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PosterGarden's innovative Display Speaker brings portable displays to life in a brand new way

Unique acoustic generator turns banners, popups, and other objects into dynamic speakers

Portland, Ore. (March 23, 2011) — If a company's portable display could talk, what might it say? Would it tell show attendees about a product or service? Share branding or marketing messages? Invite passers-by into a booth?

PosterGarden's brand new Display Speaker brings portable displays to life, letting exhibitors add music, messaging or any kind of audio to banner stands, popup displays, or just about any other surface they can imagine.

"Our Display Speaker is one of the most innovative accents I've ever seen in the world of portable displays," said Michael Rigby, PosterGarden's Director of Product Development. "It takes a normal, static display or product and turns it into a dynamic speaker and sales tool."

The ingenious audio device consists of a small battery pack and an even smaller acoustic generator, which can be attached to almost any surface — graphics, banners, tables, products, and more — to produce full, rich sounds. The generator attaches to surfaces with a reusable adhesive polymer. Users can then plug in almost any smart phone or portable music player via a standard headphone jack to pipe in their messages or music.

The Display Speaker eliminates the need for bulky speaker systems and gives exhibitors the flexibility to add sound in a variety of different settings. Powered by two AAA batteries or the supplied USB cable, the speaker also was designed to be bold in sound, yet discrete in appearance. In the right application, the Display Speaker becomes virtually invisible.

"The Display Speaker gives exhibitors an easy way to not only differentiate themselves from their competition, but to increase the impact of their displays," Rigby said. "We're really excited to see the creative ways our customers are going to use these speakers. The sky's the limit."

For more information about PosterGarden or the new Display Speaker, please visit www.PosterGarden.com.

About PosterGarden™

Located in the Pearl District of Portland, Oregon, PosterGarden™ is an innovative, customer-focused leader in the portable trade show and event display products industry. Offering uniquely simple experiences, PosterGarden carries a full line of display products, including retractable banner stands, popup booths, tabletop displays, event tents and flags, and accessories. To learn more about PosterGarden, call 1-800-707-0204, or visit www.PosterGarden.com.