

Transurban launches Bluedot smartphone app for toll payments

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30 November 2017

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Toll road operator Transurban is partnering with location service platform provider Bluedot to launch a new app, which the two companies say is helping Australian motorists automatically track and pay for tolls on their smartphone.

The LinktGO app leverages Bluedot's location services technology, which allows the use of a smartphone's GPS and other sensors to identify when a driver has entered and exited a toll road.

Bluedot claims its proprietary and patented technology enables LinktGO to provide extremely high accuracy of locations, while safeguarding battery usage, privacy and safety on customers' smartphones.

"LinktGO is a true breakthrough, delivering a customer-centric experience that will help transform the industry and provide a seamless way for drivers to manage their journeys. It's a powerful example of how location-based technology can deliver a best-of-breed solution for both enterprises and their customers," Emil Davityan, co-founder of Bluedot Innovation, said.

Chris Jackson, general manager of Customer Experience at Transurban, said LinktGO provides people with an easy way to monitor and pay for tolls "trip by trip on their phone".

"We are excited to use cutting-edge technology in developing Australia's first GPS-enabled smartphone app that will help occasional users of toll roads," he said.

Bluedot pitches its LinktGO app as providing customers several “unique” features including:

- Start driving just by registering the vehicle to the app – no paperwork, no start-up costs and no tag needed;
- Ability for trip details and associated costs displayed in real-time;
- Trip-by-trip payment functionality;
- Trips recorded even if phone battery dies or data connection is lost, preventing extra fees and fines; and
- Safety protections in-built to prevent driver interaction while driving.

“Organisations are increasingly taking advantage of the opportunity offered by mobile and GPS-based technologies to provide better, location-based customer experiences,” said Filip Eldic, co-founder of Bluedot Innovation.

“Transurban is ahead of the curve in designing and delivering a great service for consumers.”