
Press Release

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Patent Awarded to The Marlin Company for Content Library in Workplace Digital Signage

WALLINGFORD, CT (January, 29th 2019) - The Marlin Company of Wallingford Connecticut, the global leader in workplace digital signage has been awarded a new patent, U.S. Patent No. 10,162,893 B2, for its content library. Marlin helps companies engage, inform and motivate their workforce with visual communication. With over 13,000 installations, Marlin's Electronic Communication Station (ECS) provides an effective way to communicate with hard-to-reach workers in manufacturing, warehouse distributions, sanitation and transportation.

"Content is at the heart of what makes workplace digital signage effective," said Frank Kenna III, President and CEO of The Marlin Company. "It needs to be relevant, engaging and fresh which means that both quality and quantity are important. We focus exclusively on the workplace and understand that our users wear many hats. Whether they are in HR, Operations or Communications, they need a simple way to post content. Our content management software makes it easy for users to post in-house messages and we're the only digital signage company to provide industry-specific content with our solution. The content library offers another option to add visual impact and drive engagement."

Marlin's new patent provides a method for users to access a comprehensive database of video content that is searchable by keyword and easily displayed on digital signage screens. The content addresses critical, industry-specific workplace issues related to compliance, performance, culture and morale.

"Our customers like that they can easily post updates and announcements, but they often struggle with making their messages visual," said Kenna. "The content library enables them to easily access attention-grabbing videos that support their objectives and in-house initiatives. Whether it's safety, health & wellness, compliance or morale, they can find many choices. The combination of their company messages, Marlin's subscription content and selections from the content library ensure that employees will be looking at the screens."

About Marlin

Marlin, a global leader in workplace digital signage, helps managers reach employees using the latest SaaS-based technology solutions to deliver visual communication. Designed specifically for the workplace, Marlin's patented digital signage products are known for their ease of use, robust content options and flexibility. For 106 years, Marlin has developed and delivered visual communication programs that engage, inform and motivate employees. Marlin holds 9 patents for the distribution of media content for workplace communication. Learn more about Marlin's digital signage products and services at <http://www.themarlincompany.com>.