

## Hoopo Unveils hoopoSense Titan: Redefining Chassis/Trailer Tracking with Real-Time Fleet Intelligence

Las Vegas, Nevada, USA, February 6, 2024 – [Hoopo](#), a leading pioneer in unpowered fleet tracking solutions, announced today the launch of the [hoopoSense Titan](#) - a revolutionary tracker designed specifically for chassis and trailer operators seeking real-time insights and maximized operational efficiency. Drawing on Hoopo's extensive expertise in the transportation industry, the hoopoSense Titan breaks the convention of battery operated trackers by delivering unmatched lifetime, performance, reliability, and data richness.

The introduction of hoopoSense Titan trackers offers the longest battery life in the market and presents groundbreaking features (such as container detection) that provide unrivaled visibility and traceability. The immensely configurable tracking technology autonomously adapts to specific operational needs, optimizing reliability and power-consumption to enable sustainable, long-lasting, fleet intelligence.

Each tracker operates multiple wireless technologies for both location captures and backhaul communication to ensure seamless data flow, anywhere on Earth. Using Cell-ID, Wi-Fi Sniffing, GPS and other location technologies, guarantees accurate positioning, even in harsh environments such as tunnels or hangars. Additionally, the trackers come with a built in advanced mount detector with short detection range for increased detection accuracy & more mounting flexibility. This feature, alongside a unique rule-engine, allows operators to make data-driven decisions based on the actual location and availability of equipment.

By configuring the hoopoSense Titan to report breadcrumbs (location while on the move), chassis or trailers operators gain automated in-gate and out-gate notifications from geofences; they can better predict arrival times, identify potential bottlenecks, and quickly implement corrective measures to mitigate anomalies in their supply chain. Real-time detection of shock and mount/unmount events, capabilities that are integrated into the tracker, allow continuous monitoring of the status of the trailer at all times.

"In today's demanding logistics landscape, real-time trailer visibility is more than just an operational nicety; it's a game-changer," says Ittay Hayut, Hoopo's CEO & Co-Founder. "At Hoopo, we've taken on the challenge of delivering a tracking solution that not only provides the most reliable data and the longest lifespan in the market, but also empowers large fleet operators to optimize efficiency and gain a competitive edge."

The hoopoSense Titan expands Hoopo's existing offerings, creating a comprehensive fleet tracking portfolio perfectly suited for a diverse range of unpowered assets and operational needs. These



solutions empower fleet operators to gain real-time visibility, optimize data insights, maximize asset value, and enhance customer experience.

### **About Hoopo Systems**

Hoopo is recognized as a global leader in asset intelligence solutions, setting new standards with its state-of-the-art technology. Hoopo's cutting-edge tracking solutions provide real-time visibility into unpowered fleets, empowering businesses to optimize operations and enhance efficiency. The solution incorporates an automated asset status registry, rapid installation, and an intuitive platform, granting businesses complete control over fleet management.

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