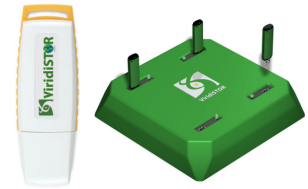


# The Green Box Solution

The ViridiSTOR® Green Box® solution is the only environmentally sustainable solution to go “paperless” while significantly reducing costs for exhibitors and creating new revenue streams for event, conference and meeting producers of all types. No other solution has received the prestigious awards for innovation that the patented ViridiSTOR has with its revolutionary approach of solving one of the biggest challenges for the meeting, conference and trade show industry: the cost effective elimination of paper, while increasing profitability for event producers.

ViridiSTOR



<ul style="list-style-type: none"> <li> <b>A patented system that works, and no “smartphone” nor Internet required:</b>                      Unlike other solutions that require the use of smartphone devices to either snap challenging images of QR codes, or utilize near field communications AND the access to the Internet to essentially only connect your smartphone to a URL to “view” a website on your phone, the ViridiSTOR solution utilizes its own USB device with its patented Presenter application installed. The information is collected and managed on the USB, and unlike smartphone devices, does not require the Internet, <i>and never runs out of battery power!</i> </li> </ul>
<ul style="list-style-type: none"> <li> <b>All marketing materials delivered and managed on the USB via the Presenter® application:</b>                      For the conference or trade show, all of the companies or sessions are listed within the Presenter, along with the keyword searchable information and categories to make the information “useable.” In addition to guaranteeing that no session or exhibitor is ever completely missed, instant access to those exhibitor’s social media and contact information is only a click away via the QuickMedia™ feature on the Presenter. Searching, sorting, categorizing, rating, sharing all of the materials (any file type including PDFs and video) from an event across the enterprise and more has never been easier.                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>Create new revenue streams with sponsorship while reducing a key-cost of event participation:</b>                      The printing and handling of paper-based marketing materials is one of the top costs of event participation. The ViridiSTOR solution eliminates those costs replacing them with a digital solution that works for a fraction of the cost. By doing so, we reduce a significant “barrier of entry” for exhibitors at the event, thus opening the opportunity for more to participate at your event. At the same time, on each USB we provide a wide variety of branding, interactive sponsorship and advertising opportunities at an impression cost that is second to none. And considering the ease of “sharing” the content gathered at an event to hundreds or thousands in an organization, those same great branding, sponsorship and advertisement impressions are shared as well!                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>ViridiSTOR: Eliminating paper, reducing costs of event participation, and offering a digital media-rich user experience second to none!</b>                      Eliminate the expensive printing, shipping, and distribution costs associated with paper. Deliver your marketing materials for conferences or trade shows the way that attendees want today: DIGITALLY. No more lugging presentation binders chocked full of paper pages of presentation, abstracts or PDFs. No more carrying 40 pounds or more of collateral around an event, only to leave 80% or more before heading back home. Users now have all of the content you want them to have in an easy, self-contained experience that is as simple to use as their own browser.                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>QuickMedia®: The quickest and easiest way to connect and stay connected via social media.</b>                      Finally, an easy way to find, categorize, and search for exhibitors or session presenters, and then stay connected via social media. No more searching through websites to get to social media links – just click on the QuickMedia button and the exhibitor’s Twitter, facebook, LinkedIN, YouTube channel, vCard, RSS and email addresses are only a click away.                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>The ViridiSTOR Presenter Application: And over 2 billion people already know how to use it!</b>                      The patented Presenter application uses an intuitive web-like navigation system, so users already familiar with browser use feel right at home with the Presenter. And via our intuitive capabilities that present both the information about companies or sessions of the event that you attended, or missed, our “library on a USB” is a powerful tool that will be kept and utilized from every event. Additionally, we give you the ability to share, filter, and even export filtered information to CRM or smartphone/web devices for further use or event navigation.                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>The ultimate user experience:</b>                      At conferences or trade shows, meetings or events, the use of the ViridiSTOR Green Box solution makes cent\$ (<i>sense</i>)! No other system offers the depth, breadth, power and immediate ease of use as ours. And when attendees ‘love’ a solution, the event is a success. And when exhibitors can reduce their costs while increasing their marketing messages, the event is a success. And when an event producer can claim actual sustainable/environmentally sound practices, all while generating new revenue streams, <b><i>the event is a success!</i></b> </li> </ul>

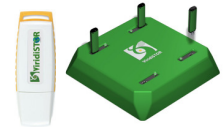
Learn more at [ViridiSTOR.com](http://ViridiSTOR.com)

Contact: [info@viridistor.com](mailto:info@viridistor.com)

