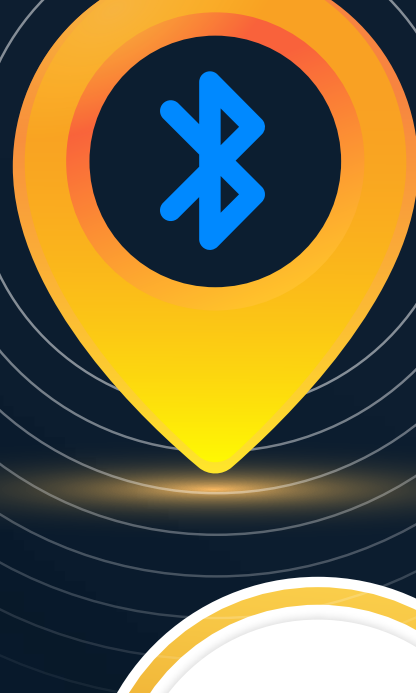


# Asset Tracking with Bluetooth



**480**  
million annual  
shipments

Did you know?

Approximately 480 million Bluetooth Location services devices shipments by 2025

(source ABI research, 2021)

**4X**  
Growth

Did you know?

Bluetooth asset tracking tag shipments from 2021 through 2025.

(source Bluetooth SIG, 2021)

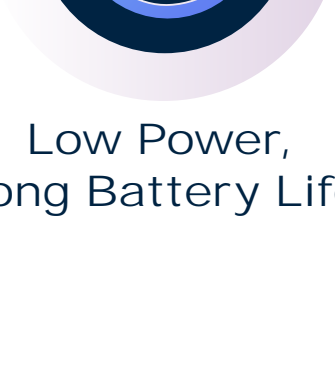
## Using Bluetooth Technology for Personnel & Asset Tracking

The widespread use of personnel & asset tracking technologies such as Bluetooth beacons and tags, RFID, and barcodes have transformed the way today's enterprises are tracking people, assets, and more. These asset tracking technologies have been widely adopted in many industries because of their ease of use, real-time data analysis, locationing and asset monitoring. Today's IoT enterprises are leveraging the power of Bluetooth technology for personnel and asset tracking applications to reduce costs and improve operational efficiency.

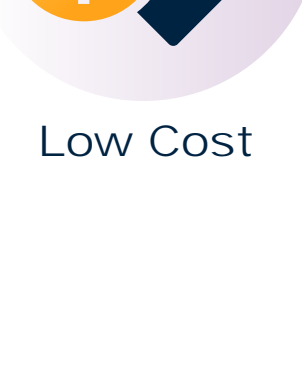


## Why Bluetooth for Personnel & Asset Tracking?

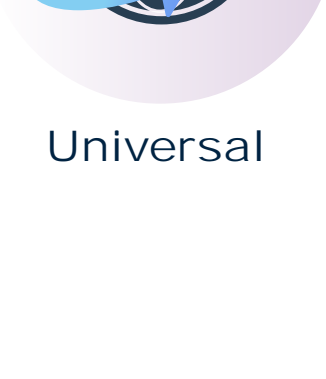
Bluetooth technology is the ideal choice for personnel & asset tracking because of its low power (long battery life), low cost, ubiquity, universal standardization and ease of compatibility.



