

Green Companies sell better with iPhone & iPad applications from the Collaborative!

Vendors at the **21st Green Exhibit** held at the Mountain View, CA's NASA Ames Research Center as part of the Yuri's Night Celebration (4/9/10 – 4/10/2010) showcased their services and products with **iPad and iPhone applications created by the Collaborative**. Vendors could quickly and clearly share videos, product data, and images while standing next to the customer. In fact, with their iPhone or iPad, they could show their products wherever they met a potential customer. So, the entire event area became their tradeshow booth.



Vendors ranged from alternative energy and product producers such as **Magenn, SunWize, and Sustainable Living** to exhibitors such as **Swinerton Builders and Capitol Toyota** to service providers such as **Planet Orange** found these applications new, powerful sales tools. Swinerton Builders, for example, showed videos and images of past projects, listings of services capabilities and work in sustainable building.

Ready for the launch of the Apple iPad, the Collaborative has built and now offers consulting capabilities to **storyboard, design, build, and test** iPad, as well as, iPhone applications. The Collaborative also offers development services for **Android™** platform.

The Collaborative's exhibit design and construction capabilities enabled it to create a 100 by 100 foot **exhibit area** complete with signage, banners, and a mini-golf course built around a sustainable green theme. Most of the exhibit's materials were of a sustainable nature and the entire exhibit was designed for transport and re-use at other green events.



The 21st Green Exhibit was one of 120 exhibits contributing to the celebration of **Yuri's Night**. The celebration at NASA Ames, one of the largest of 210 held around the world, commemorates two momentous aviation events that both occurred on April 12th: the first human space launch by Yuri Gagarin in 1961 and the first U.S. space shuttle mission in 1981. The celebration also honors the spirit of exploration and innovation in art and culture.

Get your **iPad, iPhone, or Android App** started today by **Contacting Us** at 650.938.8018 or bmellea@thecollaborative.biz