



# TrueSpot Advances RTLS Innovation with Scalable Real-Time Location Services for Smarter Asset Management

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TrueSpot, a leading provider of Real-Time Location Services (RTLS), continues to advance location intelligence technology with its comprehensive platform designed to transform how organizations track and manage critical assets across healthcare, automotive, and industrial environments. The company's AQFind Location Platform as a Service delivers enterprise-grade tracking capabilities that enable businesses to gain real-time visibility into asset locations, streamline workflows, and make data-driven operational decisions.

The growing demand for RTLS solutions reflects a broader shift toward digital transformation as organizations seek to eliminate inefficiencies caused by manual tracking methods and asset misplacement. Healthcare facilities lose millions annually searching for misplaced medical equipment, while automotive dealerships waste countless hours locating vehicle keys and inventory. TrueSpot addresses these challenges through its scalable platform that combines multiple tracking technologies including RFID, UWB, and Bluetooth to deliver accurate location data in both indoor and outdoor environments.

"Organizations are recognizing that real-time location services represent more than just tracking technology ? they're essential infrastructure for operational intelligence," said Mike Hanna, Vice President of Business Development at TrueSpot. "Our platform transforms location data into actionable insights that help businesses reduce asset loss, improve staff productivity, and enhance customer service across every department."

The company's specialized solutions demonstrate the versatility of modern RTLS applications. TrueSpot Health focuses on medical equipment tracking and patient flow optimization, helping hospitals reduce equipment search times by up to 90 percent while improving patient care coordination. For automotive dealerships, the platform addresses the persistent challenge of key and vehicle management, with implementations showing dramatic reductions in service delays and operational friction.

What distinguishes TrueSpot from traditional tracking systems is its emphasis on ease of deployment and scalability. The platform's cloud-based architecture allows organizations to start with targeted implementations and expand coverage as needs evolve, avoiding the massive upfront investments typically associated with enterprise tracking systems. This approach has proven particularly valuable for mid-sized healthcare facilities and automotive groups seeking enterprise-level capabilities without enterprise-level complexity.

The company has expanded its educational resources to help organizations understand RTLS implementation best practices. Through its Youtube channel hosted by Justin Fuller, TrueSpot shares success stories, technical demonstrations, and industry insights that showcase real-world applications of location intelligence technology. The channel features case studies from dealerships that have successfully eliminated key loss problems and healthcare facilities that have transformed their asset management processes.

As organizations continue to prioritize operational efficiency and asset optimization, RTLS technology is transitioning from an optional enhancement to a critical operational component. The ability to instantly locate any tagged asset, analyze movement patterns, and predict maintenance needs represents a fundamental shift in how businesses approach asset management and workflow optimization.

TrueSpot specializes in Real-Time Location Services powered by the AQFind Location Platform as a Service. The company provides comprehensive tracking solutions for healthcare, automotive, and industrial sectors, combining advanced technologies with intuitive software to deliver what the company calls Location Intelligence. Organizations seeking to learn More About Us and explore how RTLS can transform their

operations can access detailed information about the platform's capabilities and industry-specific applications.

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## TrueSpot

*TrueSpot is a technology company that provides real-time location services (RTLS) and location intelligence solutions to help organizations track and manage valuable assets with precision.*

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