



Spike[®]

Bringing measurements within reach

**viki
also**

WORKING IT OUT

Sales Training For Resellers

Presenter: James Pardue

Agenda

- Keys to Getting Started with Spike
- Introduction to Spike by ikeGPS
- Spike Product Overview
- Tips and Tricks



Bringing measurements within reach

**Spike: The Indispensable
Measurement & Estimation Solution
for Sign & Graphics**

A Few Keys to Getting Started with Spike

- Show Spike a lot!
 - Mobile solutions workshops
 - Landing Page
- Target specific verticals
- Solution Selling
- Find your first customer and project
- Generate local success stories

ikeGPS Vision for Spike

A mega-trend has emerged whereby professionals are seeking to use their smartphone or tablet in more than just a personal context.

In our view, for measurement products, this has translated to:

- An expectation that measurement tools are intuitive to use, are accessible to all the people that need them, and that data can plug into wider mobile applications.
- Businesses and professionals are seeking to leverage the investment they've already made into mobility, taking a modular and multi-tool approach.

Our vision for Spike was to deliver unique measuring capability and to make the system simple to use and accessible to any field worker:

- Taking complex measurements shouldn't necessarily require complicated tools. In fact, it should be as easy as using your smartphone.
- There should be a way to augment the power of a smartphone and tablet, not an attempt to replicate it.

Today, ikeGPS mobile products are relied upon every day by tens of thousands of businesses across construction, engineering, architecture, asset management, facility management, real estate, insurance, government & defense, and other industries.



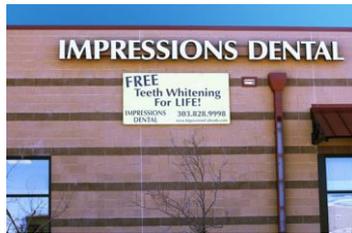
Bringing measurements and GPS location within reach for millions of new users – simply by taking a photo!



Spike is an Award-Winning Solution for Measuring Objects and Collecting GPS Location from a Distance



Spike is for any application requiring the inspection, assessment and reporting of features



Thousands of Sign & Graphics businesses



Tens of thousands of contractors and construction groups



Defense and intel agencies, such as DIA and SOCOM



Facilities Management



Government and city councils for asset management



Insurance



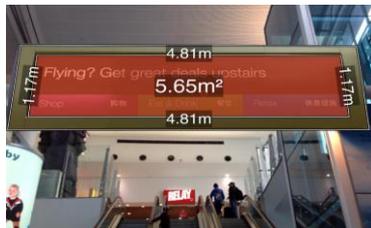
Law Enforcement, for accident investigation



Hundreds of Real Estate and Appraisal companies



Retail



Transportation; >40% of US DoT's



Hundreds of Architecture companies



Measuring is the “Achilles Heel” for signage professionals...
It’s costly, time consuming, and not always done correctly



○ If your sales team could measure and quote without bucket trucks
You'd save \$200 per site survey, just for an estimate



Ladders, tape measures and notepads are too slow, and outputs for customers lack professionalism...

*Forrester report: Metrics of Selling

Incorrect measurements* on a single project... Could cost you thousands of dollars



*Spike is an estimation solution and not a precise measurement tool. It has been used for the production of certain types of signs.

Spike Product Overview

An affordable and easy-to-use smart laser measurement solution

Spike Solution Overview

- Spike laser device:
 - Robust and lightweight device that attaches to your smartphone or tablet
 - Connects via Bluetooth to the mobile device and Spike app
 - Accurately measures distances to remote objects
- Spike mobile app:
 - Available for free in the Google Play and Apple App stores
 - Allows users to capture measurements from photos, including areas, heights, widths, elevations, distances to targets, and offset GPS locations



