

Hot Springs Documentary Film Festival Goes Digital and Green With the ViridiSTOR Presenter USB

All of the Festival's Short Films and Mockumentaries Were Managed by ViridiSTOR's Presenter® Application Combining Video with Program Information Making Film Festival Video Content More Useable, Valuable and Sharable Without Internet Restrictions.

Tustin, CA – October 20, 2014 – [ViridiSTOR LLC](#) and the [Hot Springs Documentary Film Festival](#) (HSDFF) collaborated to promote the event's short films and mockumentaries on the Presenter USB, a device that can add tremendous value to film festivals around the world. HSDFF, in its 23rd year and an [Academy](#)®-qualifier in the category of Documentary Short Subject, hosts filmmakers and special guests to Hot Springs, Arkansas, to celebrate the best in documentary film from around the world.

“Partnering with ViridiSTOR in promoting the festival’s short films and mockumentaries onto the ViridiSTOR USB demonstrates our commitment to cutting edge innovation,” stated Courtney Pledger, Executive Director, HSDFF. “Festival attendees for years have wished for a more digital means of sharing the great films at festivals, but only printed programs were available. Now with the ViridiSTOR Presenter USB, attendees, VIPs and press alike will receive a digital memento to enjoy the event. The USB delivers trailers and full-length versions of the films by genres, producer/director/cast information, contact and social media information and more. And since it is digital, it helps make our festival more ‘green’ and [sustainable](#) than ever before,” added Pledger. “The USBs really are a hit!”

“The HSDFF USB demonstrates the value of our solution at film festivals,” stated Terry Mullin, CEO of ViridiSTOR. “We worked with Derek Horne, director of shorts programming, to pull together 49 short films and 6 mockumentaries for the USB. Nearly 30 of the shorts included trailers, and four of the mockumentaries included their full-length films. In addition to the films or trailers, synopsis, cast and crew names were organized on our Presenter USB. Users quickly and easily find the films of interest by powerful search and filtering, and can watch each film trailer on their Mac or Windows PC. With no Internet required, the utility of the Presenter USB is unmatched by any other means of memorializing a film festival,” Mullin added.



Screenshot of the “Welcome Page” as it appeared on the ViridiSTOR Presenter USB, containing key information and a video overview of the festival.



Screenshot of the *content page* in the Presenter application of the film “Of Many,” directed by [Linda G. Mills and Chelsea Clinton](#) where clicking on the image launches the video in addition to providing cast/crew info, press kit, social media/contact links and more.



“The positive reaction to the Presenter USB is overwhelming” Pledger added. “Having literally everything about the films including video is invaluable. As the content on the film festival USB can be shared with an unlimited audience, this technology helps power the success of our films and the producer/directors.”

“With over 5,000 film festivals of size taking place every year around the world, the ViridiSTOR solution makes the delivery of video content easily accessible,” stated Ali Mullin, content developer. “Every attendee of a festival wants to watch the film or trailer – reading the synopsis can’t hold a candle to watching the video on a Presenter USB,” Mullin stated.

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About HSDFF

The Hot Springs Documentary Film Festival is an Academy Award-qualifying festival in the category of Documentary Short Subject. Recipients of the festival’s Spa City Best Documentary Short Award will qualify for consideration in the Documentary Short Subject category of the Annual Academy Awards® without the standard theatrical run, provided the film otherwise complies with the Academy rules. The Film Festival took place October 10-19, 2014 at the Arlington Hotel in Hot Springs, Arkansas. For more information, visit www.hsdff.org.

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>.

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