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# AV CONCEPTS

VIDEO • AUDIO • LIGHTING

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## News Release

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### For Immediate Release

#### AV Concepts Supplies Video for Starbucks Shareholders Meeting

TEMPE, AZ, April 1, 2008: Starbucks shareholders honored their Chairman, President and CEO, Howard Shultz, with a standing ovation during the 2008 Starbucks' Annual Shareholders Meeting held in Seattle on March 19<sup>th</sup>. AV Concepts has proudly been the A/V provider for this meeting since 2003.

The design of the main stage replicated the interior of a current Starbucks store. AV Concepts also displayed video images of the original Starbucks store at Pike Street Market to two large screens, prompting shareholders to reflect on the company's 37-year heritage in buying, blending and brewing the world's finest coffees. This year's attendance of over 6,000 exceeded the capacity of the primary venue, McCaw Hall (Seattle's Opera House), requiring Starbucks and AV Concepts to utilize the exposition hall in the neighboring building for overflow. Using fiber optic cables to provide both high resolution video and audio feeds enabled the large overflow audience to fully enjoy what was happening in the main hall. Included among five primary initiatives, Starbucks invited Peter Seligmann, Chairman and CEO of Conservation International (also an AV Concepts client), to talk about Starbucks' [10-year partnership](#) with CI in protecting forests as a solution to climate change.

For the main hall, 4 screens were utilized, (2) 12' x 16' with converged 10K DLP Panasonic projectors and (2) 10 ½' x 14' with converged 7K DLP Panasonic projectors. All screens were routed and switched by a Spyder System, and AV Concepts employed a 4 camera IMAG recording package.

AV Concepts is a national, full-service supplier of audio-visual, staging and technical support for meetings, conventions and trade shows. The company provides the latest in video, audio, and lighting equipment. With 20 years of industry success, AV Concepts specializes in peace-of-mind for corporate, convention and staging events.

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