

Bluedot Innovation awarded \$235,000 Australian Government grant

[Bluedot Innovation](#) is proud to announce that it has been awarded a significant Commercialisation Australia grant for its highly innovative location services technology.

The company supports a new generation of location-based commerce, business innovation and social interaction by enabling other businesses to deliver products and services to their customers' smartphones or tablets in unprecedented ways based on their precise location.

The grant of over \$235,000 will be committed to the commercialisation of Bluedot Innovation's proprietary software, which can be licensed by other businesses for integration into their new or existing smartphone applications. These businesses would be able to attract new customers, deliver better quality products and services, and generate more revenue by taking advantage of location-aware applications.

The grant means the company has raised a total of nearly \$600,000 and has used this funding to establish a specialist team of engineers, expand its intellectual property portfolio and bring cutting edge technology to the market.

The company is partnering with the former Australian Privacy Commissioner, Malcolm Crompton, and his firm, Information Integrity Solutions, to ensure [Bluedot Innovation](#) is leading the industry on privacy and data security. The company is committed to identifying innovative and robust solutions that promote privacy and transparency. Accordingly, it has focused on ensuring personal information is protected and privacy safeguards are in place from the design and development stage of its technology.

About the grant

Commercialisation Australia is an Australian Government initiative led by the Department of Industry. It is a competitive, merit-based program offering funding and resources to accelerate the development and commercialisation of innovative Australian companies and products.

Bluedot Innovation thanks the Australian Government and Commercialisation Australia for their support. With their assistance, the company will contribute to Australia's growing technology sector to enable it to be an international leader in location-based services and to expand activity in the most innovative sectors of the economy.

About Bluedot Innovation

[Bluedot Innovation](#) is a technology developer and licensor that specialises in high precision location-based services. A wide range of new location-aware applications could be developed using Bluedot software, including:

- Transport-related applications where a customer's mobile device pays for toll roads, congestion charges, car parking and other vehicle-related services.
- Socially innovative applications that can provide higher quality services and information based on a customer's proximity and circumstances, such as for tourist guides, university orientation, and location-specific bring-your-own-device applications.
- Ticketing and events where customers can buy tickets with one touch using their smartphone in order to access festivals, concerts, and sporting events.



Bluedot Innovation's unique intellectual property overcomes the major obstacles inhibiting location-based services and payments. It enables applications to achieve high levels of precision while causing little or no battery drain on their customer's mobile device. [Bluedot](#) technology can also be scaled rapidly and at very low cost across a client's business as no additional hardware or infrastructure is needed. This allows businesses to deliver great products and experiences tailored to their customer's precise location, thereby creating new opportunities to grow their business.