

Viridistor Announces Green Box™ Solution for Reducing Cost, Environmental Impact of Paper-Based Literature at Trade Shows

Tustin, Calif., June 2, 2010 – Viridistor LLC today introduced its Green Box™ solution designed to reduce both the costs and environmental impact of distributing paper-based literature and other promotional materials at trade shows and conferences.

The Green Box products and services combine high capacity USB flash memory devices with patent-pending, in-booth distribution devices and associated software applications to drive down the cost of distributing information at expositions and conferences by replacing paper with electronic documents and materials.

According to Terry Mullin, Viridistor president and CEO, the new system will be offered as a cost-effective, value-added service to trade show management firms, professional organizations and associations that sponsor and operate events, allowing them to “go green without going broke” by bringing exhibitor information management into the 21st century.

“In addition to providing a new service offering for show organizers, the Green Box system will benefit corporate exhibitors through significant reductions in the costs of producing and handling promotional materials,” Mullin said. “At a typical trade show, for example, most exhibitors spend about one third of their entire show budget just on printing of literature. This solution will not only cut that expense in half or better, it will also reduce the carbon footprint for shows and exhibitors by dramatically reducing the volume of paper-based sales materials shipped to and from trade shows as well as eliminating a huge amount of waste generated by trade shows.”

“Everyone grimaces when you talk about ‘going green’ because it is so difficult to prove their solutions actually save money or reduce a company’s carbon footprint,” commented George R. Anderson, Partner, BDO Seidman, LLP, Accountants & Consultants. “The Viridistor Green Box system seems to achieve the target value propositions for saving money, for simplifying a complex business process and for significantly reducing the environmental impact of trade shows, conferences and corporate events.

“This is quite simply a more useful and powerful solution for the problem of providing corporate and marketing information to thousands of users at events like these,” Anderson said. “Trade show and event managers get to offer a versatile and practical new service to their corporate users. Exhibitor companies get to eliminate their second largest event expense – the printing, shipping, inventory and handling of promotional literature for events. Management of convention centers and meeting facilities reduce their costs by eliminating the single biggest source of post-event waste – since trade shows are second only to the construction industry in the volume of waste produced. And event attendees no longer have to lug around hundreds of pounds of paper at an event – plus they get powerful USB-based device that lets them manage all event-related information during the event and can be used as a high capacity computer storage device when they’re done with it.”

To take advantage of the Green Box solution, exhibitor companies will sign up with show management firms to use the service like any other service available at the show. They will receive access to Viridistor “cloud” web servers where, prior to the show, they can upload their electronic “literature” of all types – including word processor documents, spreadsheets, PDFs, videos, PowerPoint presentations, digital photos, conference session documents or any other electronic materials. When exhibitor staff arrive at the show, they then check out their Green Box devices for use in the booth and at that time their uploaded materials will be downloaded onto their Green Boxes in a matter of seconds.

When show attendees register on-site, along with their normal show badge identification they will receive a lanyard with a free high capacity USB device attached. As they tour the show and discover products and services for which they want more information, their USB drive is simply inserted into any of the multiple USB ports on the Green Box in the booth to instantly download that exhibitor’s materials.

“One of the many benefits of paperless trade shows is that users can easily collect literature from virtually all of the booths at a typical show and store it on a single USB device,” Mullin added. “Attendee drives are tailored to each specific show and include the ability to automatically download materials in a visitor’s native language if exhibiting companies provide language versions in addition to English, as is common at international shows. For shows and conferences with educational sessions, session materials can also be downloaded to the USB devices, eliminating the need to print out copies of presenter slides and supporting documents.

“Each USB device will also feature an electronic, interactive copy of the show guide and floor maps so that attendees can search exhibitor offerings by company name, by product category and by booth location,” Mullin said. “This allows people to arrive the day before, pick up their registration materials and review show activities before the show opens. They can then better plan what they want

to see and with whom they want to meet – and they can even download these schedules to their smartphones for use on the show floor.

“Attendees can also review all of their collected literature more easily following the show and can offload to a Mac or PC any files they want to keep,” he added. “They then benefit from having a very high capacity USB memory device that can be erased and reused forever.

About Viridistor

Viridistor LLC was established in 2008 with the goal of providing environmentally sound business solutions for the information technology market. Viridistor's solutions will address the "going green" initiatives that affect businesses, governments, institutions and individuals alike.

The Green Box™ solution is the first in a planned series of products and services designed to radically transform how information is exchanged throughout the public and corporate or professional sectors. Based in Tustin, Calif., the company was founded by a group of executives who bring to bear decades of technology product development and marketing. For additional information please visit the company's web site at <http://www.viridistor.com>.

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Editors & Analysts

For additional information and product photos, please contact:

Don Allen
Vice President, Marketing/PR
+1 (714) 389-5378, ext. 4
dallen@viridistor.com