



Press Release

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AVYVE Completes Unique Showcase for Southern Company

Atlanta, GA - February 1, 2007 - AVYVE, a leading audio visual systems integration company headquartered in Atlanta, Georgia, recently completed the design and implementation of a unique Information Technology space for Southern Company.

“Southern Company’s new Technology Showcase is a unique high tech, state of the art collaborative environment designed to help our employees see the future and encourage innovative uses of Information Technology to solve real business problems,” says Joe Massari, Enterprise Technology Planning Manager of Southern Company. “Avyve partnered with us to envision and design a unique space leveraging a combination of advanced audio visual technologies to accomplish these goals.”



Being the southeast premier energy company and the leading U.S producer of electricity demands them to stay ahead with technology. The Information Technology Showcase features two plasma displays, an audio conferencing system with four motorized microphones that lift into the ceiling when not in use. It also includes a DVD/VCR, PC inputs, a digital document camera, and a wireless touch panel that controls the functionality of the audio visual components and lighting.

About AVYVE:

Established in 1998, AVYVE is a nationally recognized audio visual system integrator headquartered in Atlanta, Georgia. A team of industry veterans specialize in the integration of a wide range of visual communication solutions for their corporate, medical and higher educational clients, as well as the homes of their leaders. AVYVE’s strict focus is on the design, implementation, training and maintenance of their clients’ systems. Commercially, areas of expertise include boardrooms, training facilities, media rooms, videoconference centers and command control environments. Residentially AVYVE provides whole home automated technologies encompassing audio distribution, lighting control, phone systems, home theaters, networking solutions and video surveillance.

About Southern Company:

With 4.3 million customers and more than 41,000 megawatts of generating capacity, Atlanta-based Southern Company (NYSE: SO) is the premier energy company serving the Southeast, one of America’s fastest-growing regions. A leading U.S. producer of electricity, Southern Company owns electric utilities in four states and a growing competitive generation company, as well as fiber optics and wireless communications.