



PRESS RELEASE

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March 11, 2013

Apple Rock to Introduce Next Generation ADAPT Technology at Exhibitor2013

New Website and Tagline also Support Dedication to Innovation

(GREENSBORO, NC) — Scheduled to coincide with the company's 25th anniversary, Apple Rock Displays will introduce its newest technology product at Exhibitor2013 in Las Vegas this month. The introduction of a 46" version of the company's award-winning ADAPT Interactive Touch-Screen Counter and iPad Mobile App 2.0 is the next step in the company's commitment to leadership and innovation.

"Technology is the future of the trade show industry," said Apple Rock president and CEO, Eric Burg. "It's the tool that will change the way business is done on the trade show floor."

After launching its Interactive Display Technology Division in 2012, Apple Rock Displays introduced several technology products, including the industry's first interactive touch-screen tabletop. The 32" tabletop won a "Buyers Choice Award" at last year's Exhibitor show. Burg expects the updated 46" version to generate the same buzz among convention goers this year.

"This technology is intended to convert contacts into qualified leads," said Burg. "It has the potential to shorten the amount of time it takes to identify good prospects and to get product information into their hands."

The ADAPT Interactive Countertop uses proprietary software to both push and pull information. It provides a way for the sales rep to collect contact information about the prospect, while it allows the prospect to view the company's products interactively on the tabletop and then choose information that can be instantly sent to their mobile phone or office email. The technology that drives this countertop is powered by T1 Vision.

In addition to its product introductions, Apple Rock will unveil their new website just prior to the opening of Exhibitor2013. The website will highlight the company's new corporate tagline, "Where Better Ideas are Built."

“We are painfully strategic about our designs,” said Burg. “We think through every detail of a project before it goes into construction. Not only do we bring beautiful design and superior construction, but we bring the value of strategic thinking. We hold ourselves to a very high standard.”

Apple Rock’s new website was designed for optimum efficiency, which is also reflective of the company’s dedication to excellence. “In many ways, it’s an extension of the mission we set for ourselves 25 years ago,” said Burg, “to lead innovation in the trade show industry by giving people access to the information they need most, in the way they expect to find it.”

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ABOUT APPLE ROCK

Apple Rock is a manufacturer of event marketing displays and services. Their products are American made and are custom designed, custom engineered and custom built. Corporate headquarters are located in Greensboro, NC, with offices in Charlotte, Raleigh, Atlanta and Las Vegas. Apple Rock has been in business since 1988, has been recognized as one of the Top 300 Businesses in the Southeast, was named in the INC 500/5000, and has been named as a Fast 50 Company three times in the Triad NC metro area.

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