

## **Viridistor Adds Conference Session Materials Management In Upgrade of USB-based 'Presenter™' Software for Green Box™ System**

**Tustin, Calif., July 29, 2010** – Viridistor LLC today announced the next generation of its Green Box™ software, which adds complete support for managing the delivery of electronic educational materials at conferences, corporate events and trade show breakout sessions to its Presenter™ and Presenter Manager™ software contained on the system's USB-based memory devices.

The software upgrade adds a whole new level of functionality to the Green Box solution by expanding its resourcefulness to bring paperless information content to virtually any trade show or conference event. Where the original Presenter and Presenter Manager software applications gave attendees powerful USB device-based applications for managing collection and use of non-paper based exhibitor marketing collateral gathered from show exhibitor booths, the new version extends these capabilities to electronic materials gathered at conference educational sessions as well.

“These new capabilities can dramatically reduce the cost of distributing presentation materials – in the form of PowerPoint presentations, PDFs, word processor documents, videos or any other electronic medium – at conferences and meetings of all types and it relieves attendees of having to gather and lug around huge conference binders or large stacks of paper-based materials,” explained Terry Mullin, Viridistor President and CEO. “By enabling organizers to ‘go paperless’ with this new form of materials handouts, this solution also helps conference organizers to significantly reduce the carbon footprints of their events by eliminating the printing of paper documents as well as reducing the volume of trash generated at events.”

The new software provides tremendous flexibility for conference organizers because they have multiple options for providing materials to attendees:

- The Conference Mode, in which all presentation content is pre-loaded onto the event's USB-based memory devices and provided to attendees when they check in for the event;
- The Session Mode, in which presentation materials can be downloaded onto attendee USB memory devices as they leave each session, simply by inserting their USB sticks in the Viridistor Green Box™ distribution units at the back of the room;

- The Hybrid Mode, with most materials pre-loaded on the USB sticks and late-arriving presentation content downloaded from the Green Box units following the presentation;
- The Post-Event Mode, in which materials such as audio or video recordings of live conference sessions can be provided after the conference by including a hyperlink to the conference organizer's website for downloading material that's posted days or weeks after the end of the event.

"The new Presenter software lets attendees review the entire conference program at any time by simply inserting their USB memory device in their Mac or PC and clicking on the Presenter app," Mullin said. "If they arrive early for the conference, they can review the entire program schedule to see which sessions they would most like to attend. A 'Tool Tip' feature lets them hover a mouse over speaker names to see a pop-up synopsis of each session's content."

Attendees can download their personal schedule selections to their smartphones so they have it available all during the event, and managers can e-mail individual schedules to staff members for dividing up participation to cover multiple simultaneous sessions. As users gather and review materials, they can create user-defined categories (UDCs) to rank the value of content for their own needs and can slice and dice information accordingly. Following a conference, attendees can use the Presenter software to review and share their collected materials with colleagues. Corporate management can use the Presenter Manager application to gather all collected materials from all their conference participants and post it on a corporate network for viewing and use by other people. And just like the USB devices used for trade shows, if presenters offer their materials in versions translated into other languages, attendees can specify when they register for an event what language they'd prefer to receive information in.

"With this new software, event organizers now have a simplified way to manage attendee access to both sides of the equation for both trade show exhibit areas and conference sessions," Mullin added. "When attendees pre-register for the show, they pay for the level of involvement they wish. Upon arrival at the event, when they pick up their guest badges they also receive a lanyard with USB devices that are tailored to the level of participation for which they've paid – including access to either or both the exhibit areas and the conference areas of the event – and they can download materials accordingly."

### **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>.

**Editors & Analysts**

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