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**For Immediate Release**

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**ikeGPS Announces Spike Distribution Agreement With Blue Rhine  
– New agreement brings Spike to United Arab Emirates, Saudi Arabia and other Gulf  
Cooperation Council countries –**

BROOMFIELD, Colo.—ikeGPS announces a new distribution agreement with Dubai-based [Blue Rhine](#) to bring Spike, a laser measurement solution, to the sign and digital graphics market in the United Arab Emirates, Saudi Arabia and other member states of the Gulf Cooperation Council region.

With 10 branches throughout the region, Blue Rhine is one of the area's major sign and digital graphics distributors. In addition to manufacturing its own line of branded supplies, Blue Rhine offers a large selection of products for a variety of applications. Some of the brands in Blue Rhine's product line include Plexiglas from Evonik, Lexan, Neschen, Aslan, Avery and Tridonic.

"Blue Rhine is one of the top distributors in the Gulf Cooperation Council region, and it's exciting to work with such a strong partner," says Jeff Ross, senior vice president of new market development at ikeGPS. "Spike has already helped so many sign shops around the world work more efficiently, and we're pleased to help Blue Rhine customers replicate this success."

Spike allows sign and digital graphics professionals to quickly capture measurements for estimates of the width, height and area of signage locations from a smartphone or tablet picture and the Spike device. A ladder, bucket truck and tape measure are no longer required to conduct site surveys and 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 using the Spike mobile app or Spike Cloud. There's no need to return to the site for further measurements or estimations. Additionally, Spike offers language support for Spanish.

"As part of Blue Rhine's mission, we are committed to bringing our customers high-quality, innovative products that can help them better run their businesses," says Ramakrishna Maturi, director of product management for Blue Rhine. "With Spike, our customers can reduce the time they spend in the field and focus on closing more sales. Spike is a great solution for running a more efficient and cost-effective sign shop."

To learn more about how Spike can streamline the estimation process and schedule an in-person demo, contact Blue Rhine at [www.bluerhine.com](http://www.bluerhine.com).

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GET THE MEASURE OF YOUR WORLD



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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 Blue Rhine**

[Blue Rhine](#) is a leading distributor and manufacturer of innovative and value added solutions for the advertising, signage and construction industry. Established in 1996 and headquartered in Dubai, we conduct business in the Gulf Cooperation Council countries, Indian sub-continent and Africa with a workforce of 150 employees.

### **Contact**

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