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## Press Release

### FOR IMMEDIATE RELEASE

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### **Marlin Granted Patent for Enterprise Communication Feature in Its Digital Signage System**

The Marlin Company, a provider of workplace digital signage software for employee communication, has been granted a new patent, U.S. Patent No. 9,959,522 B2, for its enterprise communication feature. As the global leader in digital signage for the workplace, Marlin provides electronic message boards that inform, engage and motivate employees. Typically screens are located in areas where employees congregate such as breakrooms, cafeterias, elevators, etc.

Marlin's new U.S. Patent No. 9,959,522 B2 enables companies to distribute content across the enterprise and create an organizational structure that allows for unique access by defined users or groups. By interacting with the organizational structure, a user can quickly and easily manage the distribution of content and the user permissions. Users have the flexibility to send messages to all locations, while at the same time posting content to unique locations or groups. By assigning permissions at the local or departmental level, screens at those locations will display content that matters most.

"Effective communication is all about engagement," said Frank Kenna III, CEO of Marlin. "Digital signage is a popular channel for reaching employees because it's visual. It works best when the content is targeted and therefore relevant to the employees viewing the screens. For example, while HQ may send out a global message on healthcare benefits, a regional office may post their KPIs or new employee announcements. Our enterprise feature makes it easy for companies to accomplish this. It saves time and ensures that the right message is reaching the right employees at the right time."

### **About Marlin**

Marlin, a workplace communications company, helps managers reach employees wherever they work, using the latest SaaS-based technology solutions, including flat screens, desktops and mobile devices. Designed specifically for the workplace, Marlin's patented digital signage products are known for their ease of use, robust content options and flexibility. For 105 years, Marlin has developed and delivered visual communication programs that engage, inform and motivate employees. Learn more about Marlin's digital signage products and services at <http://www.themarlincompany.com>.