



Success story

» **Providing**
augmented security
through driver identification »



Enhanced security

thanks to a driver identification IoT solution

In 2024, France recorded 140,269 vehicle theft, **one every 4 minutes**, according to the Coyote Secure Theft Observatory¹. **This figure underscores the urgent need to strengthen vehicle security**, particularly in sectors where vehicles are frequently shared, such as rental services, logistics, or personal services.

As a result, driver identification through IoT solutions, such as Bluetooth beacons, is becoming the standard to **prevent unauthorized use, improve traceability, and facilitate recovery in case of theft**.

In this context, G4S Telematix, a leader in telematics solutions, integrated ELA Innovation's **Blue LITE ID Bluetooth beacons** into its all-in-one **WithU Car solution**. This collaboration has **strengthened vehicle security while delivering a seamless, installation-free user experience**.

1. Roquain, J. (2024, May 3). Coyote Secure 2023 flight observatory. The Coyote Blog. <https://www.moncoyote.com/blog/vol-tracking/lobservatoire-des-vols-2023/>

» The key players



IoT sensor
manufacturer



Integrator
of IoT solutions



« We rely on advanced, dependable technology to deliver intelligent, high-performance solutions tailored to our clients' needs. ELA Innovation's sensors help safeguard vehicle integrity while offering the reassurance our clients deserve. »

Thanasis Nikolou, Product Manager

» The client requirements

- ✓ Ensure the security of client vehicles
- ✓ Identify drivers to prevent unauthorized use or theft
- ✓ Provide a wireless solution that is simple and quick to deploy
- ✓ Avoid any intrusive installation in the vehicles

» The equipment

- ✓ Bluetooth **Blue LITE ID** beacons (hundreds of units deployed among end users) (1)
- ✓ WithU Car – G4S Telematics all-in-one solution featuring (2):
 - o GPS tracking
 - o Mobile App
 - o Secure Operations Center (SOC) 24H/7



» The operating mode

As soon as the driver enters the vehicle and attempts to start it, the WithU Car telematics unit automatically detects the signal from the **Blue LITE ID badge, used as a unique driver identifier**. If no authorized badge is detected, an alert is sent to the vehicle owner and the **G4S Telematics Secure Operations Center (SOC)**. In the event of theft, the SOC immediately initiates recovery procedures in coordination with local authorities.



Powered by **data from the Blue LITE ID**, the solution also enables remote immobilization, vandalism or towing detection, and panic button activation. All information is **centralized and continuously analyzed by the SOC**, available 24/7.

A dedicated mobile app allows real-time vehicle tracking, instant alerts, and full support in case of an incident. The result: **a recovery success rate close to 95%, thanks to reliable and continuous driver identification**.

» The results

- ✓ Improved recovery rate for stolen vehicles
- ✓ Increased sales of the WithU Car solution
- ✓ A more seamless and reassuring user experience
- ✓ Fewer false alarms and unauthorized access incidents

» The advantages

- ✓ No installation required – Blue LITE ID beacons work right out of the box
- ✓ Proven reliability of the identification system
- ✓ Long battery life – several years of autonomy
- ✓ A discreet, durable solution well-suited for private users