

Southampton, 28 January | FOR IMMEDIATE RELEASE

## **Blue Sky Network launches RockAIR tracking device in the American aviation marketplace**

- ***Global satellite technology company Blue Sky Network extols the virtues of Rock Seven's acclaimed tracking and messaging unit for its US customer base***

Blue Sky Network (BSN), the market-leading, San Diego-based specialist in global satellite technology, has this week revealed that Rock Seven's RockAIR fleet tracking and messaging device is now part of its product portfolio.

The partnership between the two companies is well-founded. In June 2018, BSN announced the integration of its cloud-based SkyRouter tracking, communications and fleet management portal within Rock Seven's dual-mode Iridium/GSM RockFLEET tracker. By this means, BSN has been able to reinforce and increase its presence in the maritime market, leveraging the RockFLEET's versatility as a standalone GPS tracker with suitability for permanent mounting on vessels ranging from yachts and fishing craft to commercial ships.

BSN's SkyRouter solution will also now be integrated with the RockAIR. The RockAIR unit's small form factor has been designed for easy portability and convenient but unobtrusive positioning on the dashboards of light aircraft, rotorcraft and land vehicles, with a variety of mounting (and quick-release) options. Its least-cost routing capability enables the built-in GSM to use terrestrial mobile networks wherever practicable, but the unit will automatically switch to the Iridium satellite network in areas where GSM is inaccessible.

With the truly global coverage that this service provides, clients can track and communicate with assets in any location. Obtaining a position via the GPS network, the tracker will subsequently transmit this data (using GSM or Iridium, as appropriate) back to BSN's SkyRouter system.

The RockAIR also enables full two-way communication from anywhere, in the form of texts, brief emails or social media posts, with the use of a paired Bluetooth device such as a smartphone or tablet and the RockCONNECT app. Running on a 9-30V external power supply, the RockAIR features an internal battery for back-up, which allows up to a fortnight of usage.

*"We are very excited to partner with Rock Seven and bring the capabilities of the RockAIR, along with the robust features of our SkyRouter command and control platform, to customers requiring a reliable and flexible tracking solution,"* adds Nick Tucky, BSN's business development director. *"The ability to seamlessly switch between satellite and GSM networks helps our clients to save money in their operations while benefitting from the safety and security vehicle tracking provides."*

*"There can be no greater validation of the importance of vehicle and asset tracking than BSN's continued enthusiasm to bring Rock Seven's technology to customers in the US,"* says Nick Farrell, Director, Rock Seven. *"The combination of the RockAIR and SkyRouter represents a service of incredible value and comprehensiveness, taking communications and tracking to the next level."*

Ends

**Media contacts**

Nick Farrell

**Rock Seven**

+44 (0) 2380 003888

nick.farrell@rock7.com

Saul Trewern

**Saltwater Stone**

+44 (0) 1202 669244

s.trewern@saltwater-stone.com

**About Rock Seven**

Rock Seven is a manufacturer of Iridium-based satellite tracking & communication systems and an airtime contracts provider. The Rock Seven portfolio includes the RockSTAR, RockAIR & RockFLEET tracking systems, the RockBLOCK M2M product, and The CORE web-based tracking management solution.

Founded in 2005, the company aims to make satellite communications & tracking accessible to everybody in a simple and easy to understand way. Rock Seven provides services to a wide range of organisations, ranging from government and military to NGOs, private companies, ship-owners and consumers.

<http://www.rock7.com>

RockFLEET combines low initial outlay and airtime costs with a compact, lightweight and easy to install design

**About Blue Sky Network**

Blue Sky Network is a pioneer in the development of satellite tracking systems and two-way communication for remotely active private, commercial and government fleets worldwide. It is a major supplier of satellite tracking and communication solutions supporting fleet managers and operators monitoring aviation, land and maritime assets.

Headquartered in San Diego, California, with a wholly-owned subsidiary in Brazil, Blue Sky Network's core business is leveraging the Iridium satellite network with its tracking and communication hardware integrated with its secure, cloud-based SkyRouter Command Centre.

Blue Sky Network's advanced solutions include dual-mode (GSM-Iridium) devices that take care of least-cost routing in overlapping coverage environments and satellite services.

<https://www.blueskynetwork.com>