

## Freeman Acquires Audience Engagement Technology Company Klowd.com

### *Acquisition Bolsters Freeman's Digital, Mobile and Data Capabilities*

**DALLAS – January 12, 2016 – Freeman**, the leading global provider of brand experiences, announced the acquisition of Boise, Idaho-based Klowd.com, a leading audience engagement technology developer of event-focused second screen technology, further growing the company's digital capabilities as part of its [Freeman Digital Ventures](#) initiative.

With the increasing demand for digital innovations, Freeman is uniquely positioned to develop technology and digital solutions that improve the audience experience and uncover unique insights about how audiences interact, consume and share event content. Second screen technology has become an essential tool in creating a new level of audience interaction during live presentations and events, allowing participants to explore, connect and discover enhanced content in a self-directed manner through any mobile device. For over a year, Freeman has served as the exclusive partner of Klowd.com's proprietary second screen technology, branded as [FXP | touch](#).

"Our clients have positively responded to second screen technology, embracing the ability to increase audience engagement, create conversations and amplify content in real time," said Richard Maranville, Freeman's chief digital officer. "Paired with its data and analytics engine that allows our clients to measure the impact of their content and presentations, we felt it was a 'win-win' situation for us to make [FXP | touch](#) and the Klowd team a permanent part of our growing digital capabilities."

The [FXP | touch](#) technology has been in development since 2011 and has continued to evolve. Since its launch, it has been successfully used by more than 500 companies for 3,200 meetings, driving more than 500,000 unique data points for meeting organizers.

"The support and partnership we've enjoyed with Freeman over the last year have been especially rewarding," said Ken Holsinger, founder and CEO of Klowd.com. "We are excited to officially join the Freeman digital solutions team and help our clients benefit from the latest enhancements to [FXP | touch](#) and the company's existing suite of digital services."

The acquisition of Klowl is aligned with Freeman's strategy of supporting industry innovations that help exhibitors, organizers and corporate clients leverage digital and mobile technology to deliver more relevant experiences and create a more meaningful audience experience.

Click [here](#) to learn how second screen technology can improve audience engagement and event insights.

### **ABOUT FREEMAN ?**

Recognized by *Advertising Age* as the world's largest brand experience company, Freeman uses the power of integrated digital and live brand experiences to move markets, connect people, support growth and generate revenues for the world's leading organizations. A design-driven company, Freeman generates insights that define program strategies, target audiences and deliver messages that generate meaningful results. Through its expansive network of offices, talent and global partnerships, Freeman has the reach and access that is unmatched in the industry. A family- and employee-owned company, Freeman is known for its 88-year history of stability, strength and customer service achievements. Freeman is a values-driven company with a strong and purpose-built culture that is dedicated to connecting people in meaningful ways. This is accomplished through a process of continuous innovation and improvement. Freeman produces more than 4,300 expositions annually and 11,000 other events worldwide. Freeman has been awarded six consecutive J. D. Power awards for the excellence of its Customer Call Center. For more information, visit [www.freemanco.com](http://www.freemanco.com).

### **Social Networks:**

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YouTube: <http://www.youtube.com/user/FreemancoVideos>

SlideShare: <http://www.slideshare.net/freemanco/>

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