Spike Specifications

Category	Details
Device & OS	Apple iOS and Google Android smartphones and tablets
Spike Size & Weight	3.25 in (h) x 2.83 in (w) x 1.65 in (d) / 3.6 ounces 82mm (h) x 72mm (w) x 42mm (d) / 80 grams
Connectivity	BLUETOOTH 4.0 Low Energy
Range	Eye safe laser supports 2 – 200 meters (6 - 650 feet)
Accuracy	Laser distance accuracy is ± 5 cm (2 in) Photo Measurement accuracy is $\pm 1\%$ Point-to-Point Measurement accuracy is $\pm 3\%$
Units	Feet + Inches, Inches, Meters, Centimeters
Battery	Internal Li-ion Battery
Output Formats	PDF, JPG, Scaled Image, Spike File (XML), KMZ, URL

Spike has unique & impactful measurement capabilities

Accessible to any field user that can use a smartphone

#1 Target Distance & #2 Target Location

- Capture your distance to the target when taking the photo & GPS location of mobile device & target



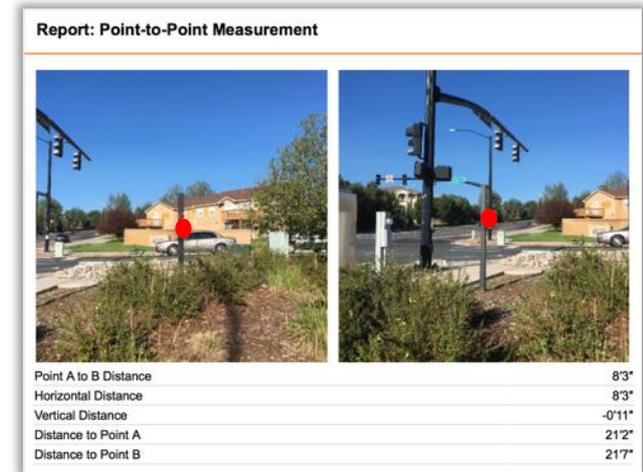
#3 Photo Measure

- Area and linear measurements on the same plane
- +/- 1% accuracy



#4 Point-to-Point

- Measuring the distance between two objects not on the same plane
- +/- 3% accuracy



What Types of Signage Projects are
ideal for Spike and Survey123?

Many types of signs can be measured with Spike...

Capture dimensions for new signs or sign replacements



- Pylon
- Channel Letters
- Pole
- Monument
- ADA
- Windows
- Custom
- New Location
- Vehicle wraps

Just how accurate is Spike?

Some tips to get the very best Spike results



Not Optimal



Optimal

Photo Measure Accuracy +/-1%

- Distance: minimum 6ft back, optimal is 20ft
- Angle: optimal is straight-on, but no more than 60 degrees

Customers say...

- Between 10-80ft away
- 0-30 degrees from center
- Measurements are within 1-2in (or better)

How does that compare to...

- Climbing a ladder with a tape measure
- Counting bricks
- Guessing

Spike is not only an outside sales and estimation tool...
 It's used by production managers, designers, permit coordinators & more

Design:



Permit:

