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(71) Applicant: **ASCENT SOLUTIONS PTE LTD** [SG/SG]; 100 Pasir Panjang Road, Unit 08-02, Singapore 118518 (SG).

(72) Inventors: **LIM, Chee Kean**; c/o Ascent Solutions Pte Ltd, 100 Pasir Panjang Road, Unit 08-02, Singapore 118518 (SG). **CHEW, Kia Boon**; c/o Ascent Solutions Pte Ltd, 100 Pasir Panjang Road, Unit 08-02, Singapore 118518 (SG). **CHUNG, Pui Lan, Pauline Margaret**; c/o Ascent Solutions Pte Ltd, 100 Pasir Panjang Road, Unit 08-02, Singapore 118518 (SG).

(74) Agent: **ONG, Lucille Frances, Kheng Lu**; Marks & Clerk Singapore LLP, Tanjong Pagar, P O Box 636, Singapore 910816 (SG).

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(54) Title: LOCATION TRACKING SYSTEM

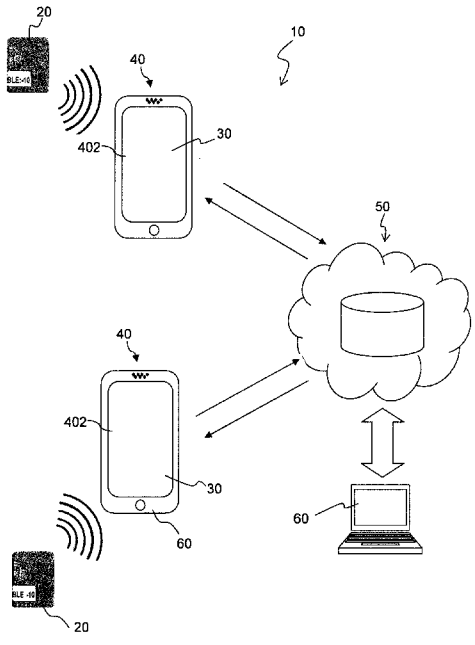


FIG. 1

(57) Abstract: A location tracking system comprising: a tag configured to be uniquely associated with and affixed to an item, the tag further configured to automatically and periodically emit a first signal, the first signal being a Bluetooth signal configured to be sent and received via a Bluetooth low energy wireless personal area network; a receiving transmitter having a Bluetooth signal reception functionality, the receiving transmitter configured to automatically receive the first signal from the tag when the receiving transmitter is within a broadcast range of the tag without requiring pairing of the receiving transmitter and the tag, the receiving transmitter further configured to transmit a second signal; a data system configured to be remotely accessible to the receiving transmitter and to receive the second signal transmitted from the receiving transmitter, the data system comprising at least one server for executing tasks and a data store connected to the at least one server for data storage, the second signal being transmitted via a network to which the receiving transmitter is connected, the network being at least one of a cellular mobile network and a wireless network; and an application configured to be installed in the receiving transmitter, the application configured to allow the receiving transmitter to automatically receive the first signal and to initiate transmission of the second signal from the receiving transmitter to the data system.