



Identia

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FOR IMMEDIATE RELEASE

Identia Online Launched

New Online Project Documentation and Information Sharing Application for Sign Professionals

NEEDHAM, MA — November 20, 2008 —Identia announced today the immediate availability of their web based application, Identia Online, designed for sign professionals to use in creating, documenting, and sharing architectural sign projects. Identia is a division of Whitney Veigas Architectural Products Inc (“Whitney Veigas”).

“Identia Online is the only online project documentation and management software specifically designed for the architectural sign professional”, said Travis Veigas, president of Whitney Veigas. “It allows users to create and manage all of their project data in one central location, and share that data with partners and vendors online.”

With Identia Online, sign professionals can create sign type and sign schedule documentation, locate sign markers on uploaded plans, manage relationships with vendors, and store critical project information — all on a platform that fosters project communication and collaboration. Identia Online is equally suited for use on small one-time projects as well as large multi-facility programs, where ongoing sign maintenance and consistency across locations are often necessary.

“Anyone involved with creating an architectural sign program knows that the process can be completely derailed by a failure to efficiently manage detailed information,” said Veigas. “Resolving this issue is the primary reason we decided to develop Identia Online.”

Since Identia Online is a web based application, it is accessible to any user with an internet connection, and is compatible with both PCs and Macs. The application incorporates industry standard data security, backups, and service reliability to insure information protection and integrity.

The application is available in two monthly subscription plans, both with an initial free 30-day trial period. The Team Edition plan is available for \$49 per month and includes access for two users. The Office Edition plan provides access for eight users and is available at \$95 per month.

More information is available at www.identiasigns.com.

About Identia

Identia designs and develops products for the architectural sign industry. We produce tools that help designers, facility managers, and sign professionals create and manage sign programs more efficiently than ever before. Identia is a division of Whitney Veigas Architectural Products Inc., located in Needham, Massachusetts.

About Whitney Veigas

Whitney Veigas designs, supplies, and installs architectural sign programs. We work closely with architects, designers, and building owners throughout the United States to create interior and exterior programs for institutional, commercial, and corporate facilities. The design process at Whitney Veigas balances four factors — cost, function, visual appearance, and sustainability — to achieve sign programs that are simple, refined, and versatile.