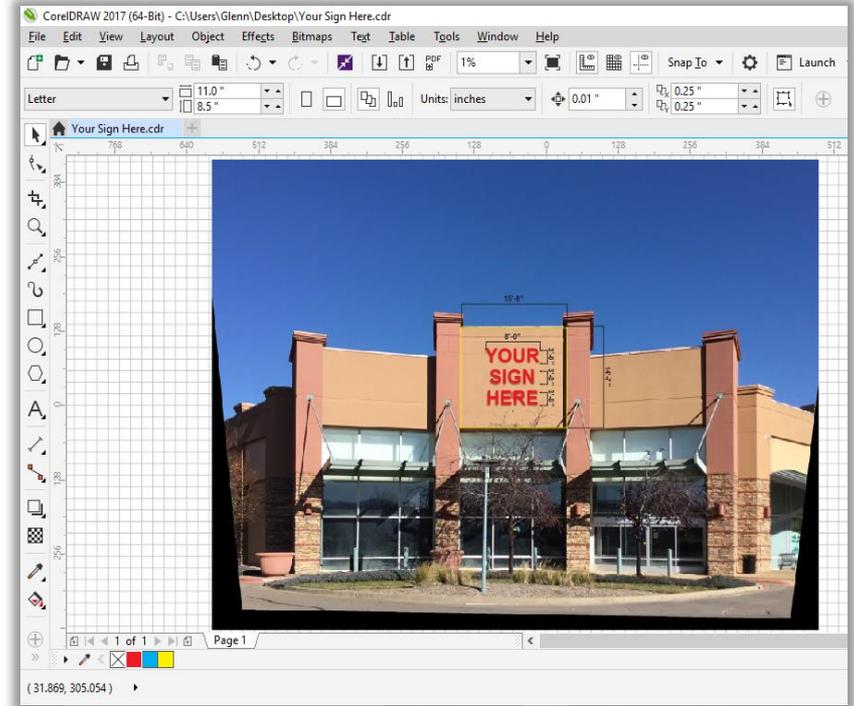
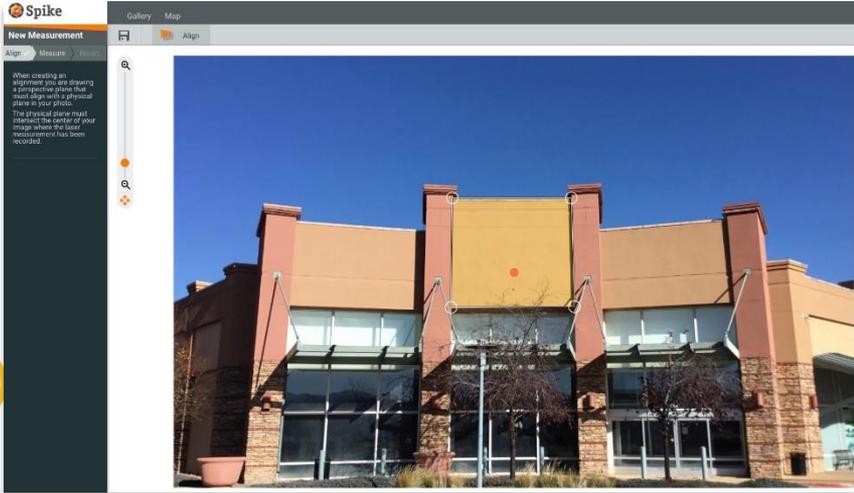
<p>Signage Name: 075000 - 000 Footage 1/2in Address: 075000 - 000 Footage 1/2in City/State: 000 Footage 1/2in Zip: 000 Footage 1/2in Phone Number: 000 Footage 1/2in Fax: 000 Footage 1/2in Project Manager: 000 Footage 1/2in Estimator: 000 Footage 1/2in Installer: 000 Footage 1/2in</p>	<p>Contact Information: Name: Address: City/State: Zip: Phone Number: Fax: Project Manager: Estimator: Installer:</p>	<p>Types(s) of Sign: 2D Rendering 2D Structural 2D Sign 3D Structural 2D Structural 2D Sign 4. SIGNAGE (Signage) Allowance 5. SIGNAGE (Signage) Allowance 6. SIGNAGE (Signage) Allowance 7. SIGNAGE (Signage) Allowance 8. SIGNAGE (Signage) Allowance 9. SIGNAGE (Signage) Allowance 10. SIGNAGE (Signage) Allowance 11. SIGNAGE (Signage) Allowance 12. SIGNAGE (Signage) Allowance 13. SIGNAGE (Signage) Allowance 14. SIGNAGE (Signage) Allowance 15. SIGNAGE (Signage) Allowance 16. SIGNAGE (Signage) Allowance 17. SIGNAGE (Signage) Allowance 18. SIGNAGE (Signage) Allowance 19. SIGNAGE (Signage) Allowance 20. SIGNAGE (Signage) Allowance 21. SIGNAGE (Signage) Allowance 22. SIGNAGE (Signage) Allowance 23. SIGNAGE (Signage) Allowance 24. SIGNAGE (Signage) Allowance 25. SIGNAGE (Signage) Allowance 26. SIGNAGE (Signage) Allowance 27. SIGNAGE (Signage) Allowance 28. SIGNAGE (Signage) Allowance 29. SIGNAGE (Signage) Allowance 30. SIGNAGE (Signage) Allowance 31. SIGNAGE (Signage) Allowance 32. SIGNAGE (Signage) Allowance 33. SIGNAGE (Signage) Allowance 34. SIGNAGE (Signage) Allowance 35. SIGNAGE (Signage) Allowance 36. SIGNAGE (Signage) Allowance 37. SIGNAGE (Signage) Allowance 38. SIGNAGE (Signage) Allowance 39. SIGNAGE (Signage) Allowance 40. SIGNAGE (Signage) Allowance 41. SIGNAGE (Signage) Allowance 42. SIGNAGE (Signage) Allowance 43. SIGNAGE (Signage) Allowance 44. SIGNAGE (Signage) Allowance 45. SIGNAGE (Signage) Allowance 46. SIGNAGE (Signage) Allowance 47. SIGNAGE (Signage) Allowance 48. SIGNAGE (Signage) Allowance 49. SIGNAGE (Signage) Allowance 50. SIGNAGE (Signage) Allowance 