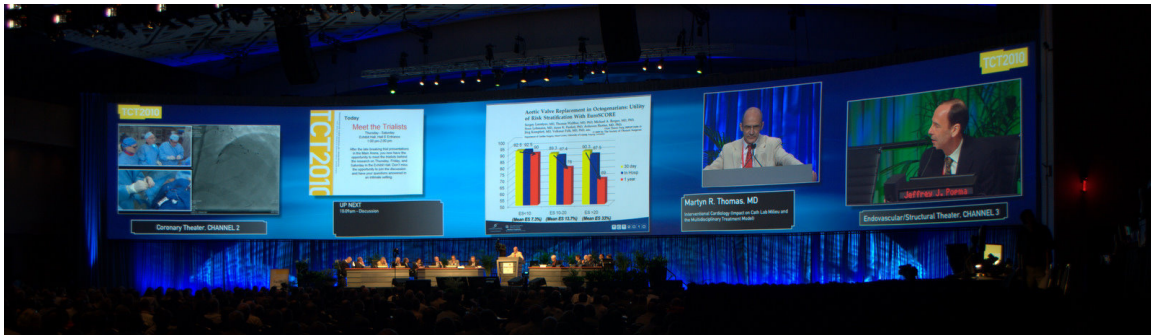




CRF Debuts State-of-the-Art PSAV Wide Screen at TCT Symposium

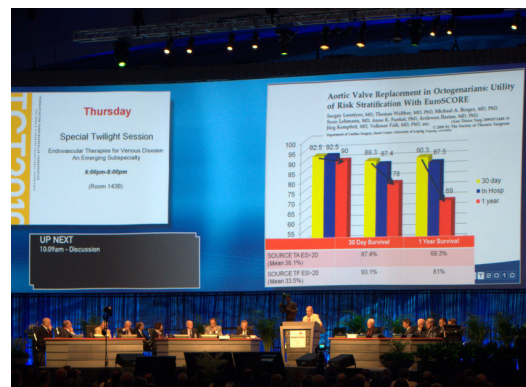
22nd Annual Transcatheter Cardiovascular Therapeutics educational event, produced by the Cardiovascular Research Foundation, presented live surgeries from around the world and clinical-trials to attendees via a 3,300 square-foot curved HD screen with blended imagery support designed by the hospitality industry's leading event-technology provider



LONG BEACH, Calif. — September 30, 2010 — The [Cardiovascular Research Foundation](#) (CRF) presented late-breaking clinical trials and first reports of advances in Cardiovascular medicine to delegates attending the [Transcatheter Cardiovascular Therapeutics](#) (TCT) 2010 scientific symposium last week in a never-before-experienced high-definition format, provided by PSAV® Presentation Services. CRF was the first organization in the country to use a massive 150-foot arched screen platform with high-resolution blended imagery support developed by the event-technology provider to present information on a wide range of significant topics in the field of Interventional Cardiology.

The TCT 2010 event — held Sept. 21 - 25 in Washington, D.C. — gathered leading medical researchers and clinicians from around the world to present and discuss the latest developments in interventional cardiovascular medicine. Using state-of-the-art technology with wide-angle visibility and unparalleled image clarity dramatically impacted the way in which information was presented to, and received, by the audience.

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"The information that was presented at TCT 2010 will directly affect the way that people with cardiovascular disease are treated in the near future," said Johnnie White, CRF Executive Director, Meetings and Educational Activities. "Through an innovative partnership with PSAV, we were able to develop a multi-media platform that enabled the message from the global medical community to come to life. It was dramatic, impactful and most definitely memorable."

White said this was the first time in history that such technology was made available to the medical meetings industry.

"We couldn't be more pleased with the performance and appearance of the presentation screen, that I formerly nicknamed the 'JW'" he said. "The seamless wall-to-wall video pallet that PSAV designed was outstanding. Using vibrant graphics, HD video and cinema projection devices they were able to bring live surgeries to our audience and present late-breaking trial data in a truly unique and informative way. This event truly changed the way in which medical symposiums will be presented going forward."

Since its inception in 1991, CRF has played a major role in realizing dramatic improvements in the lives of countless numbers of patients by establishing the safe use of new technologies and therapies in interventional cardiovascular medicine. Data presented at TCT is expected to influence the practice of medicine and have an immediate impact on guidelines and patient care.

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and corporations worldwide. With presence in more than 800 luxury hotels, resorts and conference centers worldwide, PSAV is completely committed to making every live event an unforgettable experience.

"We were very pleased that we could use our technology expertise and limitless resources to develop a platform for CRF that enabled them to deliver a truly memorable conference," said Kim Lambeth, PSAV Senior Director of Business Development. "This event demonstrates PSAV's ability to collaborate with our customers in order to create technology that not only meets their needs, but exceeds overall expectations. CRF is truly an industry innovator with the constant ability to use forward-thinking to further benefit their audience. We look forward to continuing to raise the bar with the TCT Conference, and are eager to create another memorable experience for next year's event in San Francisco!"

For more information on PSAV, visit www.psav.com.

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About CRF

The Cardiovascular Research Foundation (CRF) is an independent, academically focused nonprofit organization dedicated to improving the survival and quality of life for people with cardiovascular disease through research and education. Since its inception in 1991, CRF has played a major role in realizing dramatic improvements in the lives of countless numbers of patients by establishing the safe use of new technologies and therapies in interventional cardiovascular medicine.

About TCT

Transcatheter Cardiovascular Therapeutics (TCT) is the annual scientific symposium of the Cardiovascular Research Foundation. TCT gathers leading medical researchers and clinicians from around the world to present and discuss the latest developments in the field.

For more information, visit www.crf.org.

About PSAV® Presentation Services

PSAV provides the ideas and technology that inspire great meetings. This has made PSAV the leading provider of event technology for meeting planners and producers across the corporate, association, and tradeshow markets. PSAV provides an unparalleled range of event technology to support its customers' ability to create, collaborate, and communicate. With more than 800 partner locations worldwide, PSAV provides people and resources right where you want to have your meeting.

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