



## Rainier Communications Reflects on Outstanding Year

### *Agency Secures Eight New Clients, Five Awards*

**Westborough, MA – December 3, 2015** – As 2015 draws to a close, [Rainier Communications](#) has good cause to celebrate. This year, Rainier added eight new clients across multiple geographies and in a variety of technology market segments, including big-data analytics, 3D printing, advanced digital manufacturing, indoor positioning, enterprise search, ad-tech, building automation, enterprise mobility management, and cyber security.

And Rainier's client work, which has a history of grabbing the attention of the PR industry (the agency was named Technology PR Agency of the Year three times in the past four years) was once again recognized by industry influencers for both traditional and digital marketing campaigns.

"2015 was a good year not only for Rainier but for the technology industry as a whole," said Steve Schuster, CEO and Founder, Rainier Communications. "With a widely varied set of new and innovative B2B technology companies from across the planet turning to Rainier for publicity, Rainier did what Rainier does best. We told their stories to the world and helped them gain the market traction they deserve."

### **New Clients, Markets**

Rainier added eight new clients in 2015, including:

- [Affinio](#) (Canada) – a powerful technology that mines billions of relational network connections, analyzing relationships and revealing untapped insights that exist within each audience segment.
- [Nano Dimension](#) (Israel) – a company that produces advanced 3D printed electronics, including a printer for multilayer printed circuit boards (PCBs) and nanotechnology-based inks for 3D printers.
- [Orbotech](#) (Israel) – a leading provider of process innovation technologies, solutions and equipment serving global manufacturers of PCBs, flat panel displays, advanced packaging, micro-electro-mechanical systems and other electronic components.
- [PointGrab](#) (Israel) – which provides powerful tools for real-life analytics in homes and building automation systems to save energy, reduce operational costs, enhance business performance and improve tenants' comfort.
- [SenionLab](#) (Sweden) – an indoor positioning systems and services company that offers accurate and robust indoor positioning for smartphones and services such as wayfinding, geofencing, real-time friend tracking, and analytics.
- [SOTI Inc.](#) (Canada) – the world's most trusted provider of enterprise mobility management solutions, including SOTI MobiControl, which allows organizations to transform their businesses through mobility.
- [Versasec](#) (US/Sweden) – an identity and access management solution provider that helps businesses of all sizes manage their access-enabling devices, including smart cards, mobile,



tablets, virtual and RFID/NFC.

- [VirtualWorks](#) (US/Norway) – a company that enables organizations to make informed decisions, streamline processes and drive revenue through fast, easy, secure access to the most relevant information.

### **Award-Winning Agency**

In 2015, Rainier was recognized five times by PR and communications experts with the following awards:

- The [Publicity Club of New England](#) honored Rainier with a Bronze Bell award for a campaign that catapulted [Skipio](#) from obscurity into the lead position as the brand most associated with the new G.fast broadband Internet access standard.
- The Publicity Club also recognized Rainier for creating widespread consumer-level buzz around “quantum dots” as a must-have, breakthrough TV technology for client [QD Vision](#).
- The prestigious [Business Intelligence Group](#) highlighted Rainier’s QD Vision campaign as its choice for finalist as the overall PR “Campaign of the Year.”
- The [International Public Relations Association](#) also recognized Rainier’s QD Vision campaign as a finalist for the “Stevie’s” Golden World Awards.
- And [Ragan’s PR Daily](#) presented Rainier with the “Best Social Media Campaign” award for the agency’s digital marketing skills in promoting Governor Deval Patrick’s [Massachusetts-Israel Innovation Partnership Mission](#).

### **About Rainier Communications**

Founded in 1993 by an engineer-turned-marketer and staffed by expert senior-level technology public relations professionals, [Rainier](#) truly understands technology and its strategic business implications. The agency’s passion and practice is completely focused on providing exceptional technologies with a credible voice in the marketplace. Rainier’s [clients](#) include more than 250 technology companies worldwide, from start-ups to midsize corporations and Fortune 500 companies. Rainier is based in Westborough, Mass. Follow Rainier on [Twitter](#).

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