

Press Release – 19 August 2014

Bluedot Innovation launches globally

Bluedot Innovation's cutting edge location services software – the Bluedot Point SDK – is now available globally. The Point SDK, developed for both Android and iOS apps, is enabling the next generation of location-based commerce and social innovation.

Following its international launch, the company is expanding its presence in United States, with co-founders Filip Eldic and Emil Davityan holding a series of sales and capital raising meetings in San Francisco and other key cities.

The company is raising in excess of \$1.5 million as growth capital to rapidly acquire clients, expand in key international markets such as the United States and expand its IP portfolio. This builds on the \$1 million in total funding raised to date, including \$630k in investment, with the last round valuing the company at \$7.45 million.

[Bluedot Innovation](#) has attracted leading names, including the founding CFO of PayPal, David Jaques, who has assisted in the development of its capital raising strategy as director and CFO. The company is also partnered with some of the most innovative and disruptive companies in the industry, including Braintree Payments Inc. (PayPal).

The founders have been invited to present at a prominent capital raising event, Silicon Dragon Ventures, in Sydney ahead of their trip to the US. This event includes some of the leading figures in the Australian startup and investment industries.

How the Bluedot Point SDK works

Apps that integrate Bluedot software can interact with end-users exactly when, where and how they want.

The Point SDK allows smartphones and tablets to respond when they pass through pre-defined precise locations (up to five meters) by triggering a range of pre-built actions, including opening websites, sending messages and playing tones.

This can all be achieved with a fraction of the battery drain that precise location services typically causes. This means that location-based apps can be created that simply couldn't exist before.

Absolutely no hardware or infrastructure's needed, which means the Point SDK can be rolled out across an entire business or to millions of customers rapidly and at low cost.

[Bluedot Innovation](#) is also setting a new standard in protecting the privacy of end-users. Unlike most other location services providers, it doesn't track or collect any



personal information about end-users. The [Bluedot Privacy Policy](#) outlines the company's unique approach to privacy.

The Point SDK is designed as an enterprise-level solution. It can securely handle the high volumes of transactions needed for major corporate apps. While it's designed for scale, [Bluedot Innovation](#) also wants to ensure that every imaginative new app, regardless of size, can be built using the Point SDK. That's why it's free to download and test, with pricing based on the Point SDK delivering real value as apps become popular.

The Point SDK is the future of location services. Bluedot Innovation is now working with clients and partners to deliver the most powerful and creative solutions to the market.