51. SIGNAGE (Signage) Allowance 52. SIGNAGE (Signage) Allowance 53. SIGNAGE (Signage) Allowance 54. SIGNAGE (Signage) Allowance 55. SIGNAGE (Signage) Allowance 56. SIGNAGE (Signage) Allowance 57. SIGNAGE (Signage) Allowance 58. SIGNAGE (Signage) Allowance 59. SIGNAGE (Signage) Allowance 60. SIGNAGE (Signage) Allowance 61. SIGNAGE (Signage) Allowance 62. SIGNAGE (Signage) Allowance 63. SIGNAGE (Signage) Allowance 64. SIGNAGE (Signage) Allowance 65. SIGNAGE (Signage) Allowance 66. SIGNAGE (Signage) Allowance 67. SIGNAGE (Signage) Allowance 68. SIGNAGE (Signage) Allowance 69. SIGNAGE (Signage) Allowance 70. SIGNAGE (Signage) Allowance 71. SIGNAGE (Signage) Allowance 72. SIGNAGE (Signage) Allowance 73. SIGNAGE (Signage) Allowance 74. SIGNAGE (Signage) Allowance 75. SIGNAGE (Signage) Allowance 76. SIGNAGE (Signage) Allowance 77. SIGNAGE (Signage) Allowance 78. SIGNAGE (Signage) Allowance 79. SIGNAGE (Signage) Allowance 80. SIGNAGE (Signage) Allowance 81. SIGNAGE (Signage) Allowance 82. SIGNAGE (Signage) Allowance 83. SIGNAGE (Signage) Allowance 84. SIGNAGE (Signage) Allowance 85. SIGNAGE (Signage) Allowance 86. SIGNAGE (Signage) Allowance 87. SIGNAGE (Signage) Allowance 88. SIGNAGE (Signage) Allowance 89. SIGNAGE (Signage) Allowance 90. SIGNAGE (Signage) Allowance 91. SIGNAGE (Signage) Allowance 92. SIGNAGE (Signage) Allowance 93. SIGNAGE (Signage) Allowance 94. SIGNAGE (Signage) Allowance 95. SIGNAGE (Signage) Allowance 96. SIGNAGE (Signage) Allowance 97. SIGNAGE (Signage) Allowance 98. SIGNAGE (Signage) Allowance 99. SIGNAGE (Signage) Allowance 100. SIGNAGE (Signage) Allowance</p>
<p>Sign Front Length: Length: _____ Width: _____</p>	<p>Length of Property Frontage: 000.74 (Inches) Feet</p>	<p>Propose Square Footage: _____</p>
<p>Existing Square Footage: _____</p>	<p>Sign Plan: Please include dimensions and sign copy</p>	<p>Elevation Drawing: Please indicate signfront length and placement of signs SEE CAP FOR MORE DETAILS</p>
<p>100 Square Footage: _____</p>	<p>Sign Plan: Please include dimensions and sign copy</p>	<p>Fee: APPROVED: _____</p>

