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FOR IMMEDIATE RELEASE

What's in Store for the Future of Museums?

The Center for the Future of Museums says Green Guestbook is the

Most Promising Material of the Future

and most likely to have a profound impact on the future of museums

As the American Association of Museums (AAM) annual meeting is set to kick off on May 23rd in Los Angeles, a tiara of a sorts will be passed from Green Guestbook (GGb) to another worthy and exciting product or service. In 2009, when AAM was hosted in Philadelphia, AAM's Center for the Future of Museums held the first ***Most Promising Material of the Future*** contest. Green Guestbook won first place by demonstrating how its digital touchscreen system will revolutionize the way all public sites connect with their visitors.

Green Guestbook is future-impacting because it digitally records myriad data that used to be written down in paper guest books, on post cards and clipboards. Once upon a time, that hand written information had to be transcribed by overworked staff and volunteers. No more, GGb collects email addresses, compiles demographics and conducts real-time customized surveys from the visitors to any business, public site or event. All the information goes instantly into an online database which is accessible by site staff.

GGb can be found in Booth 1733 in the AAM Museum Expo. It will use its system to conduct this year's contest. Visitors to the booth will be ask to vote for the 2010 Most Promising Material of the Future from among the vendors of products and services on display in LA. The winner will be announced at the closing of the Museum Expo and online. GGb's President and Inventor, Ellie Carlson promises, ***"Yes, I really do have a tiara and will be happy to pass it along to this year's winner, the rocks are green, of course, because... Green Rocks!"***

Green Guestbook is a web-based company with offices in Chicago, Illinois. For further information please contact ellie@greenguestbook.com or phone 312.771.2400.

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