# A True Sustainable & Effective Solution



The ViridiSTOR® Green Box® solution effectively eliminates paper from the trade show, conference and events industries. Utilizing our patented digital delivery of information of all types, events and conference attendees, along with exhibitors and event producers are taking a major step to “green” the industry. At the same time, this solution which may be deployed immediately, does so at a fraction of the cost of conventional means. *You can go green without going broke!*



<ul style="list-style-type: none"> <li> <b>No longer be “classified” in the category of the second highest polluter – trade shows and events:</b>                      The Green Meeting Industry Council recently "guesstimated that meetings pile up 10.5 million tons of garbage per year - a staggering 21 billion pounds in the United States alone". It is clear the events industry must do more to encourage alternate solutions. A recent CEIR report cited the EPA’s assessment of the events industry as being the second highest polluter, second to the construction industry (<i>Report: GR-Gn 1.09</i>). We can, and must, do better.                 </li> </ul>
<ul style="list-style-type: none"> <li> <b><i>If only the Top 250 Trade Shows in the U.S. were to move to the ViridiSTOR solution, the waste water that would be eliminated would equal to three times the amount required to address the 1.1 billion people who are in dire need of access to improved water sources (approximately one trillion gallons) of which about 2 million people die every year due to directly related diseases, most of them are children less than 5 years of age (World Health Organization) (There are over 15,000 events every year in the US and Canada alone)</i></b> </li> </ul>
<ul style="list-style-type: none"> <li> <b><i>Equally amazing, this fiscally sound decision would also eliminate the release of approx. 274,123,349,849 (274 billion plus) pounds of greenhouse gases (CO2) each year (that is the equivalent of the emissions for 24,890,888 for an entire year), and prevent the cutting down of approximately 1,177,547,936 trees! And there are over 15,000 plus in the US and Canada annually.</i></b> </li> </ul>
<ul style="list-style-type: none"> <li> <b>No longer be “classified” within the paper consumption category that the EPA states is one of the top three producers of “Hazardous Air Pollutant Emissions”:</b>                      Pulp and paper is the third largest industrial polluter to air, water, and land in both Canada and the United States. The Environmental Protection Agency has classified the paper industry as one of the top polluting industries. Emissions such as Sulfur dioxide contributes to air pollution problems like acid rain and smog; Greenhouse gases, including carbon dioxide (CO<sub>2</sub>) from burning fossil fuels and methane from paper decomposing in landfills, contribute to climate change by trapping energy from the sun in the earth’s atmosphere; <b>Nitrogen Oxides</b> (NO<sub>x</sub>, which include NO and NO<sub>2</sub>) are products of the combustion of fuels that contain nitrogen. NO<sub>x</sub> contribute to acid rain and can react with volatile organic compounds and sunlight in the lower atmosphere to form ozone, a key component of urban smog; <b>Particulates</b> are small particles generated during combustion, and pose a range of health risks, including asthma and other respiratory problems, when inhaled; <b>Hazardous Air Pollutants</b> are any of a group of 188 substances identified in the 1990 Clear Air Act amendments because of their toxicity; <b>Volatile Organic Compounds</b> (VOCs) are a broad class of organic gases, such as vapors from solvent and gasoline. VOCs react with nitrogen oxides (NO<sub>x</sub>) in the atmosphere to form ground-level ozone, the major component of smog and a severe lung irritant; <b>Total Reduced Sulfur</b> compounds cause the odor associated with kraft pulp mills. Exposure to TRS emissions has been linked to symptoms including headaches, watery eyes, nasal problems, and breathing difficulties.                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>Clean drinking water has become the “next oil” in terms of importance to the environment and economy:</b>                      On average, it takes 10 liters (2.64 gallons) to produce a single sheet of paper. A ream of paper consists of 500 pieces, so 1,320 gallons of water are <i>affected</i> in that paper’s life cycle!                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>Excuse yourself from the pollution of water that impacts so many, in many ways:</b>  <b>Wastewater</b> measures the amount of process water that is treated and discharged to a mill’s receiving waters. Wastewater volume indicates both the amount of fresh water needed in production and the potential impact of wastewater discharges on the receiving waters; <b>Biochemical Oxygen Demand</b> (BOD) measures the amount of oxygen that microorganisms consume to degrade the organic material in the wastewater. Discharging wastewater with high levels of BOD can result in oxygen depletion in the receiving waters, which can adversely affect fish and other organisms. Average home discharges 186 pounds of Biochemical Oxygen Demand (BOD) in a year; <b>Total suspended solids</b> (TSS) measure solid material suspended in mill effluent, which can adversely affect bottom-living organisms upon settling in receiving waters and can carry toxic heavy metals and organic compounds into the environment; <b>Chemical Oxygen Demand</b> (COD) measures the amount of oxidizable organic matter in the mill’s effluent. Since wastewater treatment removes most of the organic material that would be degraded naturally in the receiving waters, the COD of the final effluent provides information about the quantity of more persistent substances discharged into the receiving water.                 </li> </ul>