Works with:



Designers can save at least 30 minutes per design...

At 5 designs per day, that's 2.5 hours saved or \$75*



*At that rate, Spike's ROI would be 7 designs days!

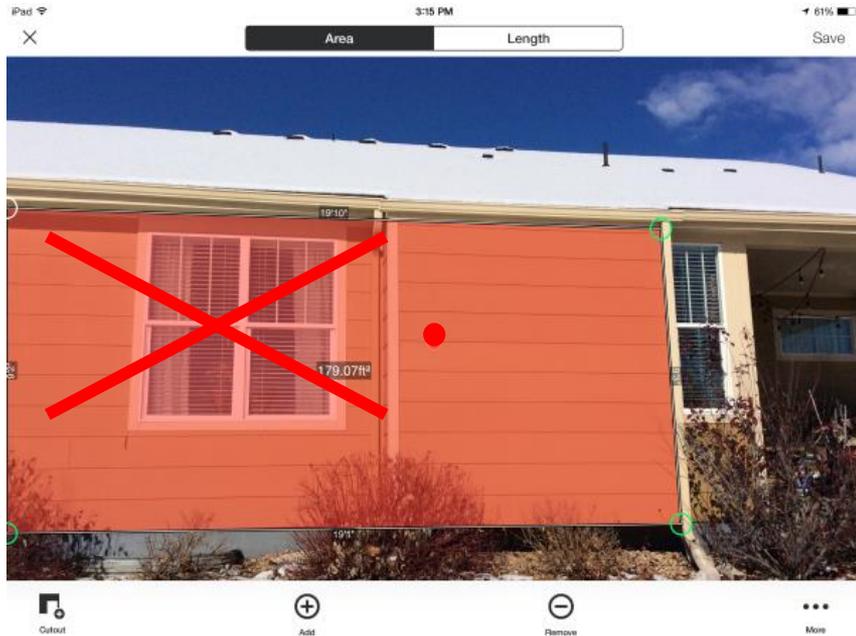
Best Tips and Tricks: Photo Measure and Point-to-Point

Tip #1 – Watch where you point the Spike laser

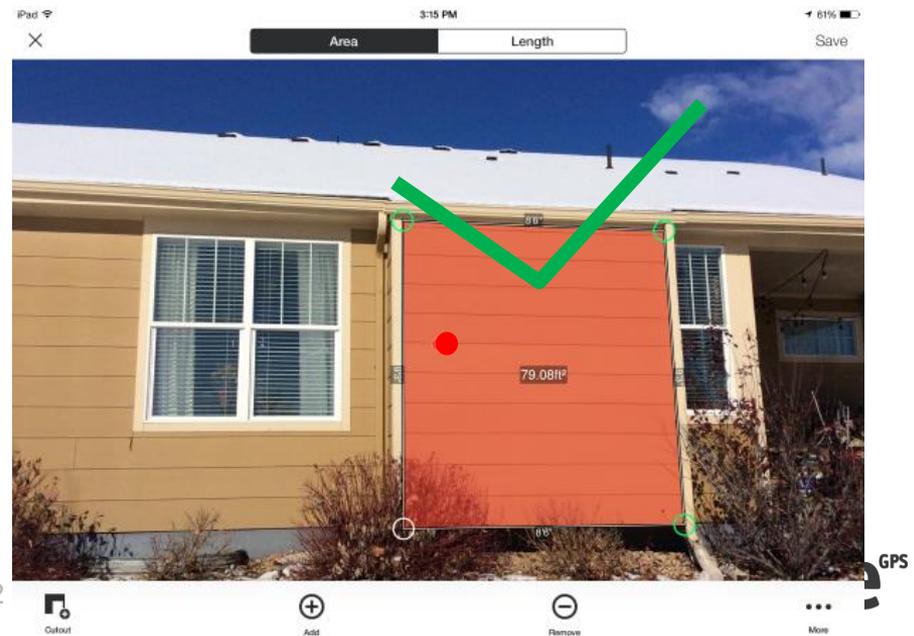
- Make sure your laser (crosshairs) is pointed at a solid, flat surface
- Make sure your laser is pointed at the surface, or plane, that you wish to measure
- In the case of windows, do not point the laser at the window, as it will go through the window. Point at the window frame or put a piece of paper on the window, and point your laser at the paper. Something that stops that laser from going through the window.
- Use the distance reading as your guide. Move the laser on and off the surface of interest to ensure your laser is hitting that surface.

