



News Release

For Immediate Release

Contact: Caster Communications, Inc. at 401.792.7080

LINEAR LLC HIRES CASTER COMMUNICATIONS

Carlsbad, CA – June 2012 – [Linear, LLC](#), a pioneer in engineered radio frequency (RF) products and a major supplier of wireless residential security systems, garage door operators, access control solutions and more, proudly announces the hiring of [Caster Communications](#) to handle public relations, social media and assist with content development and strategy.

Linear LLC chose Caster to build awareness of their security and access control products as well as strengthen the dealer base and increase sales through an aggressive PR and awareness campaign targeted at consumers, commercial and residential security dealers, electronics integrators and specialty niche markets.

A recognized industry leader in the security industry for their developments in RF technology, Linear has the greatest concentration of RF engineering experience in the security products field. With 50 years of product development, they are a founder of the contemporary security industry. Today, Linear combines the techniques of passive infrared detection, radio frequency transmission and reception, digital electronics and human engineering to produce highly functional, highly reliable security products.

“Linear is developing a strategic communications plan that will inform relevant audiences about the value of our security, access control and other product lines through original editorial, social media and overall brand awareness,” said Gary Baker, vice president of marketing at Linear.

“Caster will be instrumental in planning and executing this strategy to reach consumers, media and the growing Linear dealer base.”

For more information, please visit www.linearcorp.com or call 800-421-1587.

About Linear LLC

Linear LLC is a pioneer in engineered radio frequency (RF) products and is a major supplier of wireless residential security systems, access control, intercoms, garage door operators, gate operators, short- and

long-range radio remote controls, and personal emergency reporting systems. In recent years the company, through acquisition, has expanded into a wide range of consumer electronics, including whole-house audio/video distribution systems, central vacuum systems, music/communications systems, speaker systems, and structured wiring systems. For more information, contact Linear LLC, 1950 Camino Vida Roble, Suite 150, Carlsbad, CA 92008, 760-438-7000 or www.linearcorp.com.

About Caster Communications

Caster Communications is an integrated agency specializing in public relations and social media for consumer technologies, electronic products and custom services. Caster helps companies understand and succeed in the conversation through the use of emerging and traditional social web and PR elements. At the end of the day, Caster is about creating and executing strategic and tactical programs that create interaction in an online and offline world.

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