



545 King St. West, Toronto, ON, M5V1M1

FOR IMMEDIATE RELEASE

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BrightLane Partners with Lane to Enable Workspace Engagement

Toronto, ON - Lane has revolutionized how people engage with their surroundings through a web portal and mobile app that creates smart workplaces. Leveraging the Commercial Real Estate (CRE) ecosystem, Lane enables buildings and companies to communicate and engage with professionals, directly to their mobile devices. As a collaborative workspace in the heart of Toronto's technology district, BrightLane has launched a channel within the platform to update its members on community news, initiatives, and events.

"With the new app, we are easily communicating new networking initiatives within our building to over 140 Members across five floors," explains BrightLane CEO George Horhota. "BrightLane is a collaborative workspace with many different entrepreneurs and startups. With this new technology, we look forward to having our Members count on this one-stop-source of information for their work week."

Unique for its specialized ability to easily track and measure communication efforts, Lane will provide the collaborative workspace with detailed analytics about their ecosystem. Analytics will include insight on the types of information users want to receive as well as empower communication reach.

"As a pioneer in commercial real estate technology, Lane has become a high-demand product for early technology adopters," said Kofi Gyekye, Chief Revenue Officer at Lane.

In addition to working with BrightLane, Lane has been quickly adopted by Fueling Station Coworking space as well as Kipling Group, Menkes, and Crown Property Management. By providing professionals with real-time and easily accessible information about their workplace, Lane has found a home within BrightLane and will continue to create smart workplaces as it expands throughout the city.

"Our integrated services are expanding as we continue to expand our business," said Lane CEO, Clinton Robinson. "Every workplace ecosystem operates differently. Being able to tailor content and track what your audience interacts with truly differentiates Lane from other platforms."



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About Lane: Co-founded by Clinton Robinson and Kofi Gyekye in 2014, Lane is SaaS software that creates a smart workplace; it leverages the Commercial Real Estate (CRE) ecosystem to enable buildings and their tenant companies to communicate and engage with urban-professionals, directly to their mobile devices. For more information on Lane and its features, please visit www.joinlane.com.

About BrightLane: BrightLane is a community of entrepreneurs working together on King Street West. Our mission is to help small businesses and entrepreneurs succeed by providing affordable workspace and introducing them to like-minded people.

For more information, please contact Alexandra at info@joinlane.com.