**Trackunit’s Network Solution deepens global coverage in construction**

* **Trackunit’s Network Solution greatly strengthens off-highway sector connectivity**
* **Businesses can leverage well-established, Bluetooth-enabled network for every on-site tool**
* **The Bluetooth Network is live across more than 100,000 jobsites across the globe**
* **Can use the Bluetooth-enabled ecosystem at fraction of cost of building own network**
* **Seamless integration in single-pane view offers significant cost-cutting benefits**

**Aalborg, Denmark. December 9, 2024:** Global contech Trackunit has strengthened connectivity through the off-highway construction industry as its Bluetooth-enabled Network Solution gains traction, particularly among power tool manufacturers and contractors eager to leverage the network’s insights.

**“**We have a global installed base of IoT devices including Trackunit Raw and Beam that serve as Bluetooth gateways**,**” said Trackunit’s Lærke Ullerup. “The Bluetooth Network is live across more than 100,000 jobsites worldwide, creating a robust and scalable infrastructure to meet the evolving needs of the construction industry.

“It aims to offer 100% asset connectivity across tools and attachments, making it easy to track, locate, recover and find assets on jobsites,” said Trackunit’s chief product and marketing officer. “It leverages the collective strength of connected devices to create a self-optimized, robust ecosystem, ensuring comprehensive coverage even in challenging environments.

“If, for example, you’re a power tool manufacturer, that means you can immediately leverage a well-established, Bluetooth IoT network that is designed to grow and expand with you,” she said. “This technology positions the industry at the forefront of digitalization providing them pace, access and scale to offer more services, including the utilization of third party tags, and more effective operations at a fraction of the cost.

“It also delivers seamless integration into a network with recognized Bluetooth standards that enable OEM-built smart tool solutions while offering a single-pane-of-glass view immediately available via Trackunit’s IoT platform,” said Ullerup.

Ullerup added that the Trackunit Kin tag is an ideal solution for high value light equipment which can be leveraged as an OEM solution if they want to source a ready-to-go Bluetooth tag that operates on the network. “By offering these connectivity possibilities, manufacturers will be able to differentiate their products and add additional value through integrated technology and connectivity to customers on the platform of their choice,” she said.

Trackunit, which already connects more than 3.3 million assets, will also give contractors a far clearer overview of everything that is happening on the jobsite through Network’s enhanced coverage capability.

“That will help end-users quickly locate tagged equipment while also accelerating global reach from depot to service centers and construction sites that can be shared as part of a general overview,” said Ullerup. “Network Solutions also addresses proprietary protocols and helps plug gaps in the data that can lead to operational inefficiencies and an erratic user experience.

“This provides rental companies and contractors with the tools to streamline operations and reduce downtime by offering a clear, real-time overview of all jobsite assets,” said Ullerup. “The growing global Bluetooth Network enables seamless connectivity and eliminates inefficiencies, empowering contractors to track, locate, and optimize tool and equipment usage across jobsites worldwide without relying on mobile phones.

“This eliminates gaps in coverage, enhances data security, and provides an industrial-grade solution tailored for complex, large-scale operations,” she said.

"The Global Bluetooth Network is a leap forward for the construction industry, enabling seamless, decentralized connectivity that turns every connected machine into a communication hub,” she added.

**About Trackunit**

Trackunit is a global technology company that connects construction through one platform to create a living, evolving ecosystem that delivers data and insights to the off-highway sector. With more than three million visible assets connected, it uses technology to eliminate downtime, improve safety, and help customers improve the bottom line in a sustainable, cost-effective way.

Visit [Trackunit.com](https://www.trackunit.com/) to learn more.