Photo Measure requirement: measure along a single plane

The laser (red dot), alignment rectangle and measurements must be on one plane

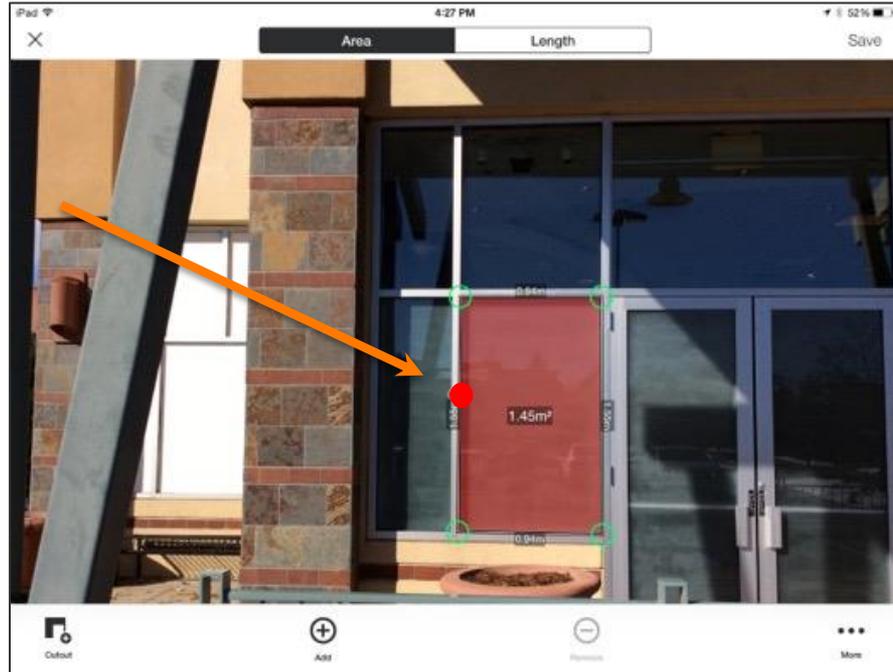


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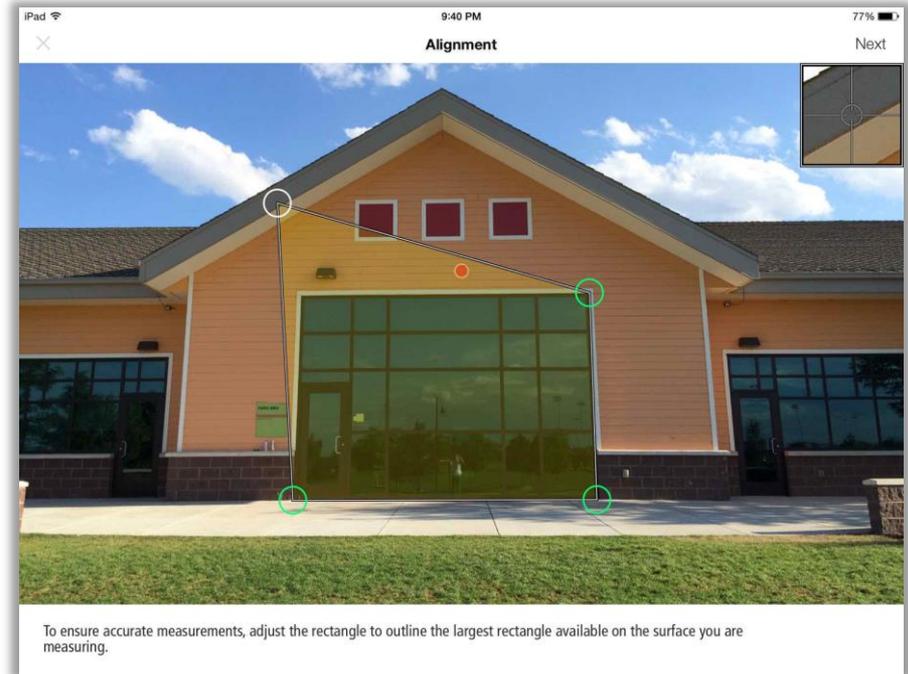
How to measure windows

- The laser will go through a window, so use a piece of paper or film, or aim at frame
- Aim at non-reflective surfaces



Tip #2 – Do not skip the alignment step

- Once you have taken your Spike photo and are ready to measure, the first step you must complete is the alignment correction.
- This is a very critical step to ensuring accurate measurements. In this step, you are identifying a rectangle in the photo, which will then be used to set the perspective.
- Use a natural occurring rectangle on the surface.

