



BlueCats and Bluedot Partner To Deliver End-to-End Location Awareness

BlueCats and Bluedot Innovation announce their partnership to deliver an industry leading location services solution that covers the entire customer journey.

The partnership will deliver a best-in-class location services capability that will allow businesses to interact with their customers regardless of the commercial environment.

BlueCat's proprietary beacon platform integrates with Bluedot's advanced Geofence and Geolines™ technology to deliver end-to-end location awareness for mobiles. Customers receive relevant, contextual content at exactly the time and place that matters most. The experience is seamless as they transition from outdoors to indoors.

'We're excited to work with BlueCats because they share our obsession with innovation and quality. They're viewed as an industry leader and it's clear they have the vision and focus on execution to power the most innovative location-based ideas,' commented Emil Davityan, co-founder of Bluedot Innovation.

The companies are technically and commercially aligned, with a common focus on high quality technology for enterprise clients. They have a shared commitment to security and scalability to enable high volume enterprise use cases.

'Beacon technology is transforming location based communication. One key to widespread adoption of beacons is how they can integrate seamlessly with traditional GPS services. The simplicity and scalability of Bluedot's product combined with their focus on innovative functionality resonates with the way we do things at BlueCats. We are excited to be able to provide our respective clients with a solution that is simple and secure,' said Nathan Dunn, CEO of BlueCats.

Clients can use Bluedot technology to extend their commercial environment anywhere, engaging customers and drawing them towards the final destination. As they transition indoors, Bluecat's beacon technology continues the interaction to provide a seamless end-to-end capability for any industry.



About BlueCats

[BlueCats](#) is a global leader in BLE Beacon technology. BlueCats offers a complete end to end proximity solution consisting of a range of beacon hardware, SDK integration supporting both iOS and Android, and an enterprise cloud platform. The BlueCats solution has been designed specifically with a focus on scalability and control. BlueCats is proud to be a part of Apple's Consultant Network and is rolling out secure beacon networks with partners throughout Australia, US and Europe.

About Bluedot Innovation

[Bluedot Innovation](#) delivers 20x the precision of traditional location services with only a fraction of the battery drain. It enables businesses to deliver creative content, collect analytics and even charge payments based on the precise location of their customers. Bluedot technology is highly scalable, requires no additional hardware and is designed for enterprise-level use across many industries, including mobile commerce, location-based marketing, major events and smart cities. Bluedot Innovation works with leading technology and mobile commerce companies globally, including as a Samsung Enterprise Partner.