shows and conferences, greatly reducing the environmental impact of the event while increasing the usability of information for attendees. With the Green Box, traditional static materials are replaced with electronic files including video, high resolution color images, presentations, or entire product catalogs. The Green Box solution can be implemented at a fraction of the cost required to print traditional materials, and dramatically reduces the carbon footprint of an event. For additional information, please visit the company's web site at <http://www.viridistor.com>.

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