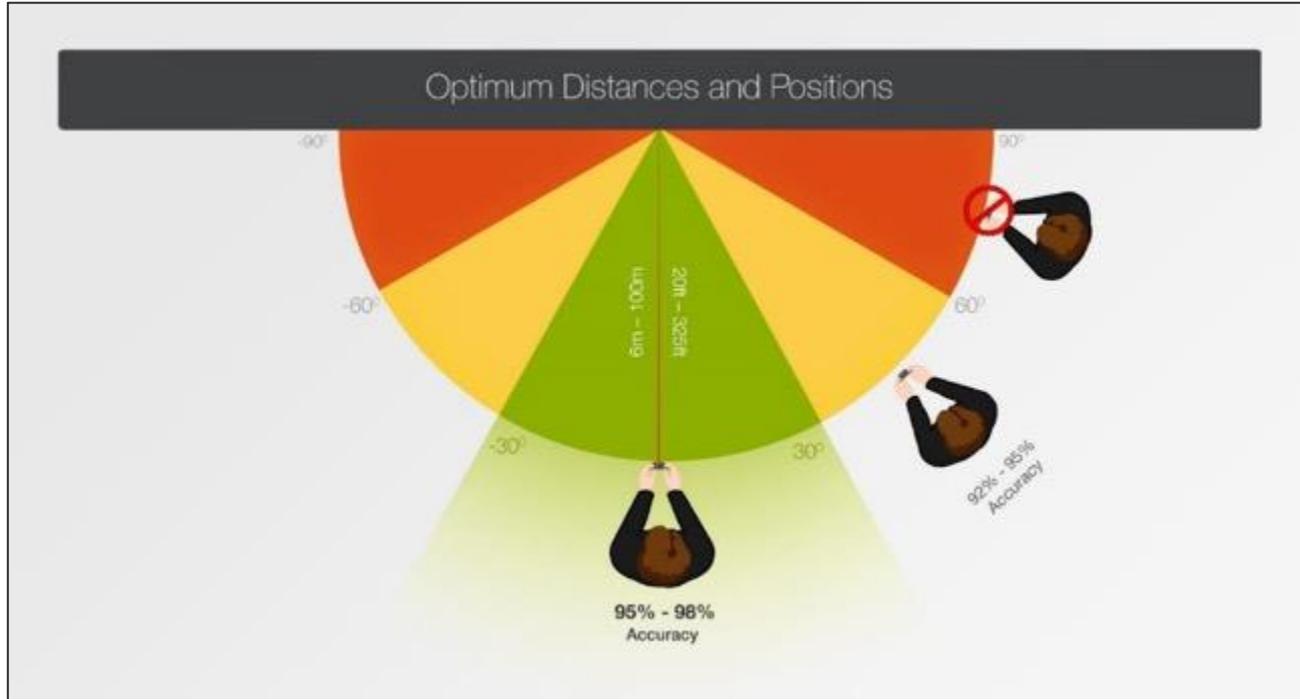


Tip #3 – Check your angle

- Be at a position that is as close to perpendicular to the surface (target) as possible, and no greater than 60 degrees off perpendicular. This applies both horizontally and vertically.
- If you are measuring a taller object, such as a multi-story building, step away from the building to decrease your angle to the building.
- Keep in mind that the range of Spike's laser allows you to be up to 200m / 650ft from what you are measuring. This means that you could be positioned in a safe location across the street in order to reduce angle.

Optimum Distance and Positions (Accuracy > +/-1%)

- Distance: Minimum 2m/6ft back. Optimal 6m/20ft back.
- Angle/Perspective: straight-on is optimal, but no more than 60 degrees.



