

BlueGPS Publishes Clear RTLS Pricing, With Software From Less Than 1€ per Square Meter

Published pricing gives organizations direct visibility of costs for precise asset tracking, mesh-based location coverage, and RTLS software for the first time.

MILAN, ITALY, August 11, 2026 /EINPresswire.com/ -- BlueGPS, a software-first Real-Time Location System provider, has published its RTLS pricing, giving organizations a clear starting point for planning and funding location technology projects.

"RTLS has often been treated as a complex project that can only be priced after weeks of meetings, site assessments, and engineering work," said Domenico Mariotti, CEO and co-founder of BlueGPS. "That uncertainty makes it difficult for operations teams to build a business case, secure a budget, or compare the cost with the value the system could create."

"We designed BlueGPS to reduce the infrastructure, engineering work, and software complexity involved in an RTLS deployment. Publishing our prices is the next step. Customers can now understand the likely investment before beginning the sales process."

The new pricing page shows the expected [cost per square meter for three types of RTLS deployment](#). These range from precise, second-by-second asset tracking to room-level location coverage and software that connects with location hardware already installed at a facility.

Published pricing includes:

- Precise RTLS from 9€ per square meter in year one, including all necessary hardware, cabling, installation, and software. Annual software, support, and maintenance from year two start from 1€ per square meter.
- Mesh RTLS from 1.50€ per square meter in year one including all necessary hardware, installation, and software, followed by annual software, support, and maintenance from 0.80€ per square meter.
- BlueGPS real-time location software from 0.50€ per square meter per year for organizations that already have compatible localization hardware, plus a one-time integration cost.

Rates vary according to the application, facility layout, required accuracy, coverage area, and scale of the deployment. Lower per-square-meter rates are available for larger sites.

Three routes to real-time location data

The BlueGPS pricing model allows organizations to select the level of location performance required for each operation or area.

The Precise RTLS option uses Bluetooth Angle of Arrival technology to provide approximately one-meter accuracy, with positions updated every second. It supports applications where asset position, movement, and response time affect production, maintenance, safety, or process control.

The first-year price includes system design, installation, commissioning, the required positioning hardware and cabling, and the BlueGPS software license.

The Mesh RTLS option provides room-level or zone-level visibility using cable-free, battery-powered anchors. It supports inventory management, asset searches, geofencing, presence sensing, and other applications that do not require position updates every second.

This model reduces the amount of fixed infrastructure required and can be deployed within days in many environments.

The software-only option is intended for organizations that already use localization technologies but need a different software platform. BlueGPS can connect with technologies including Bluetooth, Quuppa, Wirepas, Ultra-Wideband, GPS, and compatible Cisco or Aruba infrastructure.

For €1 per square meter per year, customers receive access to the BlueGPS platform, including dashboards, location history, heatmaps, movement analysis, workflows, alerts, web and mobile interfaces, and API access. A one-time integration charge applies when BlueGPS connects with an existing positioning system.

This approach allows organizations to retain usable hardware while upgrading the software, analytics, integration, and operational tools around it.

Making RTLS easier to evaluate

BlueGPS developed the pricing model to remove one of the barriers that has limited RTLS adoption.

Organizations can use the published rates to estimate the cost of covering a facility before requesting a detailed site design. BlueGPS can then assess the building, accuracy requirements, update frequency, existing infrastructure, and number of assets to produce a final deployment plan.

Active asset tags are purchased separately, with prices ranging from approximately 3€ to 25€ per tag depending on the model, quantity, operating environment, update rate, and required battery life.

“Location data should be available to more than a small number of organizations with large project teams and open-ended budgets,” Mariotti added. “Clear pricing allows companies to decide where RTLS can solve a real operational problem and where the expected return supports the investment.”

Showing the cost through operational examples

BlueGPS has also begun publishing examples based on operational deployments.

One example covers a 3.000-square-meter [aircraft maintenance](#) bay within a hangar with ceilings 15 meters high. The system uses 20 positioning antennas to track up to 1.000 assets, with positions updated every second.

The deployment cost 48.000€ per aircraft bay with annual software, support, and maintenance cost from year two costing just 9.000€ The system helps the maintenance provider track the movement of tools and other assets across the hangar. It also supports tool-control and foreign object debris procedures by helping teams confirm that tracked items have not been left inside an aircraft.

By publishing examples alongside its standard pricing, BlueGPS aims to help prospective customers compare the cost of RTLS with operational measures such as asset search time, aircraft turnaround, equipment use, process delays, and downtime.

Further pricing information is available at www.bluegps.it/pricing/.

About BlueGPS

BlueGPS is a software-first Real-Time Location System that connects location data with operational processes, applications, and workflows.

Its hardware-agnostic platform supports multiple indoor and outdoor positioning technologies, including Bluetooth Angle of Arrival, Bluetooth mesh, Ultra-Wideband, GPS, and existing enterprise infrastructure. Organizations use BlueGPS to track assets, people, materials, vehicles, and work in progress across industrial, aerospace, healthcare, and smart building environments.

BlueGPS is developed by Synapses S.r.l., an Italian software company with offices in Milan and Catania.

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