



FOR IMMEDIATE RELEASE: (Contact: Joe Doyle; email: joe.doyle@avrdd.cc)

Get Engaged with AV Rental Depot's Newest Gadget - Audience Response System

Engaging audience participation has never been easier! South Florida's AV Rental Depot offers meeting planners and trainers world-wide an interactive solution with their new instant audience response system.

BOCA RATON, Fla. - May 16, 2008 - AV Rental Depot, a new audiovisual rental division of industry leading Multi Image Group, now offers meeting and training professionals with an interactive tool to engage audiences from 10 to 1000's. AV Rental Depot utilizes the leading industry interactive software and hardware by TurningPoint Technologies®. By using an audience response system, PowerPoint® presentations become interactive and powerful data collection and assessment tools that collect real-time audience responses and dramatically improves productivity and results for businesses or educational organizations.

TurningPoint audience response system integrates 100% into Microsoft® PowerPoint and allows audiences and students to participate in presentations or lectures by submitting responses to questions using interactive ResponseCard® keypads.

The ResponseCard features the latest in response keypad technology and is the smallest and lightest response pad in the industry. The response pads use radio frequency that allow a 400 foot range from a presenter's laptop. And at 1 ounce in weight and only 3.3 inches long, the design makes the keypads functional in any meeting environment. They are so cleverly designed that they fit nicely in a standard plastic name-badge holder for easy deployment.

"Meeting planners are taking a fresh look in utilizing audience response system technology for their meetings. The handheld devices from just a few years ago were bulky and required a team of technicians to run the software and setup a presentation. It was more of an expensive novelty to the meeting planner than it was a necessity," states Joe Doyle, CMP, account executive for AV Rental Depot and immediate past president of Meeting Professionals International South Florida chapter. "Today the technology and design have caught up to the demands of meeting planner's logistical challenge with keypad deployment and desire to have technology capture live and accurate data at an affordable price. Things like measuring meeting ROI, attendee opinions or learner outcomes can easily be documented on the spot and reported."

"Audience Response systems have been around for some time now, but if you think in terms of how those brick sized cell phones from the early 90's transformed into pocket-sized mobile phones we have today so have audience response systems," states James Cullen, general manager of AV Rental Depot.

Both AV Rental Depot and Multi Image Group will offer clients, such as meeting planners and other audiovisual and production companies the ARS system.

About AV Rental Depot

AV Rental Depot, a division of Multi Image Group, is a rental supplier of audiovisual equipment for South Florida's meeting and event market. Their rental equipment ranges from audio, video, lighting, trussing, stage sets, supplies and other "cool stuff". AV Rental Depot shares office and warehouse space with Multi Image Group's 80,000 square-foot-main facility in Boca



Raton, FL. AV Rental Depot provide clients with great service, quality products and competitive pricing. To learn more, visit www.avrd.cc.

About Multi Image Group

Multi Image Group (MIG), a privately held company, is a leading event and communications company that provides turnkey event communication solutions for companies world-wide. As an industry leader in event production, Multi Image Group provides companies with event concepts, designs and stage productions to effectively relay company messages and branding. Founded in 1977 by Jim & Arlene Sclafani, the Boca Raton, FL based company employs over 90 industry professionals at its 80,000-square-foot facility located in the center of Boca Raton's corporate business hub and has sales offices located in Boston, Chicago and New York.

MIG has sustained a remarkable reputation as being a strategic communications company that delivers the finest in world class show production. The facilities are fully equipped with the latest in event technology including a stage-set shop, graphic design suite, digital lab, photo studio, audio studio and video editing suites. To learn more, visit www.mig.cc.

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