

**FOR IMMEDIATE RELEASE**

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## **STANLEY Attends SXSW Trade Show**

*Demonstrates New STANLEY® Measure App to tech-savvy end users*

NEW BRITAIN, CT (March 10, 2017) – STANLEY, a provider of quality hand tools people can trust for over 170 years, has launched the STANLEY® Measure App, making access to plans and measurement tools including photo mark ups, freehand drawings and Bluetooth® enabled devices quick, easy and efficient.

Exhibiting during the South By Southwest® (SXSW) Trade Show, part of the world's largest creative business conference and festivals at the Austin Convention Center, is an opportunity for STANLEY to showcase the future of measuring and also expand its reach by connecting with a tech-savvy group of end users who could benefit from the app. With more contractors, designers and homeowners using connected tools as well as smart phones and devices for a variety of room layout and planning tasks, STANLEY® Measure App is designed to support new as well as traditional methods for creating, capturing and storing measurements, photo mark ups, freehand drawings and room plans.

Registered SXSW participants are encouraged to stop by the STANLEY® Measure booth (#504-506) to participate in a product demonstration and interactive games, as well as create and share a Graphics Interchange Format videos with #STANLEYSweeps for a chance to win prizes. For more information, including rules, visit: [stanleytools.com/stanleysweeps](http://stanleytools.com/stanleysweeps).

“Quick, accurate, reliable measurements are vital in the success of a project. While the tools to measure distance and calculate area and volume have changed over the past century, our commitment to delivering innovative solutions that help people efficiently obtain measurements remains consistent,” said Tuck Viyakornvilas, Director of Innovation, Stanley, Black & Decker Hand Tools, Accessories and Storage. The STANLEY® Measure App was developed by the STANLEY Innovation team with the Stanley Black & Decker Digital Accelerator Group.

The STANLEY® Measure App is available for free download on iOS and Android devices and supports US standard measurements. International measurements will launch in late 2017. Since the soft launch, the app has been downloaded by more than 10,000 users.

Key STANLEY® Measure App functionality includes:

**Connected Tools Integration:** The Measure App will act as the hub for STANLEY® connected tools and will seamlessly incorporate future electronic products from STANLEY® for fast and precise measurement and project management. The STANLEY® Measure App currently integrates with the STANLEY® TLM99s Bluetooth® Enabled Laser Distance Measurer, which instantly calculates area, volume and distance. The intuitive touchpad design and Bluetooth® Enabled Wireless technology supports connectivity with smartphones or tablets. Measurements are accurately produced as the TLM99s Bluetooth® Enabled Laser Distance Measurer communicates with phones and tablets with the help of an invisible laser embedded within the tool.

**Project Management:** Once the measurements are gathered from the image, the information is automatically stored in the application's database. This provides users with the convenience of viewing the measurements immediately or storing them to review at a later time.

**Room Planning:** Users can capture measurements on walls and generate calculations, draw a freehand shape or select a default rectangle and manually enter measurements from any tape or the STANLEY® TLM99s Bluetooth® Enabled Laser Distance Measurer. Once entered, doors and windows can be added to walls and square footage calculated. By pulling on the outline, users can automatically scale the room larger or smaller. Photos can be attached for future reference and at any point in the process, the plan can be exported and shared in PNG or PDF formats.

**Measurement Flexibility and Photo Markup:** Users can add measurements with a classic measuring tape or Bluetooth® enabled laser distance measurer for conversion into different units. The app can also calculate area, volume and distance. After uploading a photo from their device, users can plot multiple lines to annotate an image, add shapes to represent furniture or cabinetry, add measurements with a classic Measuring Tape or STANLEY® TLM99s Bluetooth® Enabled Laser Distance Measurer and export and share in PNG or PDF format.

## About STANLEY

STANLEY, a brand of Stanley Black & Decker, Inc., is a diversified manufacturer of innovative tools and engineered solutions for professional, industrial, woodworking, construction, automotive repair, organizational, and do-it-yourself use. Since 1843 Stanley has consistently provided solutions that make life easier with reliable hand tools. Headquartered in New Britain, CT, STANLEY is committed to manufacturing tools in the USA with global materials. Annually, STANLEY produces a large variety of hand tools including tape measures, knives, blades, hand saws, screwdrivers, plastic storage, and accessories in multiple manufacturing locations in North America with global materials. STANLEY can be found internationally wherever tools are sold and has helped build America with a breadth of quality hand tools people can trust for over 170 years. For more information visit [www.stanleytools.com](http://www.stanleytools.com) or follow STANLEY on [Facebook](#), [Twitter](#) and [Instagram](#).

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