Low Power,  
Long Battery Life



Low Cost



Universal



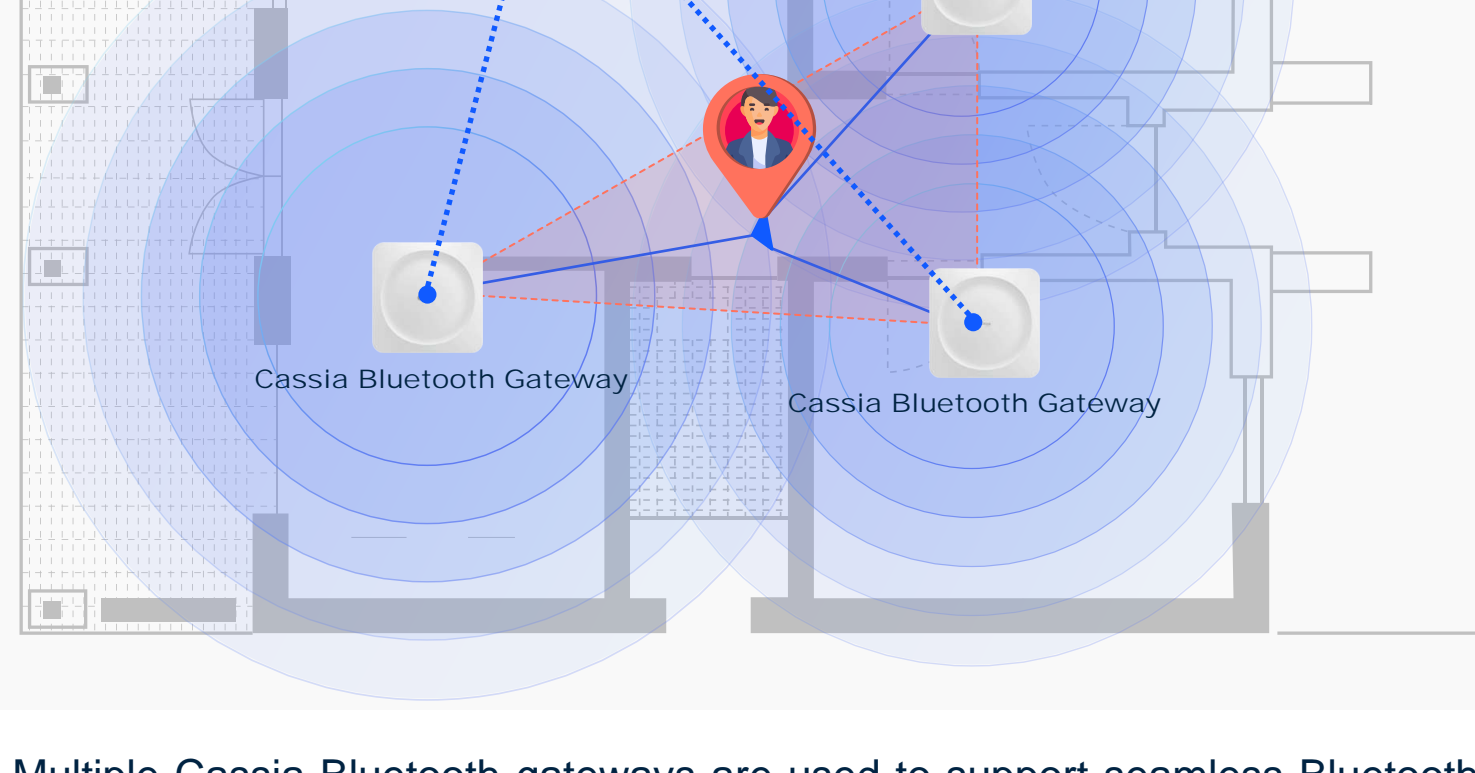
Ubiquitous

## Using Cassia's Bluetooth Gateways and IoT Access Controller for Personnel & Asset Tracking

### Real-Time Location System (RTLS)

Cassia Networks supports RTLS for personnel and asset tracking applications using Bluetooth locationing technologies such as [trilateration](#)

