



VCI Solutions is Sponsoring the Green Car Giveaway at the 2009 NAB Show

VCI Solutions, a provider of software solutions for broadcast and cable operations, announced that they will be sponsoring NAB's green car giveaway at this year's show in Las Vegas. VCI Solutions has partnered with NAB and ZENN Motor Company to make this 'go-green' car giveaway a reality on earth day, April 22, 2009 during the annual NAB Show.

Springfield, MA (PRWEB) February 4, 2009 -- VCI Solutions, a provider of software solutions for broadcast and cable operations, announced that they will be sponsoring NAB's green car giveaway at this year's show in Las Vegas. VCI Solutions has partnered with NAB and ZENN Motor Company to make this 'go-green' car giveaway a reality on earth day, April 22, 2009 during the annual NAB Show!

The 'Zero-Emission No-Noise' ZENN car will be prominently displayed in front of the convention center during the entire 2009 NAB Show, where attendees will have an opportunity to enter the drawing to win the car for free. "We are extremely excited to be partnering with NAB and ZENN on this go-green effort that helps to build both momentum and excitement not only for the show, but for our brand," said Deanna Kennedy, Director of Marketing Communications, VCI Solutions. "It is one more way, that we as an organization are able to demonstrate our strong commitment and forward-thinking vision for the industry and our environment."

NAB has placed an emphasis on implementing 'go green' efforts throughout various aspects of their show this year. Having earth day fall during the dates of this year show was an added bonus and opportunity. "We know and appreciate the benefits of going green and are pleased to be working with our vendors and partners to make the show as environmentally friendly as possible." said Chris Brown, Executive Vice President Conventions and Business Operations, NAB. "We are also excited to be working with VCI Solutions on this giveaway as it will further highlight these initiatives and hopefully inspire others to follow suit."

Not only did VCI Solutions and NAB see this as a tremendous opportunity, but so did ZENN. ZENN is the manufacturer of the all-electric vehicle being given away. The ZENN has been in steady production for over two years and is based in Toronto, Canada with 40 retailer locations in the United States. "As individuals and as a company we are dedicated to promoting Zero-Emission transportation solutions," said Evan Clifford, Marketing Coordinator, ZENN Motor Company. "So when VCI Solutions contacted us regarding this opportunity we knew it was a worthy cause that would benefit the winner of this giveaway, as well as our organization and VCI Solutions, but most importantly will add one more Zero-Emission vehicle to the transportation mix, with the potential to eliminate more than 6 tons of CO2 emissions every year."

About VCI Solutions

As a steadfast contributor to the media market for over 24 years VCI Solutions has become a trusted and reliable business partner for the future. VCI Solutions is committed to the success of their clients by providing them the tools, flexibility, and knowledge they need for growth. VCI Solutions' product portfolio is comprised of the Orion® business system, autoXe™ automation systems, and the advanced Xe™ platform. All of these products are designed to streamline media operations to create a more efficient workflow and higher revenue. VCI Solutions continually enhances their products and services for the ever-changing market, so that their clients stay ahead of the curve with a competitive advantage.

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