Freight Tracking Software Now Covered by Additional Patents

With seven patents and nearly 150 patent claims on its technology, MacroPoint’s patent portfolio covering its load tracking capabilities grows

CLEVELAND, OH (PRWEB) August 27, 2015 -- MacroPoint, creators of patented freight tracking software designed to give 3rd-party visibility into load status by monitoring and tracking the location of a driver’s mobile phone, including flip phones, or existing in-cab ELD/GPS devices, today announced it has been granted a seventh United States Patent. The company’s patent portfolio for its systems and methods of monitoring the location of freight carried by a vehicle used by the transportation industry now includes nearly 150 patent claims.

“MacroPoint has been licensed by the world's leading shippers and logistics companies,” said Bennett Adelson, president of MacroPoint. “We continue to protect our freight tracking software with new patents to verify the exclusivity of our technology for automated tracking of freight by brokers, shippers, and 3PLs. We are also expanding the number of patent claims to define what our patents cover so our growing customer base has proof that we own the underlying methods and intellectual property and that MacroPoint technology is properly licensed.”

United States Patents covering MacroPoint technology protect the company’s systems and methods systems for monitoring the location of vehicles and freight carried by vehicles as well as correlating vehicles and communications devices. MacroPoint has successfully defended its patent portfolio in the past and the company continues to take any infringement on its patents seriously.

Used with a driver’s mobile phone, including flip phones, or existing in-cab ELD/GPS devices, MacroPoint’s patented location monitoring and tracking software gives third parties load status and location visibility on their shipments. With MacroPoint, brokers, 3PLs and shippers have real-time location tracking, delivery monitoring, and event notifications that enhance the efficiency and profitability of their operations.

About MacroPoint
Headquartered in Cleveland, Ohio, MacroPoint designs freight monitoring and tracking solutions for shippers, brokers and 3PLs. Founded in 2011, MacroPoint’s patented, automated load monitoring and tracking software provides load location visibility to third parties. The ‘pay per use’ solution works on any cell phone, not just smart phones, and with existing in-cab ELD/GPS tracking devices to provide real-time location monitoring and tracking, delivery monitoring, and event notifications to third parties. Integrated with a wide range of TMS systems, MacroPoint automates the entire process, eliminating the need for drivers to check in with dispatchers, and for shippers and brokers to check in with carriers. To date, nearly 300,000 drivers supporting thousands of brokers, shippers and trucking companies are MacroPoint enabled in addition to the nearly two million trucks connected to MacroPoint via in-cab ELD devices. To learn more about MacroPoint’s industry leading solution for third party shipment tracking, call 866-960-0328 or visit www.macropoint.com.

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