



DDK Positioning

Accuracy Everywhere

Does your company provide asset tracking for land and / or marine assets? Do you provide your customers with vital information on their assets' GPS position?

Have you ever noticed that the reported GPS position of the tracked assets drifts or worse still vanishes completely for periods? Have you ever noticed the assets' reported location jumping around or acting slightly erratically within the portal? The issue is not with the portal, the issue is with the GPS information received from the asset. Would it be useful to be able to improve the accuracy of the reported position?

Does your portal allow customers to set Geo Fences?

Is that Geo Fence 100% reliable and active when the GPS information is erratic?

Would you like to be able to report to your customer which lane of a road or highway their assets were travelling in?

With standard GPS positional data, the position reported by the GPS receiver of the asset into the portal is at best 5 metres; often it is much less accurate. Positional reports varying between 10 to 50 metres is a normal everyday expectation.

Has a customer ever asked you:

"How do you know that my assets are actually where the portal indicates they are?"

Answering this question is harder than you might think!

How can you be sure the asset are actually where the GPS data says they are?

Asset tracking companies regularly manage high value assets. Customers want and need to know where their assets are. Have you considered the possibility that the assets GPS position has been interfered with by a third party? Is it possible that the asset is actually many miles away from its reported position? Using relatively cheap and easy to obtain software, people can spoof an assets GPS position. It is happening every day particularly with high value assets. Even people playing Pokémon Go spoof the GPS position of their mobile phones to track Pokémon in places the player has never been to! Has the GPS data of your customer's high value assets been spoofed? It is a growing problem and concern for anyone tracking high value assets

Thankfully, there is a simple and cost effective solution that tracking companies can use to satisfy any of these concerns. The solution is [S-DGNSS from DDK Positioning](#).

Tracking portal companies can now provide:

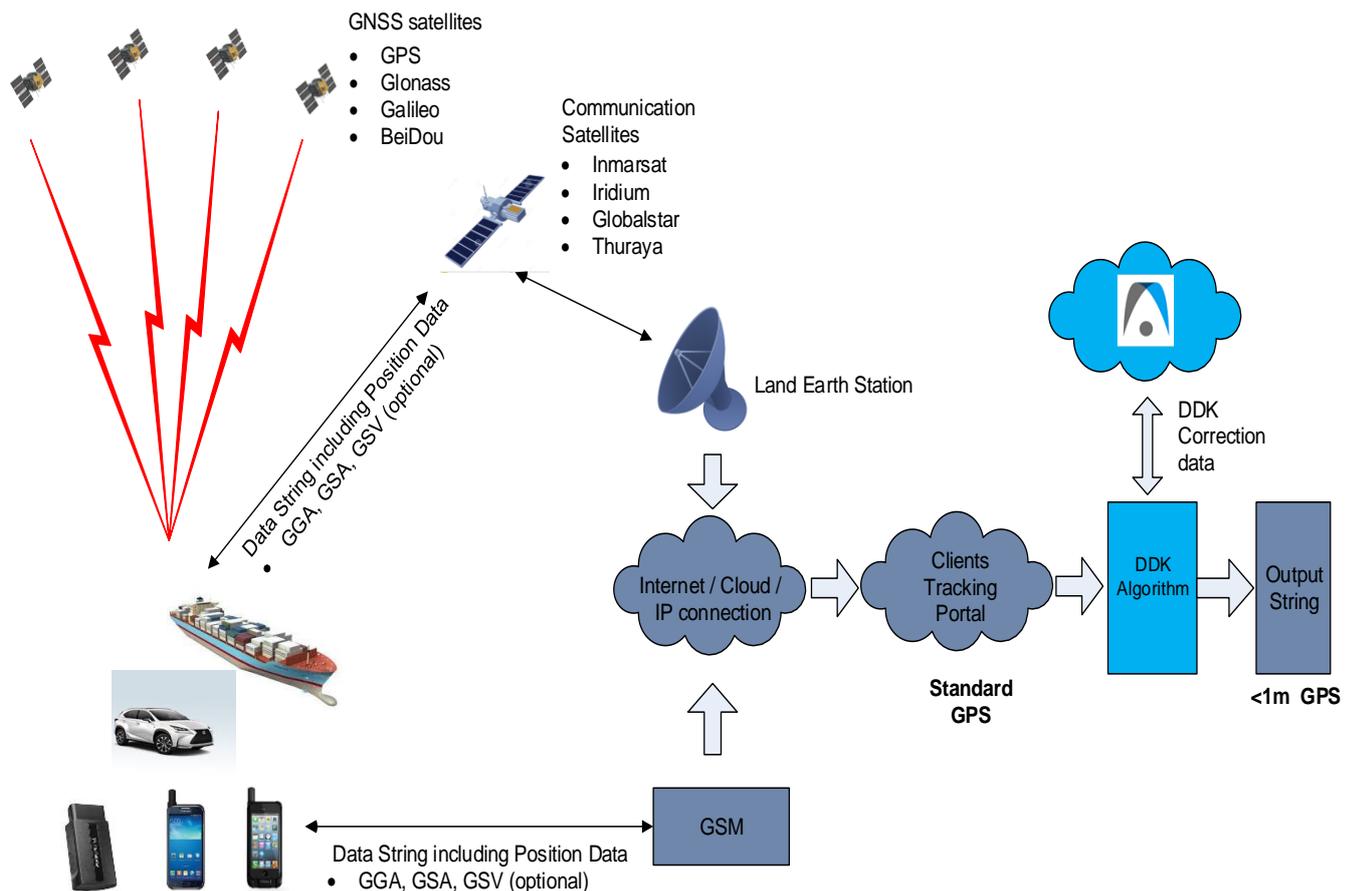
- 1) Increased precision and accuracy of assets reported GPS positions.
- 2) Enhanced Geo Fencing capability.
- 3) Positioning Quality Control and Anti Spoofing capability.

