



FOR IMMEDIATE RELEASE

PSAV and Four Winds Interactive Partner to Expand Services at HITEC

Long Beach, Calif., June 25, 2007 – PSAV® Presentation Services, the leading provider of audiovisual and event technology support to the group meetings and events industry is partnering with Four Winds Interactive to make a significant addition to its range of products and services in Digital Signage. PSAV and Four Winds Interactive will demonstrate their products and services together at HITEC 2007 which is being held at the Orange County Convention Center June 26 to 28. In addition to exhibiting at their booths, PSAV in partnership with Four Winds Interactive is the official sponsor of digital signage at HITEC.

“Meeting planners are looking to provide their group meetings clients with a seamless guest experience from the meeting room through the public space into the guest room” says Digby Davies, PSAV President and CEO. “Digital Signage accomplishes that goal by simplifying the guest’s access to information throughout the hotel. Partnering with Four Winds Interactive allows us to offer a reliable, flexible, and easy to use digital signage solution.”

PSAV will support hotels with digital signage options for both custom installations as well as the potential for mobile rental options to support large groups, such as professional associations. Four Winds Interactive will be the preferred digital signage solution for PSAV. Together they will offer digital signage solutions to hotels that incorporate a daily event directory, simplify wayfinding to guide guests to their appropriate meeting rooms, and allow for rich-media advertising from hotel amenities to group meeting sponsors. A key feature is the ability to connect the digital signage software to the hotel’s event management system to allow for real-time updates without the extra cost and potential for error of re-keying information.

“Our flexible software application is tailor-made to support group meetings and events within the hotel environment. PSAV not only services some of the largest convention hotels, but they also support over 200 of the largest association and tradeshow in the US. We look forward to working with them to apply our software solutions to an exceptional client base,” said David Levin, President of Four Winds Interactive.

About PSAV® Presentation Services

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. With over 700 luxury hotels, resorts and conference centers worldwide, PSAV is totally committed to making every live event an unforgettable experience. PSAV’s goal is to turn ordinary meetings into memorable experiences so the message lasts.

About Four Winds Interactive

Four Winds Interactive (FWI) offers a full-service Interactive Digital Signage (iDS) software platform that turns digital signs into a flexible, reliable, easy to use digital signage network. FWI transforms standard LCD and Plasma displays into an enterprise wide digital signage network, and blends rich multi-media, web, and live data content types to create visually stimulating, dynamic, and compelling digital signs. Designed with our customers in mind, iDS is a complete solution empowering customers to manage the complete workflow of a digital display network including design, scheduling, deployment, playback, reporting, and system monitoring.

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