



MDL  
Bloodhound™



# Affordable Bluetooth Beacon Vehicle Location Technology

Introducing Bloodhound™ for your dealership. A simple Bluetooth beacon-based solution that allows you to locate both inventory and service guest vehicles at a fraction of the cost of traditional vehicle location systems. And we do it without adding costly infrastructure or installing a costly device on the vehicle's OBD II port.

The innovative team at MDL (www.mdlautomation.com) have created a bundled one-stop solution which combines MDL's mobile app software with a simple device that attaches to the vehicle rear-view mirror. The system then automatically updates the vehicle location when a smartphone running our application comes into proximity of our reference tags and vehicle tags.



For service vehicles, MDL provides reusable hat tags with installed pre-programmed Bluetooth beacons eliminating any service side association of the tag to the guest's vehicle. Location tracking is instant as soon as the RO is updated with the hat tag number. Simplicity at its best.

Bloodhound™ provides fully integrated software that leverages your existing DMS service and inventory data.

**MDL Bloodhound**

**S63006**  
**SPRINTER 2016 BRILLIANT SILVE**  
 Last Seen 9/7 6:01 PM

**East Lot**

**S63006**  
 MERCEDES-BENZ SPRINTER 2016 BRILLIANT SILVE 170"  
 Condition New  
 VIN WDAPF4CC6GP238823  
 Last Seen 9/7 6:01 PM  
 Last Seen By Blair MDL

Color	Trim
ARCTIC WHITE	RWD 126"
ARCTIC WHITE	RWD 126"
ARCTIC WHITE	RWD 126"
BRILLANT SILVER	RWD 126"
OBSIDIAN BLACK	RWD 126"
ARCTIC WHITE	RWD 2500 170"



**To Request a Demo:** VISIT: [www.MDLautoMation.com](http://www.MDLautoMation.com)  
 CALL: 888-635-7343  
 EMAIL: [sales@mdlautomation.com](mailto:sales@mdlautomation.com)

# How Bloodhound™ Works:

**1** For retail inventory, a reusable Bloodhound™ tag is paired to a VIN during inventory stock-in (PDI) using our mobile app or desktop tag association.

**2** The Bloodhound™ tag is then attached to the rear view mirror using our supplied bungee cords that easily slip around the mirror base.



**3** While the tag is being attached to the mirror, Bloodhound™ software performs an instant and automatic location update using special self-powered beacon reference tags for trilateration of the vehicle on MDL calibrated maps. Maps can be based on Google earth views or dealership CAD diagrams.

**4** Once the association is complete, anyone at the store with the mobile app and proper credentials can perform inventory location lookups by stock number, model, or VIN.

**5** Everyone with the MDL mobile app is automatically performing a 'crowd source' update any time they pass within 20 feet of the vehicle. Even golf cart driving location updates can be done.

**6** Bloodhound™ presents you with the last location update from the mobile app / Bluetooth automated pairing.

**7** When the car is sold, take the Bloodhound™ tag off and use it on the next incoming car. It's that easy!