## How The ViridiSTOR® Process Works

The ViridiSTOR Green Box® Solution allows show organizers to increase their revenue and reduce marketing costs for their exhibitors, all while reducing the environmental impact associated with printed materials. Add to that the benefits that are derived from attendees and the Green Box™ Solution results in a more positive tradeshow or conference experience for all parties involved – from the owners of events, to show management, to exhibitors, and to attendees. Each party interacts with the Green Box™ Solution from a different perspective, yet each interaction is valuable to that particular party.

**Conference and Event Owners/Management** firms can offer the innovative technology contained in the Green Box™ solution as an integral, easy-to-use service offering for exhibitors. It can also be marketed as a fun, environmentally responsible and useful tool that enhances the overall “experience” for each and every attendee. Benefits for Conference and Show Owners/Promoters include:

- Increased Exhibitor participation due to reduced costs associated with the tradeshow
- Reduced costs for waste and recycling of paper-based materials
- Pro “Environmental” press for use of ViridiSTOR system
- New and enhanced revenue opportunities including valuable electronic advertising space and increased reach and exposure beyond show attendance.

**Exhibitor** staff is now able to better manage their distribution of electronic materials of all sorts. Benefits include:

- Reduced exhibitor expenses (lowers barrier to entry cost)
- Elimination of handout inventory issues
- Attendees leave with the content the exhibitor wants them to leave with – they never leave empty handed
- Assured delivery of ANY type of content – neither “download” nor Internet required.

**Attendees** love the ease of use during and after the event using the innovative Presenter™ application on the USB drive. And through the use of user defined ratings and categories, the information can be personalized for optimum use. Benefits include:

- Attendees will receive free ViridiSTOR device to gather information at exhibitor booths, allowing them to manage all kinds of information electronically
- They don't have to lug around huge loads of paper-based information
- They have electronic information that is infinitely more manageable and can be shared with colleagues
- Have the ability to combine, search, sort, filter, slice/dice, export and then publish or share across the enterprise
- They get to keep the free device for other uses after the show
- Attendees will feel better about participating in a show that is environmentally friendly

**Before The Event** - When signing up to rent booth space for a show, exhibitor staff already select a variety of services from the management company and other suppliers for booth necessities such as electric power, Internet access, carpeting, furniture, etc. Now they can also rent Green Box units for distributing electronic information materials in their booths instead of printing, shipping and handling tons of printed literature. And since our Green Box solution does not require Internet access, unless another application requires it, this expense can be avoided.

Prior to a designated deadline, the exhibitor uses the ViridiSTOR User Administration (VUA) client form their PC or Mac computer to upload all company information and descriptions, in addition to the electronic "content" that they wish to "hand out" from the Green Box

For conventions, the convention organizer signs up each person or organization that will be making a presentation to use the Green Box solution. In the case of conventions, the convention organizer has the option of having the presentation material pre-loaded onto the ViridiSTOR USB drive and/or made available via a Green Box that would be located in the presentation room.

## 1 – Before The Event



Exhibitor uploads electronic content to ViridiSTOR servers





**When the Exhibitor Arrives** - When exhibitor staff arrive at the show and pick up their pre-registered badges and materials, they will now also pick up their Green Box units at the same time they get their badge readers and other equipment. When they get their boxes, staff at the ViridiSTOR service desk will quickly download all their collateral materials from the web site onto their specific unit (or units). They can then place the Green Box units wherever they wish in their exhibit areas to allow attendees to download the preloaded electronic “content” or marketing materials on attendees USB devices.

One of the tremendous values of the Green Box solution is that the electronic “content” can be virtually any kind of downloadable information – whether it’s a brochure, data sheet, multimedia presentation, annual report, sales flier, word processing document, presentation slides, spreadsheets, demo software programs or videos. It all can be downloaded onto the attendee USB devices in seconds.

With convention session presentations, the convention organizer has the option of securing the presentations on a case-by-case basis, in addition to allowing for “future purchases” of the session handout! (Contact ViridiSTOR for details.)

