**Trackunit unveils new solutions at Bauma to accelerate customer digital innovation**

* **Seamless integration in single-pane view offers significant cost-cutting benefits**
* **Global contech Trackunit to showcase groundbreaking array of solutions at Bauma**
* **Will give many visitors to Bauma first chance to see the IrisX platform up close**
* **Offers first glimpse of Trackunit Luna, a multi-AI agent framework that works with IrisX**
* **Sneak peak of new OTA environment including ‘remote commands’ capability on offer**
* **Visitors can also get a chance to see significant upgrades to Manager and Kin first hand**

**Aalborg, Denmark. March 17, 2025:**  Global contech Trackunit will give visitors to next month’s Bauma the opportunity to experience first hand new solutions as well as refinements to existing solutions underpinned by a drive to deliver uniqueness to its customers.

Among the products on show is the ground-breaking IrisX, Trackunit’s operating data platform, which has gained significant traction within the industry since it was introduced in the second half of 2024.

“IrisX connects all the various data from your sites, your fleets, tools and attachments, streamlining, enhancing and enriching it, so that you can increase the value of your existing IT investment and augment and accelerate the value that you get from data,” said chief product and marketing officer Lærke Ullerup. “We’ve been in constant dialog with our customers and one consistent theme has been a desire to create uniqueness.

“That is exactly what IrisX offers because adopters can build their own tailored solutions accessing the apps that work for them and build their own solutions” she said. “It seamlessly helps integrate, empower, and transform data into actionable insights, driving efficiency and productivity from the back office to the jobsite.

“IrisX unlocks deep insights and capabilities through the integration of AI and machine learning, specifically targeting customer pain points such as downtime, maintenance schedules, and tracking fleets between sites, to mention just a few,” she said. “We’re already seeing great traction among customers and we’ve never had such interest in a Trackunit solution as this.”

One of the most exciting developments that visitors will be able to get a sneak look at during Bauma is Trackunit Luna, a multi-AI agent framework that works with IrisX to enable AI-powered automation and decision-making.

“Trackunit Luna agents can work across IT systems, making decisions, and taking actions on behalf of users,” Ullerup said. “The framework supports various capabilities, including fleet-wide monitoring and real-time trend analysis and is available to Iris X adopters, encouraging users to develop and integrate AI agents to transform services and products.

“A fleet or site manager could, for example, ask if some of my depots are performing better than others, and why?” she said. “In what ways are they performing worse, and what should they change? Trackunit Luna can help you continuously monitor that and give you continuous advice.

“By automating manual labour and improving efficiency, Trackunit Luna can effectively act as a digital employee,” she said. “Whether you want to understand utilization or efficiency of your equipment, whether you want to track emissions or other important insights from the site, you truly want to have your entire site connected.”

Trackunit will also introduce its remote commands software solution at Bauma leveraging its Trackunit Raw IoT device, said Ullerup.

“A rental could remotely disable machines to stop unauthorized use beyond specified hours, reduce chances of theft, manage wear and tear more effectively and implement height parameters,” she said. “A contractor could remotely disable machines in the event of a safety incident, adjust engine speed to curb fuel costs and emissions, and enhance safety through height and speed limits.

“All this would be managed by the OEM through Trackunit Manager,” she said, adding that this was a transformational moment for construction.

Ullerup said that Trackunit was also committed to working together with equipment and component OEMs to bring firmware-over-the-air solutions (FOTA) to construction.

“We want to see the establishment of an industry-wide standard for FOTA and believe this should be done in a spirit of co-creation to shape the development of FOTA over the next few years,” she said. “OEMs who adopt early will gain a major competitive edge through over-the-air machine configurability, delivering faster innovation cycles and stronger, more responsive customer support to their rental and contractor customers.”

With new legislation on emissions, digital safety, and machine traceability coming into force, compliance is becoming a key competitive factor. “Staying ahead of these requirements isn’t just about meeting standards—it’s an opportunity to innovate,” said Ullerup. “By integrating technology that ensures compliance while unlocking efficiencies, OEMs can future-proof their operations and create new value for their customers.”

Trackunit is also unveiling an updated version of Trackunit Manager at Bauma, co-created with customers to make fleet management faster and more intuitive. The new version introduces a streamlined navigation and faster access to key insights and critical data, helping users find what they need and take action with fewer steps.

“This is a significant upgrade for Manager,” Ullerup said. “The new map enables users to search much more quickly than before so that they can find exactly what they need as well as access information across sites and most importantly, take direct action where and when it is needed. This is about how to enable our customers to deliver a unique service.”

It’s a similar story for upcoming enhancements to Trackunit Kin which, says Ullerup, will be the most robust version of the IoT device ever, designed to work in remote and hostile environments.

“The latest Kin will be even more rugged meaning it can withstand the harshest conditions,” said Ullerup. “If you imagine a race driver’s limit is around 5G, the new Kin will be able to handle up to 32G, allowing it to be mounted on plate vibrators and all sorts of attachments.

“It would be difficult to imagine a use case where this tool breaks,” said Ullerup. “It's simply the roughest, toughest device out there.”

Ullerup also highlighted the growing significance of Trackunit’s Network solution which is already live across more than 100,000 jobsites around the globe. “It gives customers a Bluetooth®-enabled network at a significant fraction of the cost of building their own. That enables seamless, decentralized connectivity that turns every connected machine into a communication hub,” she said.

“All these solutions roll out from a desire to co-create with the OEMs, dealers, rental companies, construction companies and partners who truly deliver and create value every single day in this ecosystem,” she added. “They really are the true superheroes of this industry, and they are our soundboard for better products all with the aim of strengthening the industry-wide battle to eliminate downtime.”

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**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 3 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.

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