

NEWS RELEASE
For Immediate Release

Media Contact: Madison Smith, (414) 358-5338
Madison_Smith@bradycorp.com

Product Contact: Corey Rahr, (414) 438-7029
Henry_Rahr@bradycorp.com

Tel: 414 358 6600
Fax: 414 438 6910
www.bradycorp.com

Brady creates LINK360® maintenance reliability mobile app for iPhone® and iPad®
New application allows users to create and review maintenance procedures and work instructions on their mobile devices

MILWAUKEE, Wis. (Oct 18, 2013) — [Brady](#) announced today the availability of its [LINK360® maintenance application for iOS on the iPhone® and iPad®](#). The app allows users to create, edit, audit and manage visual standard work instructions, preventative and maintenance procedures and more directly from their iOS mobile device.

The new LINK360® maintenance application will allow users to take their maintenance program into the field. By duplicating LINK360® cloud maintenance functionality for mobile use, users are now able to construct and review these critical procedures without having to transport data and imagery. This eliminates the risk of loss information and ultimately the safety of their employees.

The application also provides authorized users access to all the procedural information, regardless of their geographical location. This allows individuals to close knowledge gaps and update machine information, even if when they are not at the facility. Photos can also be uploaded with annotated notes, in addition to adding tasks as machine check points are identified.

“Many of our users are shifting from using a PC all day to sharing that time with multiple devices, including computing with smart phones and tablets,” says Marlon Davis, Brady software business lead. “As a company, we are committed to supporting our customers’ changing behaviors and designed the mobile app to provide them with a solution that meets their needs.”

Brady’s [LINK360® software](#) platform launched in August 2012 and gives managers a 360-degree view on all activities performed to create, use, and update equipment visuals at a single location or across many locations. This software offers tools like reporting, auditing, document management, procedure standardization, and label and tag printing so operators and maintenance personnel can link up procedural tasks with visuals for a more efficient workplace.

For more information:

To learn more about LINK360® software or to request a demonstration, visit www.BradyID.com/Link360. [Download the Brady LINK360 Maintenance App in the iTunes store](#). For Brady's complete product offering, visit www.BradyID.com.

About Brady Corporation:

Brady Corporation (NYSE: BRC) is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Its products include high-performance labels and signs, safety devices, printing systems and software, and precision die-cut materials. Founded in 1914, the company has millions of customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical and a variety of other industries. Brady is headquartered in Milwaukee and employs 6,900 people at operations in the Americas, Europe and Asia/Pacific. Brady's fiscal 2012 sales were approximately \$1.3 billion. More information about Brady Corporation is available at www.bradycorp.com.

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