



**For Immediate Release**

**ViridiSTOR and future360 Announce Strategic Partnership to Improve the Sustainable Delivery of Video Content to the Worldwide Events Industry**  
*ViridiSTOR's Presenter® Application Combines Video with All Other Types of Content*

**Tustin, CA – September 25, 2013** – [ViridiSTOR LLC](#) and [future360](#) announce strategic partnership to improve the sustainable delivery of video content to the worldwide events industry.

ViridiSTOR and future360 intend to jointly work together to promote the market-leading ViridiSTOR Green Box solution that eliminates the tremendous paper waste and cost at the over 1.3 million trade shows, conventions and meetings that take place annually in the United States. The two organizations plan to work together to offer Future360's cost effective and innovative video production capabilities and create completely new video distribution offering.

"As our mission is to champion cleantech and sustainable innovation, partnering with ViridiSTOR makes sense. The ViridiSTOR solution excels over conventional alternatives, while reducing harmful impacts on the environment and conserving natural resources. The ViridiSTOR solution not only eliminates the paper waste from the over 1.3 million events held every year in the U.S., but it provides a digital delivery system that consumers want," stated Sarah Backhouse, Founder of Future360.

"Today, event producers, exhibitors and event attendees want compelling and sustainable information delivery products that eliminate paper, reduce costs, and deliver information of all types including video," stated Terry Mullin, ViridiSTOR President and CEO. "Partnering with Future360 provides a cost effective and truly sustainable means to offer video production and distribution through our solution. As attendees of expos visit booths with our ViridiSTOR Green Box – think of it as a digital brochure rack – they insert the Presenter USB that they received at registration and collect the materials from the exhibitor – think of the USB as a digital tote bag. These materials include any type of digital file, with video being the most compelling form to *sell* a product or service. At any time, the attendee can view and manage the materials collected on the USB through the Presenter application which runs on Windows and Mac OS's," said Mullin.

"I am excited about this partnership with ViridiSTOR," said Backhouse. "Trade shows and conferences thrive when the content handed out includes video. The partnership announced today provides an incredible opportunity to incorporate video to "tell your story," in a sustainable, cost effective and proven system of delivery. Our combined expertise in video production and ViridiSTOR's world's first fiscally sound and sustainable information delivery system will ensure the success of this partnership," added Backhouse.

"Our solution typically reduces the marketing costs for exhibitors/conference producers by 80% or more over paper," stated Mullin. "That savings can fund the creation and production of high-impact video marketing. With Future360's partnership, exhibitors and conference producers can now justify the creation of video with the savings realized through the use of our solution. Powerful video content can now become part of the marketing materials handed out at events in addition to being used for other marketing uses," Mullin added.

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**About future360**

Our mission is to champion cleantech innovation. We specialize in the creation of short videos on cutting-edge clean technologies and innovative business models for our audience of cleantech investors and VCs, government decision-makers, corporate leaders, cleantech executives and concerned citizens. For additional information, please visit the company's web site at <http://future360.tv/>.

**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. For additional information, please visit the company's web site at <http://www.viridistor.com>.

**Press Information**

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