

## TechAmerica Orange County Names ViridiSTOR Honoree for Innovative Product in 2011 High-Tech Innovation Awards

*Award Program Makes Statement by Selecting Green Technology Solution in Hardware Category*

**Tustin, CA – June 16, 2011 – ViridiSTOR LLC's** Green Box™ Solution has been awarded the [TechAmerica Orange County High-Tech Innovation Award](#) in the hardware category. Now in its 18<sup>th</sup> year, this premier business event celebrates excellence and achievement in the region's technology industry, and honors local companies, individuals and products that drive innovation in Orange County. This year's honorees were announced at the annual dinner on June 9, 2011, at the Hyatt Hotel in Irvine, CA.



Marc J. Schneider, Stradling Yocca Carlson & Rauth (left) presenting award to Terry Mullin, CEO of ViridiSTOR (right) [Frank Armstrong Photography]

"It is an incredible honor to win such a prestigious award," said Terry Mullin, CEO, ViridiSTOR®. "We've spent many years developing the [Green Box Solution](#) with the hopes that more tradeshow and conference operators will realize how they can advance the green movement by virtually eliminating paper-based handouts, and at the same time [reduce costs and increase profits](#) from the use of our system. The amount of waste that is created from each of the 14,000 tradeshows in North America alone is incredible. If only the top 250 tradeshows in the US adopt this solution, we could eliminate approx. 1 trillion gallons of waste water and 274 billion pounds of greenhouse gases each year."

ViridiSTOR, LLC joins other Orange County based companies in receiving High-Tech Innovation Awards including Emulex, Masimo, and Vizio, Inc, to name a few.

"TechAmerica is proud to honor ViridiSTOR in this year's High-Tech Innovation Awards," said Bob Brunson, associate director of TechAmerica Orange County. "The company and its leadership are working to make incredible strides in an industry often overlooked in the green movement. They've successfully brought a remarkable advancement in tradeshow technology to market, based right here in Orange County."

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“In addition to the environmental savings, our solution provides multiple innovations to reduce costs of participation at events and generate sponsorship profits for the event producer,” added Mullin. “In the CEIR report entitled *Digital + Exhibiting Marketing Insights 2010*, over 70% of event marketers are integrating the use of digital marketing to increase awareness, extend reach and increase attendance. In this same study, the importance of ‘doing more with less’ while reducing costs and increasing profitability is noted. The ViridiSTOR solution epitomizes the value of digital delivery, and provides seamless integration with social media interaction.”

The event was attended by more than 350 technology innovators who came together in celebration of technology achievement in Orange County.

#### **About TechAmerica**

TechAmerica is the leading voice for the U.S. technology industry – the driving force behind productivity growth and jobs creation in the United States and the foundation of the global innovation economy. Representing approximately 1,200 member companies of all sizes from the public and commercial sectors of the economy, it is the industry’s largest advocacy organization and is dedicated to helping members’ top and bottom lines. TechAmerica is also the technology industry’s only grassroots-to-global advocacy network, with offices in state capitals around the United States, Washington, D.C., Europe (Brussels) and Asia (Beijing). It was formed by the merger of AeA (formerly the American Electronics Association), the Cyber Security Industry Alliance (CSIA), the Information Technology Association of America (ITAA) and the Government Electronics & Information Technology Association (GEIA). Learn more about TechAmerica at [www.techamerica.org](http://www.techamerica.org).

#### **About ViridiSTOR**

Based in Tustin, CA, ViridiSTOR LLC was established in 2008 with the goal of providing environmentally and fiscally sound business solutions 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, 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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#### **Media Contacts:**

Jeff Lau  
ViridiSTOR LLC  
(714) 389-5378 ext. 7  
[jlau@viridistor.com](mailto:jlau@viridistor.com)

Theresa Dreike  
Remarx Media for TechAmerica  
+1 714 706-0433  
[theresa@remarxmedia.com](mailto:theresa@remarxmedia.com)