

The Digital Lifestyle Goes Green

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The Digital Lifestyle, an online video network of Apple-related videos and shows, is announcing it is going green for all video production. The website and video production elements have changed, or will be changing, shortly to minimize environmental impact. All lighting for studio shoots will be lit by fluorescent lights, and studio power will be purchased through a wind power exchange plan.

Philadelphia, PA - The Digital Lifestyle, an online video network of Apple-related videos and shows, is announcing it is going green. The website and video production elements have changed, or will be changing, shortly to minimize environmental impact. All lighting for studio shoots will be lit by fluorescent lights, and studio power will be purchased through a wind power exchange plan. Editing equipment is attached to energy usage monitoring devices to ensure everything is run as efficiently as possible.

Additionally, all production travel will be in a hybrid vehicles, with carbon offsets purchased for all mass transit transportation, and web hosting is done via carbon-neutral webhost.

"As Apple increases its efforts to be more environmentally responsible, I think it's important for the broader Apple community to do the same," said Ryan Ritchey, founder of The Digital Lifestyle. "If we're going to take a critical look at Apple's environmental efforts, we need to do the same," Ritchey said.

Even the "news fishbowl" featured on the weekly live show, "TDL Live" will be printed on recycled scrap paper, and internal documents are shared electronically, and only printed if absolutely necessary.

"This is a series of small steps, and they're the kind of steps anyone can take. All of these changes are in place now. We're thrilled to expand our environmental responsibility, and we'll continue to look for ways to decrease our environmental footprint," said Ritchey.

The Digital Lifestyle:
<http://www.TheDigitalLifestyle.tv>

TheDigitalLifestyle.tv, founded in November 2007 as the only 24-hour online video network dedicated to Apple news, rumors, and lifestyle. The network was created by former Apple employees who bring a unique perspective to current Apple news and rumors.

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