



First in Safety, Security and Services

PRESS RELEASE

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THE INVISIBLE BLUTRACK 7.0 FROM VIASAT

FOR MONITORING AND RECOVERING STOLEN GOODS, VEHICLES, CONTAINERS, TRAILERS, WORK MACHINERY AND EVERYTHING THAT BELONGS TO YOU

The protagonist of the new Viasat protection is the innovative **BluTrack 7.0** with a dual function: before the theft, it automatically signals twice a day the location of the asset, and after the theft it activates tracking and actions to facilitate recovery.

The BluTrack 7.0 is as small as a bar of soap, invisible to thieves, **has no cables, wires or antennas, requires no installation and has a very long internal battery life (up to 3 years)**. It is designed to provide daily information, via a web map, on the position of trucks, vans, containers, agricultural vehicles and construction machinery, as well as being an effective system for protection and tracking in case of theft. In fact, at the Customer's request, the Viasat 24/7 Operations Centre intervenes to activate the continuous tracking mode in order to locate the position of the asset and coordinate the action of the Police to facilitate its prompt recovery.

BluTrack 7.0 integrates GSM/GPRS/GNSS technology and is adapted to the specific needs of companies using semi-trailers and containers in combined land (road and rail) and sea transport. In this way, they can periodically check their position, both when they are parked in ports for several days and when they are on the move. It is also an intelligent solution for monitoring stationary vehicles and instruments on construction sites or agricultural land. Finally, an extra safety feature: Viasat checks the battery level, warning you when it's time to replace the device.

As Berg Insight reports in the 15th edition of its 'Fleet Management in Europe' study, the number of fleet management systems in use, active in Europe, is expected to grow at an average annual rate of 13.4%, from 10.6 million units at the end of 2019 to 19.9 million by 2023. We are talking about real time tracking, geolocation, route optimisation, goods security: all solutions that enable companies to improve their operative efficiency and develop their business. In this sense, Viasat Fleet provides its customers with the best of telematics .

"Today - says **Gianni Barzaghi, BU Fleet Manager Viasat** - we are perceived as a reliable partner capable of adapting our technological solutions to the specific needs of our clients. Over the years we have developed increasingly high-performance products and services with the explicit aim of making our customers more competitive, improving the efficiency, safety and quality of their work every day".

Info: <https://www.viasatfleet.it/offerte/blutrack/>

Who is Viasat. *Viasat (www.viasatonline.it) is a European excellence in satellite security systems that integrate the most modern telematics and IoT technologies to guarantee complete security for the vehicle and its occupants in the market of Satellite Anti-theft Systems, Insurance Telematics, Fleet Management and Big Data. It is part of the Group of the same name which, since 2002, has grown to become one of the most solid economic entities in our country, boasting a presence, either direct or through local distributors, in about 60 countries in Europe, Africa, the Middle East and Latin America with over 800 employees.*

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