All at a cost model that is suited to tracking applications.

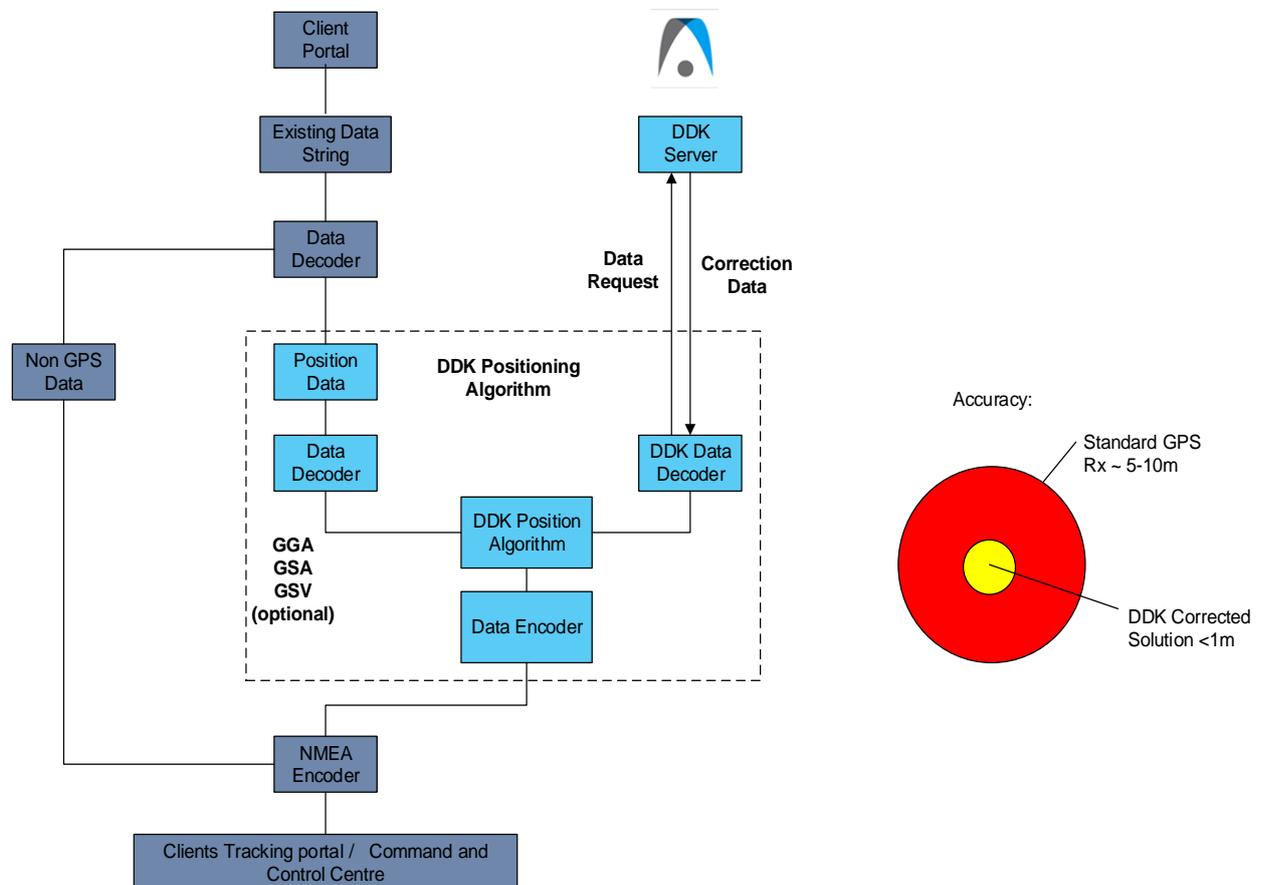
Integrating this solution provides a competitive advantage. It gives you the ability to answer those awkward customer questions and provides an opportunity to increase revenues and market share.

The solution is easy to implement without any changes to the assets or user hardware. There are no extra data requirements from the asset, the solution works on the server with the GPS information you already have.

Below is a high-level diagram showing how the S-DGNSS solution from DDK Positioning can be integrated into a tracking portal.



With an IP connection to our server you can get accurate, quality controlled position data from all your assets. We can correct the position of any asset that reports its position using industry standard GPS data, and we can do it for you in a cost effective way for any asset globally.



Interested in trialling the service free of charge for a month? Get in touch with us.