

## Viridistor's Green Box™ Solution Gets Rave Reviews For Paperless System at IBEX Show in Louisville

**Tustin, Calif., Oct. 27, 2010** – Viridistor LLC used the International BoatBuilders Exhibition & Conference (IBEX) in Louisville, Kentucky, last month to launch its Green Box™ solution that replaces the costs associated with the creation, shipping and handout of paper-based collateral for trade shows and conferences – and the new 'green' technology won high praise from both exhibitors and attendees at the event.

The Green Box system is designed to significantly decrease show costs for exhibitor companies by greatly reducing or eliminating the need to print thousands of brochures for every trade show. The solution allows attendees to gather as much information as they want without having to lug around large volumes of paper materials. Instead, they can collect it all in electronic form and use Viridistor's USB-based software applications to better manage and share it both at and after an event. In addition, the Green Box system is the most environmentally friendly product of its kind because it reduces the tremendous environmental impact associated with paper-based collateral.

Hundreds upon hundreds of Viridistor USB memory devices were distributed at the show as part of the system's formal introduction to the trade show industry community. The response from IBEX Show management, large corporate exhibitors and show attendees was virtually unanimous that the system is easy to use and fulfills its promise for reducing the use of paper-based materials at shows.

"Customers visiting our booth used to receive a binder containing seven different brochures for different product lines; now all they have to do is plug a memory stick into the Green Box and leave



Taylor Made Systems received the award for "Best Presentation of Collateral Materials" on the Green Box™ system at the IBEX Show. Mike Oathout, Taylor Made VP of Sales & Marketing (center left) and Jeff Smith, Taylor Made Marketing Manager (center right), accepted the award from Viridistor CEO Terry Mullin (right) and VP of Sales Mike Wagner (left).

our booth with all of that information and more,” said Mike Oathout, Vice-President of Sales & Marketing at Taylor Made Systems, a division of Taylor Made Group, LLC. “That’s huge! It’s saving us money and making our customers’ lives easier. The Viridistor solution seems like all upside to me.”

It was easy for the company to set up their content as well, according to Jeff Smith, Marketing Manager at Taylor Made Systems. “Assembling content was amazingly easy; simple links to PDF files are really all that is needed to get information to your customer,” Smith explained. “But if you want to go beyond the basics, there’s potential here to deliver so much more – and it doesn’t have to be static content. You can make it even more interesting for your customer than traditional paper content ever was because now you can use content such as videos as well. For example, we have a brand new line of power-actuated products and for us to be able to show them actually in motion, working — as opposed to a still photo in a brochure — is really cool.”

“The biggest thing for me is that it offers a lower cost per impression,” stated Sam Lamers, Marketing Manager at 3M Marine. “It’s quick and it’s easy and will definitely cut down on the volume of paper that people take to a show and bring home from the show.

“We had already started going down this path and this system validates our actions,” Lamers added. “This year we shipped the lowest volume of hard copies ever to IBEX. I had already placed my literature order before I was even in contact with Viridistor. We just feel it’s so much easier to get people specific pieces they need electronically, when they need them, and there’s no need to send anything and everything just to have it end up in a trash can.”

Following on exhibitor comments, Terry Mullin, President and CEO of Viridistor, noted that “the printing replacement cost that the Viridistor system offers over paper use is huge. One exhibitor shared with me that they distributed an ‘information kit’ that costs them around \$15 per set. Considering that they brought 2,500 sets, that represents a cost of \$37,500, excluding shipping and handling, and they still didn’t have enough for everyone attending the show. Next year, that same ‘kit’ will be distributed through the Green Box solution, with the inclusion of multimedia, audio/video and more. That’s less than \$1.00 per impression and exhibitors will never ‘run out’ of information. Plus, unlike paper handouts that are difficult to share among colleagues, with our system all of the content can be easily shared across the enterprise.”

Attendees also indicated that the Viridistor solution made their visit to the IBEX Show more enjoyable. “I ended up going to the Post Office in Louisville just to mail 21 pounds of literature back to my office since there was no way I could have included it all in my carry-on luggage,” said Mark Tracy, President of the Valley Isle Marine Center in Wailuku, Hawaii. “In addition, I still had other material in my briefcase and I didn’t collect everything I would have liked to because of the hassle of transporting it.

“I think it’s very significant that the marine industry is the first to sponsor a ‘paperless’ trade show,” Tracy added. “This is certainly something to brag about and is consistent with the advanced technology going into contemporary marine products generally. This is one more example of our industry's effort to innovate and remain at the leading edge of technology. Show participants will appreciate Viridistor's digital solution to the costly and cumbersome problem of disseminating product information at our trade shows.”

### **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> or for sales and product information please email [sales@viridistor.com](mailto:sales@viridistor.com).

### **Editors & Analysts**

For additional information and photographs for print or web use, please contact:

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