

News Release:

APCO Audio Visual, Inc and Edge Media Group Form a Strategic Alliance to Create New 3D Sponsorship Solutions for Events & Exhibitions

APCO's 3D Autostereoscopic media technology for sponsorship opportunities at trade shows and events utilizes EDGE's EV•EX® presentation system as its main kiosk support structure.

This week, APCO AUDIO VISUAL, INC and EDGE MEDIA GROUP announced a strategic alliance that will result in new revenue generating sponsorship opportunities for Trade Show and Event Organizers. This partnership will also enhance the interactivity between the Exhibitor and the Attendee

“As part of this alliance, EDGE and APCO are taking sponsorships to the next level by providing free standing, ECO-Friendly Kiosk units,” explains Jeff Nussdorf, President of EDGE MEDIA GROUP. These innovative units will be strategically located in high-traffic areas of an event or exhibition. In turn, exhibitors will have the opportunity to present their products and services in a dynamic eye-catching manner, immediately grabbing the attention of the viewer, while driving traffic to the sponsor's booth.

With respect to 3D Autostereoscopic media technology, itself, the technology displays three-dimensional images without the use of typical 3D glasses or any other type of headgear. “In other words, this technology produces a depth perception in the viewer - even though the image is produced by using a flat LCD device,” explains JC Diaz, President of APCO AUDIO VISUAL INC.

Moreover, APCO can take a company's existing 2D video, PowerPoint or other digital media presentations and add dynamic 3D Autostereoscopic templates to them. APCO can also create completely new 3D content.

Sponsorships at Trade Shows are one of the fastest growing marketing techniques; thus, these sponsorships provide a competitive edge for Exhibitors who choose to take advantage of them. After all, these sponsorships can increase an exhibiting company's visual recognition, booth traffic, and overall awareness - as well as provide the ability to quantify ROI.

About APCO AUDIO VISUAL, INC.

In addition to the 3D Autostereoscopic media technology, APCO offers complete exhibit services, production services and projector rentals for conventions and trade shows, exhibits, product rollouts, web-casts, seminars, general sessions and meetings. The company stocks the best A/V equipment rentals of plasma and LCD Display Monitors, Video Projectors, Computers (desktop and laptop), Staging and Lighting, Networking, Audio, Video and anything else that is needed to make events go exactly as planned. Furthermore, they can handle anything - from a small meeting to a large tradeshow event! APCO's main offices are located in Orlando, New Orleans and Las Vegas. **Sponsorship Contact:** Nick Baadshaug, 800-326-4456 x230 email nick@apcoav.com or www.apcoav.com

About EDGE MEDIA GROUP

In addition to **EV•EX® ...*The Complete Event & Exhibition Presentation System***, EDGE is a Marketing Communications company that specializes in integrated products and services to the Event/Exhibition industry. EDGE works directly with Exhibitors in the areas of Custom Exhibit design, production, rental exhibits, portable exhibits, graphics, furniture rentals, and logistics for trade shows. On the event side, EDGE provides A/V, entertainment, large format graphics, catering, props and more. The company's office is located in Henderson, NV, a Las Vegas area community. **Sponsorship Contact:** Jeff Nussdorf, 702-487-5041, email jeff@edgemediagroup.com or www.edgemediagroup.com