### Trilateration

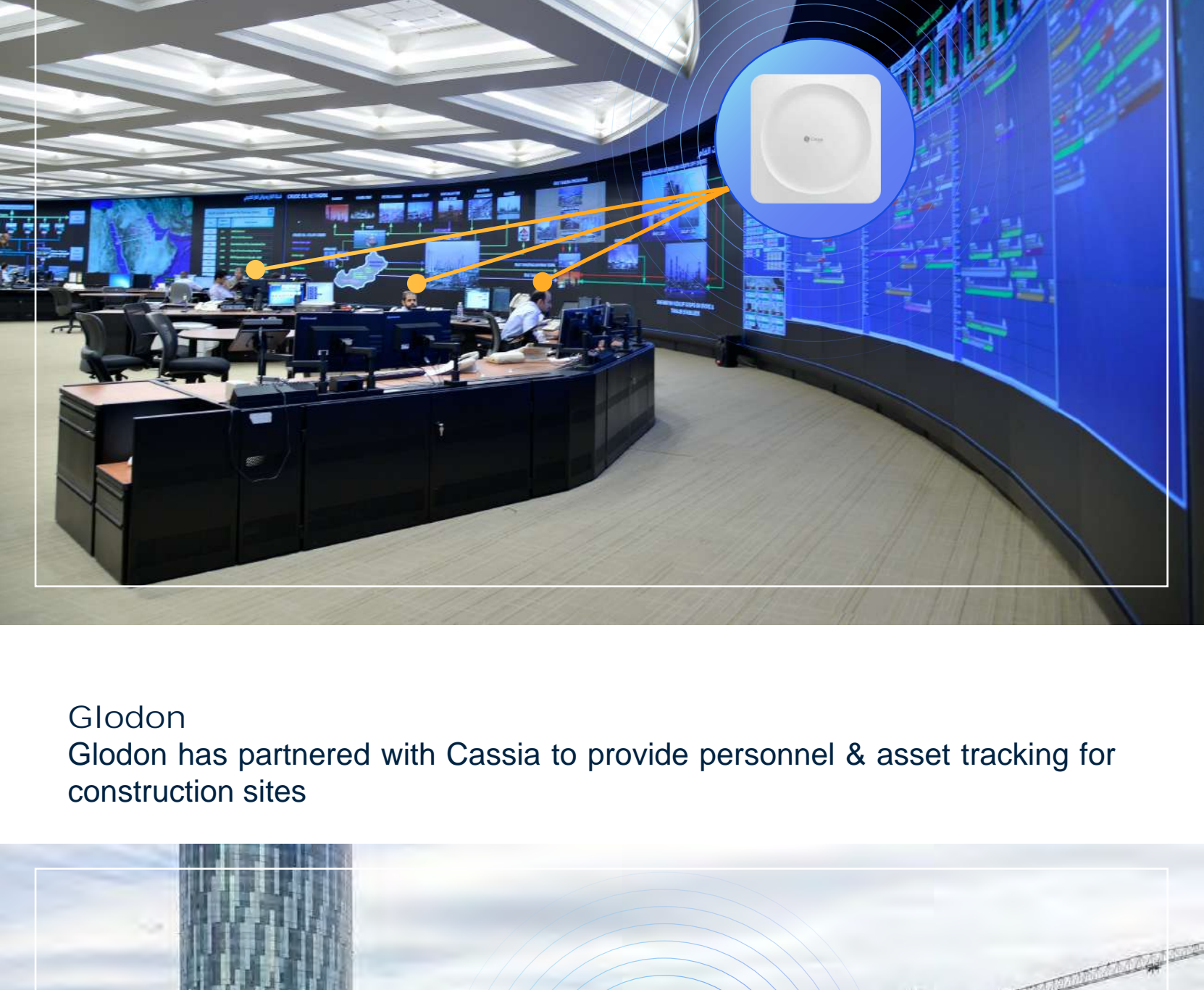


Multiple Cassia Bluetooth gateways are used to support seamless Bluetooth coverage. Within the coverage area, three or more gateways receive signals from one end device (i.e. beacons or tags, etc.) which is then passed to the gateways using the trilateration algorithm to locate where the device is, and outputs this locationing information to an application software for further display and analysis.

