



ViridiSTOR Named as Finalist at 2012 Edison Awards

ViridiSTOR Nomination Celebrated in 25th Year of Honoring Innovation and Innovators

TUSTIN, CA, February 15, 2012 - The Edison Awards, celebrating its 25th year, has announced ViridiSTOR LLC as a finalist for the internationally renowned 2012 Edison Best New Product Awards. Since 1987, The Edison Awards have recognized ideas at the forefront of new products, services, marketing, design and innovation. Winning an Edison Award has become one of the highest accolades a company can receive in the name of innovation and business.

"Being selected as an Edison Award finalist in the Innovative Services: Business Communications category validates the multiple values of our solution," stated Terry Mullin, president and CEO of [ViridiSTOR](#) LLC. "As one of the first, if not only, sustainable solutions that significantly reduces the cost of delivering information of all kinds at nearly 2 million events held every year, the ViridiSTOR solution addresses the need for an immediate payback in a sustainable solution. Through the reduction or elimination of paper at the 1.8 million events that take place annually in the U.S. alone, our solution provides unquestionable environmental savings, [while reducing costs](#)," added Mullin.

"The Edison Awards provide an exclusive platform for honoring innovation, recognizing innovators, and encouraging on-going innovation among today's development teams, researchers, designers, 'intrapreneurs' and entrepreneurs," says Thomas Stat, the 2012 Edison Awards steering committee chairman. "We're inspired by our 2012 finalists and delighted to have this opportunity to recognize and promote the outstanding accomplishments they represent."

"Through the [digital delivery of content](#) at these events through the use of our product, we improve the user experience of the over 205 million attendees who participate, for a [fraction of the cost](#) of paper-based materials that are paid for by exhibitors," stated Mullin. "And considering that these events contribute approximately \$106 billion to the GDP of the U.S. economy, clearly our innovation makes as much fiscal sense as [sustainable sense](#)."

The awards are named after Thomas Alva Edison (1847-1931) whose extraordinary new product development methods and innovative achievements garnered him 1,093 U.S. patents and made him a household name around the world. The ballot of nominees for the Edison Best New Product Awards(TM) is judged by a panel of more than 3,000 individuals, including members of the Marketing Executives Networking Group (MENG), an organization comprising America's top marketing professionals and academics. The panel also includes professionals from the fields of product development & design, engineering, science and education.

Winners of the Gold, Silver and Bronze Edison Awards will be announced April 26, 2012 at the Capitale in New York. The annual Edison Awards program encompasses multiple events over a two-day period including an Opening Reception, Meet the Innovators Forum, Innovator's Showcase and the Awards Gala, where the Awards will be presented.



About the Edison Awards

The 2012 Edison Awards are sponsored by Nielsen, Discovery Communications, Science Channel, USA Today, CSRware and Applepeak. The Edison Awards™ are among the most prestigious accolades honoring excellence in new product and service development, marketing, human-centered design and innovation. Unique to the world of award programs, the Edison Awards are focused on the innovators as much as the innovations. Award winners represent "game changing" products, services and excellence and leadership in innovation around four criteria: Concept, Value, Delivery and Impact. An Edison Award represents significant value to the award winner and to the cause of innovation. For more information about the Edison Awards visit www.edisonawards.com .

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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