



Get the measure of your world

For Immediate Release

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ikeGPS Announces Next-Generation Mobile Solution

– Updates include new Spike hardware, new measurement capabilities, and additional language support –

BROOMFIELD, Colo.—ikeGPS announces that it has introduced new hardware, new measurement capabilities and language support for Spike, a laser measurement solution, to give users greater measuring flexibility. In addition, the next-generation Spike hardware has a reduced bill of materials and manufacturing cost, which significantly increases ikeGPS' margin over the first-generation product.

The Spike Cloud was first introduced in September 2015. With more than 2,000 sign shops now using Spike, the Spike Cloud subscription has also become an integral part of the overall solution. Through the Spike Cloud, subscribers can upload their Spike photos to ikeGPS' online-based software platform. Subscribers can then view, edit, measure and download their Spike photos using an internet browser and a desktop computer. Once subscribers capture their required measurements, they can save photos, generate reports for permit applications, and share their reports with colleagues and clients.

The next generation Spike now comes in two different models, replacing the original hardware. Users can choose between Spike's new clamped-based model that attaches to a smartphone or the tablet case-mountable model. This allows users to choose the device that best meets their needs. Photos of the new Spike device can be found at www.ikegps.com/spike/.

In addition, the Spike app for Android and iOS now offers the Point-to-Point Measurement tool, which allows users to measure the distance between two different points or objects. For example, Spike's Point-to-Point Measurement tool can be used to determine the clearance between a building and landscaping, the height of a light or flag pole, the appropriate-size ladder to reach a roof line, property easements, vertical or horizontal road clearances, and the height of a pylon sign or billboard. Using Spike's Point-to-Point Measurement tool is as simple as snapping two photos of different objects.

"We're especially excited about this new measurement tool because it allows us to better serve multiple markets, including signage, real estate, insurance and construction," says Jeff Ross, chief marketing officer of ikeGPS. "We're already receiving positive feedback from our current users about how the Point-to-Point tool gives them more flexibility in capturing the measurements they need."

Additionally, Spike now offers a full suite of language support for the Spike app and Spike Cloud. Previously, Spike only supported English, but ikeGPS added 14 different languages to match Spike's growing global market share. Spike now supports Danish, Deutsch (German), Greek, Spanish, Finnish, French, Italian, Norwegian, Dutch (Netherlands), Polish, Portuguese, Russian, Swedish and Turkish.

Spike will be on display at the ISA Sign Expo, which recently named Spike Best in Show of its Innovation Award. Attendees can visit ikeGPS at booth 1352 April 21-23 to demo Spike's new features and receive on-site training. Spike is also available for [purchase online](#) or through an [authorized reseller](#).

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Find Out More At:
www.ikegps.com

350 Interlocken Blvd, Suite 250, Broomfield CO 80021, USA
Office: +1 303 222 3218
www.ikegps.com



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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.

Contact

ikeGPS Group Limited
Glenn Milnes, CEO
+1 720-418-1936
glenn.milnes@ikegps.com

Find Out More At:
www.ikegps.com

350 Interlocken Blvd, Suite 250, Broomfield CO 80021, USA
Office: +1 303 222 3218
www.ikegps.com