



For Immediate Release

**ViridiSTOR Supports The Luxury Review in Los Angeles
With Presenter™ Software Application & USB Duplication Services**
ViridiSTOR Adds Value to Annual Event Eliminating Paper and Improving Messaging

Tustin, CA, October 16, 2012 – [ViridiSTOR LLC](#) announced that its Green Box solution was used at the **The Luxury Review** event on October 3, 2012 at the Petersen Museum in Los Angeles. The ViridiSTOR USB was provided to eliminate paper handouts to the press and invited guests, while delivering content from the over 35 premier exhibitors at the event.

Bradford Rand, CEO of Rand Luxury, Inc., the producer of The Luxury Review, stated, “I had previously worked with ViridiSTOR during our Go Green Expo in Los Angeles to help create the world’s first truly [sustainable trade show](#) and based on the value their solution offered, knew we would work together again.” Rand added, “As details came together for this year’s Luxury Review event, it only made sense to once again utilize ViridiSTOR’s powerful solution for content dissemination.”



From left to right, Ali Mullin, Content Designer, ViridiSTOR, Bradford Rand, CEO of Rand Luxury, and Terry Mullin, President & CEO, ViridiSTOR LLC.
Photo by: Laura Grier

In evaluating how Rand Luxury would work with ViridiSTOR, their team did their due diligence. “Initially, we considered an app for our events,” said Rand. “What we found is that an app is typically a digital replacement for an event or conference guide that can offer schedules, maps, some social media linking and an extremely short synopsis of a product or presentation. However, they don’t deliver ‘the goods’-- the content both attendees and exhibitors want and need including handouts of the presentations, exhibitor brochures or HD videos which was important at this year’s event,” added Rand.

“With the ViridiSTOR Presenter application on the USB, we provide a smarter way to deliver content at any event,” stated Terry Mullin, CEO of ViridiSTOR. “Unlike an app, users can review all of the substance from the entire event found on our USB and then using a PC or Mac, access all of the information from the event. In the case of a conference, users review content pages from the event, and then select only the materials or videos that they want to bring with them to the presentation on their mobile device,” Mullin added.

The Luxury Review is an exclusive press showcase & ultimate shopping experience displaying the latest in luxury products & services. Brands from multiple industries including automotive, jewelry, cosmetics, private aviation, resorts, spirits, electronics, home design and more will all be represented. A portion of all the sales will benefit The American Red Cross.

The over 500 invited attendees for this event included members of the press & media industry, editors, product analysts, studio executives, product integration & product placement professionals, TV/film producers, personal shoppers, stylists and affluent consumers.



“Additionally, the ViridiSTOR USB offers an added benefit for our sponsors as well,” noted Rand. “Typically, when an event ends and collateral is discarded, so does our sponsor’s message, however with ViridiSTOR’s USB, the sponsorship or advertisement not only lives on, but can be distributed to an entire organization with the click of the mouse. This adds great value to our sponsorship program as well as the exhibitors’ marketing materials.”

“We are providing the event and conference industry with a patented [award winning](#) service,” said Mullin. “Unlike other [USB duplication services](#) which forces the organizer to spend countless hours collecting and sorting the materials for mastering, we organize and format all of the materials through the use of our Presenter application’s [interface](#). Once all of the materials are gathered, we master the information onto the USB where it is provided to the user via the [Presenter](#) application, which runs on either PCs or Macs. Users of the USB devices are then able to browse, navigate, search, sort and share that information quickly and easily rather than fumbling through folders and files in a typical directory structure.”

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. With the Green Box solution, 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>.

About Rand Luxury, Inc.

RAND Luxury is an International event-production company that caters to the world’s finest luxury brands. Based in Manhattan, the RAND team is best known for its “Evening of Luxury” events where RAND links up with luxury auto manufacturers to support the launch of their newest and hottest automobiles. In the past year alone, RAND aligned with Lamborghini, Bugatti, Rolls-Royce, Aston Martin, Bentley & Spyker. Adjacent to these fine motorcars, RAND creates a luxury lifestyle experience by inviting complementary brands to showcase their goods and services to the distinguished list of guests that RAND invites to its events. The RAND concept has been featured on television; CNBC High Net Worth, CNNfn, Fox, ABC & CBS. Additionally, CEO Bradford Rand has had extensive magazine and news coverage in Elite Traveler, Robb Report, Auto Aficionado, Details, Departures, New York Magazine, New York Times and others. For additional information, please visit the company’s web site at <http://www.randluxury.com>.

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