



FOR IMMEDIATE RELEASE

**Date:** January 20, 2005

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Press Information

## The Home Depot Recognizes Converging System Inc. Customer for Innovation and Product Category Leadership Award

### **CONVERGING SYSTEMS' INTERACTIVE KIOSK SYSTEM FORMED CORE FOR CUSTOM BUILDING PRODUCTS' NEW "PROJECT AISLE SYSTEM" WHICH WAS HONORED BY THE HOME DEPOT**

Atlanta, GA January 20, 2005 --- Converging Systems Inc. announced that The Home Depot, recently honored one of Converging Systems' customers, Custom Building Products, with one of ten recognitions for the coveted Home Depot Innovation and Product Category Leadership Award based on core technology and products designed and manufactured by Converging Systems. The core of this technology was Converging Systems' real-time interactive video-oriented kiosk system, called the In-Store Presentation System™.

Although nearly all of the top ten products honored by The Home Depot were for new products launched and sold through The Home Depot, Custom Building Products' nomination for the Innovation and Product Category Leadership Award was for a new product marketing program, named "Project Aisle," which it launched in 2004 to market its tile and stone installation products in The Home Depot and to drive sales. The core of Project Aisle is an innovative interactive computer-based touchscreen system that effectively communicates project knowledge to the first time

**THE HOME DEPOT RECOGNIZES CONVERGING SYSTEMS' CUSTOMER FOR INNOVATION AND PRODUCT CATEGORY LEADERSHIP AWARD (2 of 2)**

Do-It-Yourselfer (DIYer), the seasoned professional and the Home Depot store associate, specifically tailed to a particular user's needs. Converging Systems Inc. designed and built this system for Custom Building Products.

"Custom Building Products sought Converging Systems for this high profile, national project because the company is a leader in designing, developing and manufacturing interactive kiosk systems. We needed an innovative technology company to help us design a new approach to in-store merchandising that would provide valuable education to consumers and drive category sales. The tremendous results of this partnership have helped Custom earn our first-ever nomination for the Home Depot Innovation Award and contributed to our title of Home Depot Vendor of the Year for our category for the 6<sup>th</sup> consecutive year," said Norm Tracy, Customs' Director of Marketing.

The Home Depot honored ten companies across major categories whose products and innovation excelled to the highest degree. "This recognition is a positive reflection on synergies that can be achieved by combining technology with marketing innovation. We are honored to have worked with Custom Building Products on this unique program that brings easy-to-understand product and project-based information from a knowledge management perspective to the consumer at the point-of-sale," said Craig Douglass, President/CEO of Converging Systems Inc.

**About Custom**

Custom® Building Products is widely recognized as a leading manufacturer of tile and stone installation systems for the North American market. The company's product brands, including WonderBoard® tile backerboard, Polyblend® colored grout and TileLab® cleaners and sealers are considered the most popular and most trusted by industry professionals. Custom Building Products continually raises the standards for the tile and stone industry through its commitment to innovation, performance and exceptional customer service.

The company's newly redesigned state-of-the art Web site offers comprehensive resources including product and warranty information, installation specifications and technical support. For more information on the company's comprehensive family of quality tile and stone installation products, please call (800) 272-8786 or visit [www.custombuildingproducts.com](http://www.custombuildingproducts.com).

**About Converging Systems**

Converging Systems Inc. is an innovator in technical product development. It designs and manufactures Knowledge-Based Interactive Technology kiosk systems, embedded control systems and other customized technology-oriented products for major OEM customers. The firm assists its customers in bringing together the latest reliable technologies that integrate Converging System's technologies with customer's knowledge-based assets—its name, its product knowledge and its people---to leverage science, technology and information. performance and exceptional customer service.

For more information on the company's line of interactive kiosk products and its other OEM technology products, please call (310) 544-2628 or visit [www.convergingsystems.com](http://www.convergingsystems.com).

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