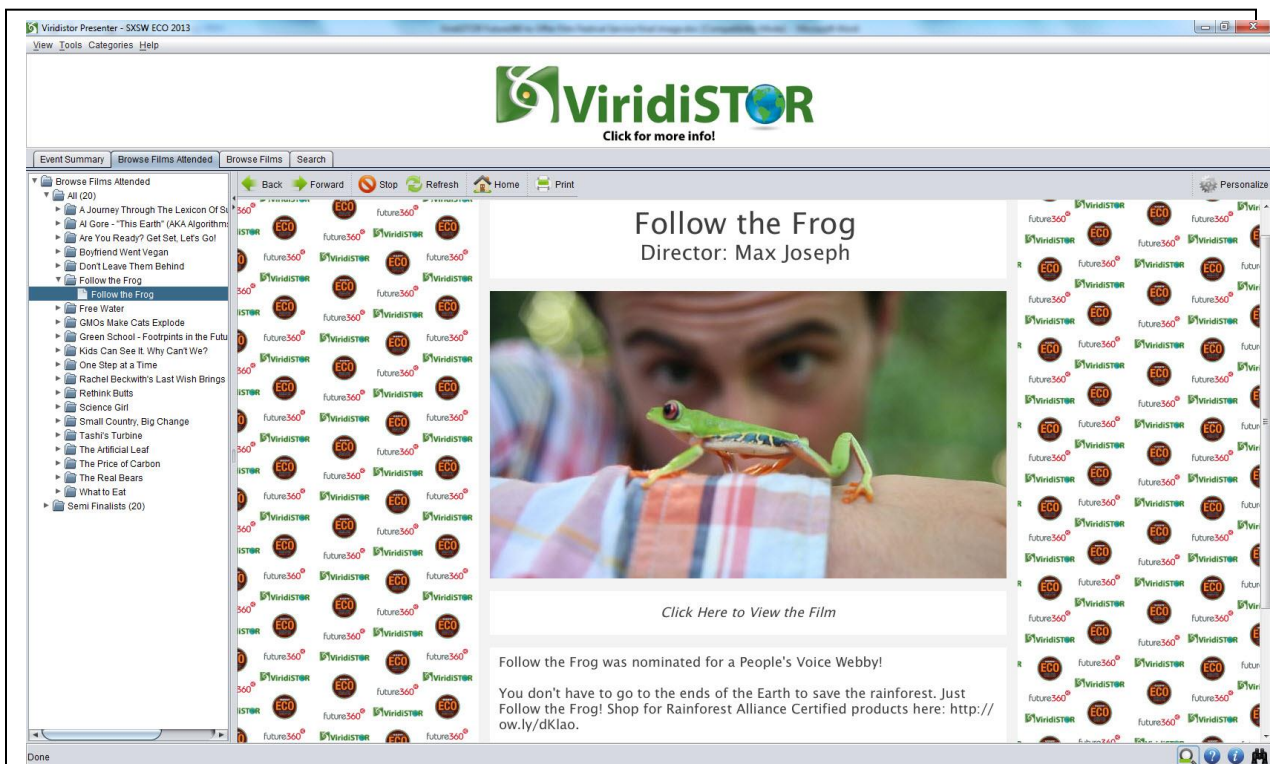


For Immediate Release

## ViridiSTOR and future360.tv Collaborate on Film Festival Video Competitions on USBs

*ViridiSTOR's Presenter® Application Combines Video with Program Information Making Film Festival Video Content More Useable, Valuable and Sharable Without Internet Restrictions.*

Tustin, CA – April 16, 2014 – [ViridiSTOR LLC](#) and [future360.tv](#) have announced their new service that adds tremendous value to film festivals around the world after collaborating to create the world's first digital film festival event program on USB. The debut of the new service was at the recent [SXSW Eco Conference](#) during the Future360.tv short video competition: *Sustainability Goes Viral!* SXSW Eco has quickly become a significant connector for professionals working to solve the complex challenges facing civil society, the economy and the natural world. Hosting an international audience of thought leaders and decision makers, this three-day event held in Austin, Texas serves as the platform to elevate these critical issues towards the development of actionable and profitable solutions.



Screenshot of “Most Viral Winner” *Follow the Frog* as it appeared on the Film Festival Presenter USB where clicking on the image launches the video.

“Following our recent [Best New Product Award in Media and Entertainment at the 2013 American Business Awards](#), our collaboration demonstrates clearly the power of our solution at film festivals,” stated Terry Mullin, CEO of ViridiSTOR. “At this short video competition where all of the film trailers, synopsis, cast and crew names were organized on our Presenter USB, users could quickly and easily find the films of interest by powerful search and filtering, and watch each film trailer on their Mac or Windows PC. With no Internet required, the same can be provided for performing arts centers to showcase their upcoming events and more,” Mullin added.



“With over 5,000 film festivals of size taking place every year around the world, we thought it compelling to create a ‘short video competition’ that audiences can enjoy and share post event,” stated Sarah Backhouse, Founder of Future360.tv. “ViridiSTOR and future360.tv collaborated to produce a stand-alone USB using the ViridiSTOR Presenter application to not only provide the information about the films, cast and crew, but the actual video submissions as well. Using the Presenter’s search, sort, categorize and share capabilities, users were able to select and watch the Top 20 submissions,” added Backhouse.

“Video is big,” stated Mullin. “Over 6 billion hours are watched each month on YouTube alone and we deliver it through our Presenter USB at film festivals, trade shows and conferences in the most cost effective manner. Video sells, plain and simple. And nothing makes more sense in reviewing a video or movie than video itself – reading the synopsis can’t hold a candle to watching the 3 to 4 minute trailer on a Presenter USB,” Mullin stated.

“We received much positive feedback about the Future360.tv short video competition” Backhouse added. “Our mission is for sustainability to go viral. As the content on the video competition USB can be shared with an unlimited audience, this technology helps power our mission.”

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#### **About future360**

Our mission is to champion sustainable innovation. We specialize in the creation of short videos on cutting-edge technologies and sustainable design for our audience of influencers, innovators, early adopters and affluent consumers. 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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