

For Immediate Release

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Santa Barbara, CA. Monday, May 7, 2007, Vital-Signz wins KioskCom Award of Excellence, 2007.

Vital-Signz a Santa Barbara based media and technology company wins KioskCom Award of Excellence, as "Industry Supplier of the Year 2007". The judges of the Self-Service Excellence Awards, which honor innovation in self-service business solutions and interactive digital media, presented Awards at the industry's KioskCom trade show, April 25, 2007 at Mandalay Bay Resort in Las Vegas.

Sold on the advantages of the Vital-Signz network, William Cochran of the Santa Barbara Maritime Museum submitted the winning entry for the KioskCom Excellence Award. The Maritime Museum was the first to host a Vital-Signz, Virtual Visitor Center in July 2006. The Maritime Museum's exhibits are prominently featured in dynamic, high definition video, giving the visitor a virtual tour of the museum and a sneak preview of their unique and amazing maritime treasures.

The Virtual Visitor Center, connected at other local museums also offer Virtual Tours, providing interactive access to the natural history of Santa Barbara; current events; local attractions; information; and local transportation options.

Vital-Signz has been working closely with MACA (Museums and Cultural Attractions of Santa Barbara), in connecting the community. The newest installation at Santa Barbara Zoo is the fourth on the Santa Barbara network, which includes the Maritime Museum, Botanic Garden and Chamber of Commerce office in heart of downtown.

"The Digital Signage and Kiosk industry has been developing as two distinct entities providing service and solutions to separate markets" says Richard Corwin, Vital-Signz CEO, " The Kiosk industry is interactive and self service based and Digital Signage was a term for large inactive displays. Vital-Signz combined the best of both and created interactive large format screens. A complete Hi-Def network as a turnkey solution. We integrated content creation with a fun and easy application making Vital-Signz, a One Stop Shop to connect the community along a High Definition Network. It's cost-effective, gorgeous and it really works!"

Vital-Signz offers a complete solution to Interactive Digital Signage, and is passionate about its contribution to this new emerging industry. Vital-Signz draws from the superb, regional talent pool in all facets of design, content creation, production, integration, distribution and exhibition of high definition content through its HD network.

The Virtual Visitor Centers generate revenue by offering a new, high tech advertising model to local businesses. Advertisers are prominently featured along with the cultural presentations and provide the financial fuel to keep the cost of installing and hosting a Vital-Signz, Virtual Visitor Center reasonable. Digital Signage is one of the many new medias designed to reach the consumer. Museums are also only one of many applications where this technology works.

The Virtual Visitor Centers provide access to new opportunities and new customers at new locations

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KioskCom's 2007 Self Service Excellence Awards Winners are announced!

26 April, 2007 - Source: KioskCom's Self Service Expo 2007

The Excellence Awards Winners were announced Wednesday, 25 April for the 2007 KioskCom Self Service Excellence Awards.

They finalist's and WINNER'S are listed below in alphabetical order within each category.



Special Awards were also presented for the following categories:

"Self Service Street People's Choice"

WINNER: United States Postal Service

"Innovator of the Year"

- **WINNER: Alex Richardson, managing director of Selling Machine Partners and president of the Self-Service & Kiosk Association**

"Industry Supplier of the Year"

- **WINNER: Richard Corwin, owner, Vital-Signz**

"Industry Deployer of the Year"

- **WINNER: Tyler Best, senior vice president and CIO, Vanguard Car Rental USA**