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For Immediate Release

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Spike by ikeGPS Wins New Product of the Year Award

***Alliance Franchise Brands Sign & Graphics Division
announces award at its annual signage convention***

BROOMFIELD, Colo.—ikeGPS announces that Spike, a laser measurement solution, received the New Product of the Year award at the annual Alliance Franchise Brands Sign & Graphics Division Convention in Jacksonville, Florida.

Prior to voting, Alliance Franchise Brands staff members narrowed down each award to five finalists. Franchisee members then used the Alliance Franchise Brands convention app to vote for the winners of each award, which recognizes vendor excellence in a variety of categories.

“Our franchisee members recognize any product that offers time savings as a huge plus,” says Steve Hoyle, director of franchise services for Alliance Franchise Brands Sign & Graphics Division. “Spike is an invaluable tool that helps our franchisee members conduct more surveys in a day and better manage their time. Along with the time savings Spike offers, it’s also more accurate than getting on a ladder and trying to capture measurements from that angle.”

Spike allows sign and digital graphics professionals to quickly capture accurate measurements of the width, height and area of signage locations from a smartphone or tablet picture. A ladder, bucket truck and tape measure are no longer required to create estimates, saving sign companies time and overhead costs on a traditionally lengthy process.

The measurements of the sign or graphic location are saved with the Spike photo and can be shared with customers, designers or production team to create job estimates and design proofs, assess installation and complete permit applications. If additional measurements are needed, users can refer to their saved Spike photos at any time to make modifications. There’s no need to return to the site for further measurements or estimations.

“We’re proud to offer a product that has helped so many sign shops work more efficiently and save on their bottom line,” says Jeff Ross, chief marketing officer of ikeGPS. “The fact that our franchisees selected Spike for this honor means a lot to us as a company and shows how impactful Spike has been to the sign and digital graphics industry.”

For more information on how Spike has helped sign and digital graphics professionals more efficiently and cost-effectively conduct site surveys, visit www.ikegps.com/sign-graphics/.

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Find Out More At:
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About ikeGPS

[ikeGPS](#) is changing the way the world is measured, utilizing its smart laser measurement solutions to capture, record and export measurement data. Numerous vertical industries and field data collection-based professionals use ikeGPS products to modernize the way measurements are taken and shared. ikeGPS's product portfolio includes IKE and Spike.

[IKE](#) is an all-in-one, configurable hardware and software solution that increases accuracy and quality while reducing costs for electric utilities, communication companies and engineering service providers engaged in aerial fiber deployments, joint-use applications and utility pole-related construction projects. IKE solutions have also been successfully adopted by public safety, civil engineering, transportation, federal and city governments, and intelligence agencies for a variety of field data collection needs.

[Spike](#) is a comprehensive but simple-to-use smartphone measurement solution. The Spike device, Spike mobile and Web apps, and commercial smartphone or tablets work together to change the way measurements are taken and shared. From a Spike photo, a user can capture measurements, including height, width, area, length and target location. Measurements and location data are saved with the picture and can be easily shared in real time or uploaded to the Spike cloud for further analysis. Spike has been rapidly adopted by numerous industries, including construction, real estate, and sign and graphics for property inspection and building measurements.

ikeGPS is headquartered in Wellington, New Zealand, and is listed on the New Zealand Stock Exchange under the stock symbol IKE. The company's global sales, marketing and customer support teams are based in Broomfield, Colorado, with a regional office in Seattle.

About Alliance Franchise Brands

Alliance Franchise Brands LLC is a world leader in marketing and visual communications, linking nearly 600 locations in North America and the United Kingdom. Independently-owned and operated franchises provide national, regional and local businesses and organizations with a one-stop resource for technologically advanced and strategically sound solutions for their graphics communications needs.

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