



ViridiSTOR is named a 2012 Gold Edison Award Winner

ViridiSTOR Wins at NYC Ceremony; Awards Celebrate 25 Years of Honoring Innovators and Innovation

Chicago, IL – April 27, 2012 – The Edison Awards, celebrating 25 years of honoring the best in innovation and excellence in the development of new products and services, announced today that the ViridiSTOR Green Box solution was voted a gold winner. At the sold-out April 26th event in NYC, Terry Mullin, CEO of ViridiSTOR, joined hundreds of senior executives from some of the world’s most recognized companies to acknowledge the hard work and commitment of all of the 2012 Edison Award winners.

Being recognized with an Edison Award has become one of the highest accolades a company can receive in the name of innovation and business. The awards are named after Thomas Alva Edison (1847-1931) whose inventions, new product development methods and innovative achievements literally changed the world, garnered him 1,093 U.S. patents, and made him a household name around the world.

“As the pace of innovation quickens and the “race to next” becomes ever more competitive, it’s increasingly important to take a moment out of our hectic lives to recognize excellence in innovation and greatness in the teams of innovators who make our future. We are honored to present ViridiSTOR with an Edison Award as one of the leading innovators of today and tomorrow,” says Thomas Stat, 2012 Edison Awards Steering Committee Chairman.

“Receiving a Gold Edison Award validates the multiple values of our solution,” stated Terry Mullin, president and CEO of [ViridiSTOR](#) LLC. “As the first fiscally sound solution that significantly reduces the cost of delivering information of all kinds at nearly 2 million trade shows, conferences, and meetings held every year, the ViridiSTOR solution addresses the need for an immediate payback in a sustainable solution. Equally important is our ability to greatly reduce or eliminate paper at these events. Our solution clearly shows how [sustainable](#) can also be [financially viable](#) and provides unquestionable environmental savings,” added Mullin.

The ballot of nominees for the Edison Awards™ was judged by a panel of more than 3,000 leading business executives including past award winners, members of the Marketing Executives Networking Group (MENG), academics and leaders in the fields of product development, design, engineering, science and medical.

This year, in a comprehensive, peer-review process, the nominees were judged on a new set of evaluation criteria developed in partnership with Nielsen. The new criteria establishes a new definition of innovation, leveraging the primary assessment themes of *Concept, Value, Delivery* and *Impact*.



Danny Forster of SCIENCE's "Build It Bigger" emceed the April 26 ceremony at the historic Capitale ballroom in New York. One of the evening's many highlights was the presentation of the prestigious Edison Achievement Award to TED Curator, Chris Anderson. The award honors innovation leaders and business executives who have made a significant and lasting contribution to innovation throughout their careers. The Edison Achievement Award serves as inspiration to future innovators and to the world at large.

In addition to the Awards Gala, the annual Edison Awards program encompassed multiple events over a two-day period including a *25th Anniversary Opening Reception*, [*Meet the Innovators Forum*](#) and the *Innovators' Showcase*, which offered guests a hands-on experience with many of the winning products.

About the Edison Awards

The Edison Awards represent the spirit of innovation personified by Thomas Edison, inspiring America's drive to remain in the forefront of creativity and ingenuity in the global economy. Sponsors of the 2012 Edison Awards include: Nielsen, USA TODAY, Discovery Communications, SCIENCE, CSRware, applepeak and ViridiSTOR. For more information about the Edison Awards and a full list of winners, visit www.edisonawards.com.

About ViridiSTOR

Based in Tustin, CA, ViridiSTOR LLC was established in 2008 with the goal of providing the world's first environmentally and fiscally sound business solution 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 solution, 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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