

FOR IMMEDIATE RELEASE

Startup Appliance Company Marathon Pioneers Data Technology for Smart Home & IoT

San Mateo, CA (April 2, 2018) – Marathon Laundry Machines, Inc. announced today that they have developed next-generation technology to support data gathering and analytics in the IoT space, beginning with home and industrial appliances.

Marathon’s sophisticated Micro-Transactional Operations Protocol (MTOPTM) allows internet-connected devices like appliances to communicate with cloud-based servers and analytic engines more securely and at many times the scale of conventional techniques.

Marathon founder and CEO Glenn Reid said, “Data acquisition starts with the actual device, and it is critical to start the data conversation where it actually happens. All analytics and artificial intelligence techniques are predicated on the integrity of the underlying data. Our technology pioneers a Data First™ technique to ensure quality results based on accurate data.”

Sampling data every 500 milliseconds, layering communication protocols to efficiently move data to the cloud, with six simultaneous real-time threads monitoring everything from per-component energy use to precise motor performance curves and water/air metrics — the details of what a machine is doing are finally available for higher-level analysis.

“There are hundreds of millions of appliances in the U.S. alone, and if we enable our machines to inform our energy use, habits, and future cleaning compounds, there are literally thousands of exabytes of data that will be processed to learn and grow into the true Big Data generation of IoT devices,” Reid continued. “The things in your home or business should be smart, not just the hub on the wall.”

Marathon is a high-technology company that is bringing Silicon Valley innovation to traditional high-value industries, starting with one of the biggest energy consumers: your laundry.

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