



Identia

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FOR IMMEDIATE RELEASE

Identia at International Sign Expo 2010

Identia Online Booth Demos and Educational Session Offered

NEEDHAM, MA — February 24, 2010 —Identia announced today its schedule at the ISA International Sign Expo held in Orlando, FL, April 7-10, 2010. Identia, located in booth 2441, will be providing live demos of Identia Online, its online documentation and collaboration software for architectural and ADA projects. In addition, Identia principal Travis Veigas, will be delivering an ISA educational seminar entitled “Using the Design-Build Process for Architectural Sign Projects” on Friday, April 9, 2:30-4:00.

“Identia Online is the only online project documentation and management software specifically designed for the architectural sign professional”, said Travis Veigas, president of Whitney Veigas. “It allows users to create and manage all of their project data in one central location, and share that data with partners and vendors online.”

With Identia Online, sign professionals can create sign type and sign schedule documentation, locate sign markers on uploaded plans, manage relationships with vendors, and store critical project information — all on a platform that fosters increased project communication and collaboration.

“Anyone involved with creating an architectural sign program knows that the process can be completely derailed by a failure to efficiently manage detailed information,” said Veigas. “Resolving this issue is the primary reason we decided to develop Identia Online.”

“Identia Online is also a great sales tool. It will differentiate you from your competition. We have found that end users really respond to the software so it will make your sign company look ‘cutting edge’ to your clients,” continued Veigas. “This application is also indispensable for companies looking to diversify their business and get into the ADA or architectural signage market.”

The application is available in two monthly subscription plans, both with an initial free 30-day trial period. The Team Edition plan is available for \$79 per month and includes access for two users. The Office Edition plan provides access for up to ten users and is available at \$149 per month.

More information on Identia Online is available at www.identiasigns.com/online

More information on the International Sign Expo is available at www.signexpo.org