## Personnel & Asset Tracking Use Cases

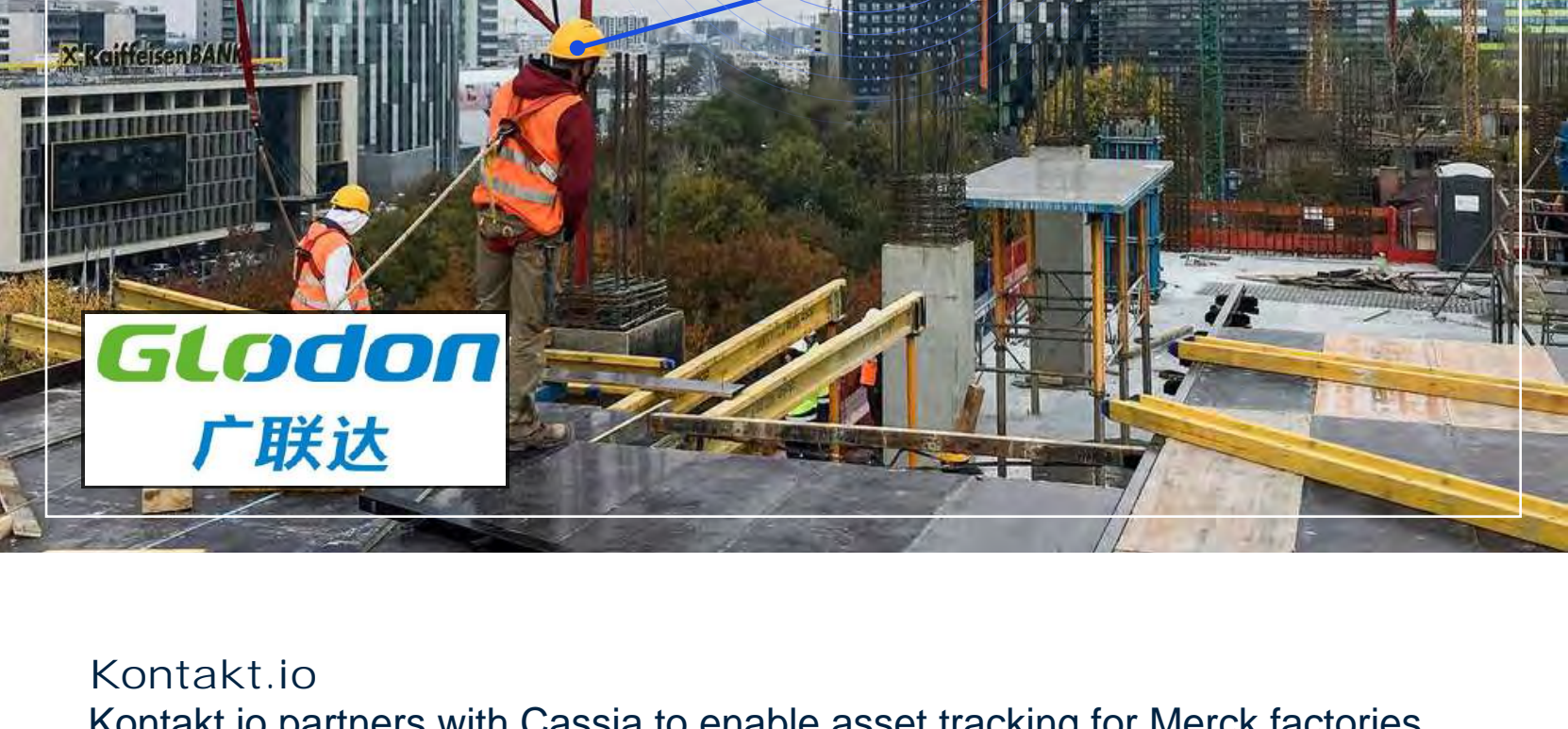
### MachinesTalk and Aramco

MachinesTalk is using Cassia's Bluetooth IoT products and solutions to provide personnel & asset tracking for Aramco's office campuses



### Glodon

Glodon has partnered with Cassia to provide personnel & asset tracking for construction sites



### Kontakt.io

Kontakt.io partners with Cassia to enable asset tracking for Merck factories



## Why today's leading IoT solution providers

choose **Cassia Networks**



Scalable, Flexible, Secure



Long-Range Communication



Strong Scanning Capabilities



Advanced Locationing Support



Easy to Manage and Deploy



Cost-Effective Wireless Solution