



## **ConnectedYard Receives “Best App Development: B2C” Honors at Internet Marketing Association IMPACT Awards in Las Vegas**

PALO ALTO, Calif. – Oct. 10, 2016 – ConnectedYard, an innovator in smart technology and the Internet of Things (IoT), received a prestigious IMPACT Award for “Best App Development: B2C” in recognition of its pHin smart water care solution at the Internet Marketing Association’s annual awards celebration held Sept. 20, 2016, at the Aria Convention Center at CityCenter in Las Vegas.

“The IMPACT Awards exemplify best-in-class creativity, expertise and results achieved by the top practitioners of Internet marketing across every business segment as well as non-profits, government and education,” said IMA Chairman Sinan Kanatsiz. “IMA is a unique resource for top professionals. Our fundamental goal is to build the leadership that will continue to drive this dynamic industry.”

pHin combines a bluetooth and WiFi-enabled smart monitor, a mobile app and unique chemical pods to take the guesswork out of pool and hot tub care. Notifications are sent to the app when water chemistry needs rebalancing, including how many of the pre-measured, single-dose, color-coded pods to add. An algorithm tracks and forecasts chemical needs over time so the optimum combination of pods is shipped right to the owner’s door about every four to six weeks. The pHin app also provides one-touch, on-demand access to a network of pre-qualified pool service technicians.

“We are honored to receive this recognition from such a distinguished organization of leaders in technology,” said ConnectedYard Co-Founder and CEO Justin Miller. “The Internet of Things is fast becoming an integral part of daily life, and we’re dedicated to bringing intelligence, predictability and efficiency to the backyard.”

The IMPACT16 event offered an extraordinary array of high-impact keynote presentations, breakout sessions and panels on topics across the spectrum of Internet marketing, Start-up Battlefield 3, Women Leaders Group and a reception at the brand-new Skyfall Lounge at the Delano.

The Internet Marketing Association is one of the fastest growing professional organizations in the world and encompasses a wide range of educated professionals in sales, marketing, business ownership, programming, creative development and related fields.

For details on pHin, visit [www.phin.co](http://www.phin.co). To learn more about the Internet Marketing Association, visit [www.imanetwork.org](http://www.imanetwork.org).

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### **About ConnectedYard**

Headquartered in Palo Alto, Calif., ConnectedYard is dedicated to bringing intelligence, predictability and efficiency as the center of the connected backyard. pHin, the company’s first product, is reinventing pool and hot tub care with smart technology designed to help people have more time to enjoy an outdoor lifestyle. Learn more at [www.phin.co](http://www.phin.co), [@getpHin](https://www.facebook.com/getpHin) and on [Facebook](https://www.facebook.com/ConnectedYard). Beginning with pool and hot tub care, ConnectedYard will expand to everyday components involved in outdoor living.

### **About the Internet Marketing Association**

The IMA is one of the fastest growing Internet marketing groups in the world, with more than 1,000,000 professional members in fields including sales, marketing, business ownership, programming and creative development. It provides a platform where proven Internet marketing strategies are demonstrated and shared to increase members’ value to their organizations. IMA is underwritten by corporate partners to provide an opportunity to learn, engage and define best practices without making a financial commitment. [www.imanetwork.org](http://www.imanetwork.org)



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