## 2 – When Exhibitor Arrives

ViridiSTOR GB Pi p



Exhibitor “checks out”  
Green Box at service  
desk & content  
is downloaded  
to the Green Box



**When Attendee Arrives** - at a show and pick up their badges at the registration desk, they will also receive a high capacity USB flash memory device on a lanyard. The actual capacity of the device will depend on the amount of data permitted by show management to be stored by each exhibitor. Based on information provided when they registered online to attend the show, each attendee's USB device is preloaded with the show guide, the Presenter™ application software and any language preferences for information downloads. Visitors from multiple countries thus may specify they want to get e-literature in their native language or in English, as the default when materials aren't available in other languages.

### 3 – When Attendee Arrives

#### Check-in



Attendee receives  
the free USB drive  
on lanyard at show  
check-in



**In The Booth** - When attendees subsequently visit booths at the show, if they want information from the company they simply ask the booth staff to insert their USB device into any of the USB connectors on the exhibitor's Green Box and all information is downloaded in seconds.

#### 4 – In The Booth



Attendee inserts USB  
into Green Box  
to get exhibitor content



**At & After The Event** - Following the show, the Presenter software lets them drill down into the collected “literature” on the drive to read and share the information with colleagues at their company or to delete what they don’t want. They can take all this information with them without having to spend hours downloading information from exhibitor web sites or plowing through mountains of emails to collect document attachments sent post-show by exhibitors. They can transfer information they want to keep directly to their own computers and can delete the files on the USB – which gives them a personal high capacity data storage device that can be useful for years.

The versatility of the Presenter software means that if attendees arrive the day before a show opens, after they’ve picked up their badges and USB devices, they can insert the devices into their Mac or PC to view the interactive program guide and sort through exhibitor listings alphabetically, by booth number or by product/service category. This lets people plan an efficient tour of the show floor and even to print out or export tour plans to smart phones or other devices. For more information please visit [www.ViridiSTOR.com](http://www.ViridiSTOR.com).

## 5 – At & After The Event



Attendee puts USB  
into Mac or PC  
to use, review, sort,  
share or export content





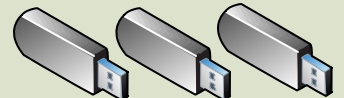
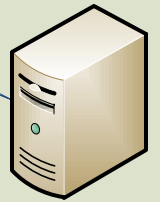
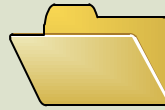
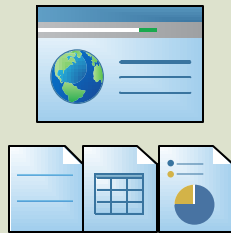
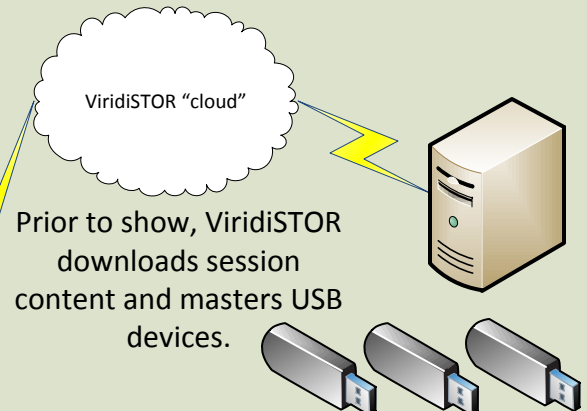
# The ViridiSTOR Green Box™ Process Workflow: Conference

## Prior to Conference

Speaker/Presenter develops presentation or content for use during conference (presentation, video, documents)

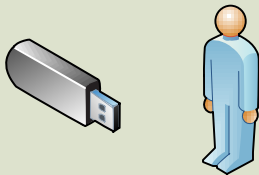
Speaker/Presenter uploads materials to ViridiSTOR “cloud” prior to conference at a date specified by conference organizer.

ViridiSTOR works with conference organizer to define templates/formats for conference materials.



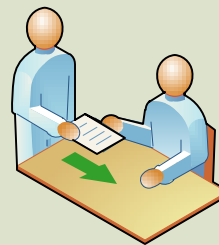
## Conference Check In

### Attendee



Attendees receive a ViridiSTOR USB device. Depending on conference organizer preference, session materials are either pre-mastered on the device or downloaded from the Green Box™ at each session.

### Speaker/Presenter (Optional)

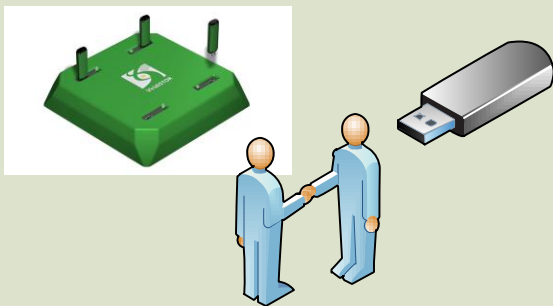


If Speaker/Presenter has any changes to conference materials, he/she provides them in electronic format to ViridiSTOR staff upon arrival at conference.