Point-to-Point Requirements (2/3)

Measure the distance between 2 points, horizontal or vertical. Does not need to be on the same plane.

Point to Point Measurements



Total Point-to-Point Distance

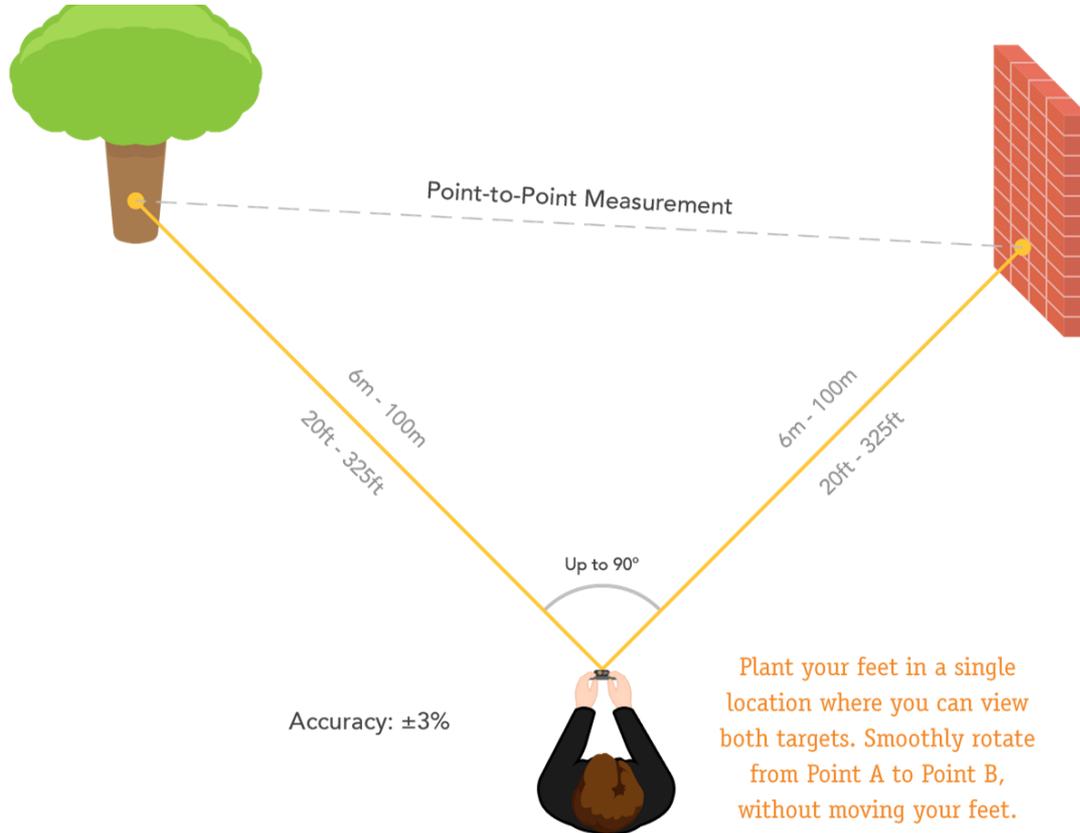
6'2"

Point A to B



Point-to-Point Requirements (3/3)

Optimal Positioning for Point-to-Point Measurements – to achieve accuracy +/-3%



- Keep the 2 targets between a 90 degree arc
- Position yourself between 20-325ft from your targets
- Smoothly rotate your body from Point A to Point B without moving your feet

When NOT to use Spike

Spike is fantastic measurement solution, but is not ideal for:

- **Precise measurements** that require greater than Spike's +/- 1% accuracy
 - Technical site surveys
 - Production measurements
- **Vehicle wraps for rounded cars**, but great for trailers and box trucks
- **Windows:** do not point the laser directly at a window. Instead, point the laser at the window frame or put a piece of paper on the window to use as your target.
- **Highly oblique angles:** Spike supports distances up to 650 ft. If you are measuring a taller object, such as a multi-story building, step away from the building to decrease your angle.