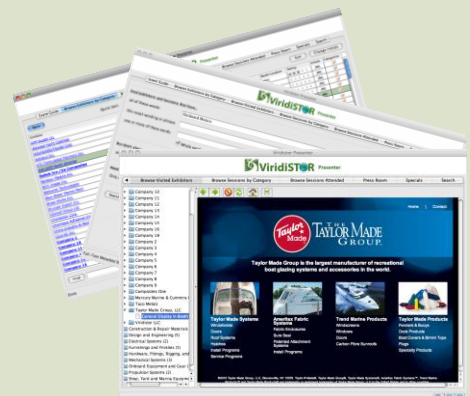
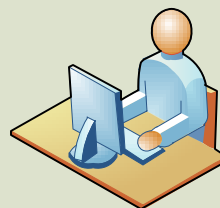
ViridiSTOR provides a Green Box™ for Speaker/Presenter so that attendees can “refresh” the content on their devices

## During Conference



If conference organizer opts for the Green Box™, attendees plug in ViridiSTOR USB device to download conference materials from each session they attend. Otherwise, if materials are pre-mastered, attendees do not need to take any action to obtain materials.

## Post Show



After show, Attendee is able to use the ViridiSTOR Presenter™ on their Mac or PC to view, sort, rate, categorize, search, and share with others, the conference materials from the sessions that they attended.

ViridiSTOR Presenter™ also contains a conference summary and listings of each session with description, speaker biographies, and pictures. This is a great resource to help attendees organize and remember the sessions they attended.

# The ViridiSTOR Green Box™ Process Workflow: Trade Show

## Prior to Event

Exhibitor receives instructions and information to upload company information, description, and materials to ViridiSTOR "cloud" via simple drag-and-drop FTP interface.

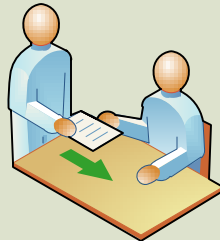
Exhibitor places desired content in a folder with an HTML front end. Content can include existing materials or new materials created specifically for the show (PDFs, documents, movies, hi-res images, presentations, etc.)

HTML templates and third-party content development partners are available for exhibitors.

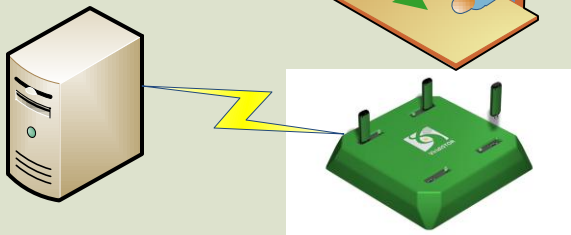
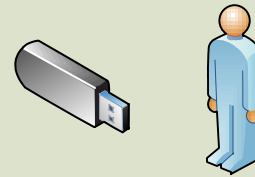


## Event Check In

### Exhibitor



### Attendee

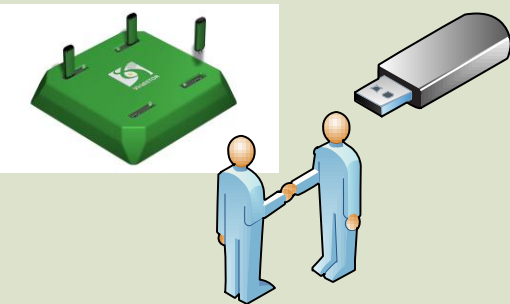


At show check-in, Exhibitor information instantly transferred to Green Box™ and provided to Exhibitor to place in booth.

As Attendees check-in at show they receive a ViridiSTOR USB device with ViridiSTOR Presenter™ application preloaded.

## At Show

## Post Show



During show, Attendee visits booth and uses ViridiSTOR USB device to collect Exhibitor information. Download occurs in seconds while Exhibitor is able to talk with Attendee and collect contact information.

After show, Attendee is able to use the ViridiSTOR Presenter™ on their Mac or PC to view, sort, rate, categorize, search, respond to, and share with others, the Exhibitor marketing collateral, ads, and other information they collected.

ViridiSTOR Presenter™ contains all information downloaded from exhibitors, the show summary, and listings of every exhibitor at event. Even if an attendee didn't visit the booth, they still have the ability to contact all exhibitors.