

Press Release



TRAAK wins the European Defence Agency (EDA) innovation award for its geolocation innovation : PIXYS 3D®

Paris, January 23, 2025 - TRAAK is honoured to announce that it has won the European Defence Agency (EDA) 2024 Innovation Award in the “Cognitive sensing for enhanced ISTAR systems performance in defence applications” category thanks to a defence version of PIXYS 3D®. This solution enables forces to meet their geolocation and communication needs in complex environments without GPS, with a kilometre-range infrastructure that can be deployed in a matter of minutes and is easy to install.

PIXYS 3D® : Blue Force Tracking’s sovereign solution offering resilient, accurate geolocation in all environments

PIXYS 3D® provides a 3D position with metric precision (latitude, longitude and altitude) in real time and in all environments: outdoors, indoors, underground and areas subject to electronic warfare (GPS denied).

To compete for the 2024 Innovation Award, TRAAK presented a dedicated defence sector version of PIXYS 3D®, which significantly improves site security, the **situational awareness** of armed forces and their operational effectiveness, particularly in critical scenarios.

The system stands out for its ability to be deployed over an area of several square kilometres in a matter of minutes, enhancing mobility and operational agility in the field.

A strategic asset for the European Armed Forces

The members of the EDA jury praised the **versatility** and **effectiveness** of PIXYS 3D® in critical military contexts. The defence version of PIXYS 3D® provides concrete solutions to the challenges faced by armed forces:

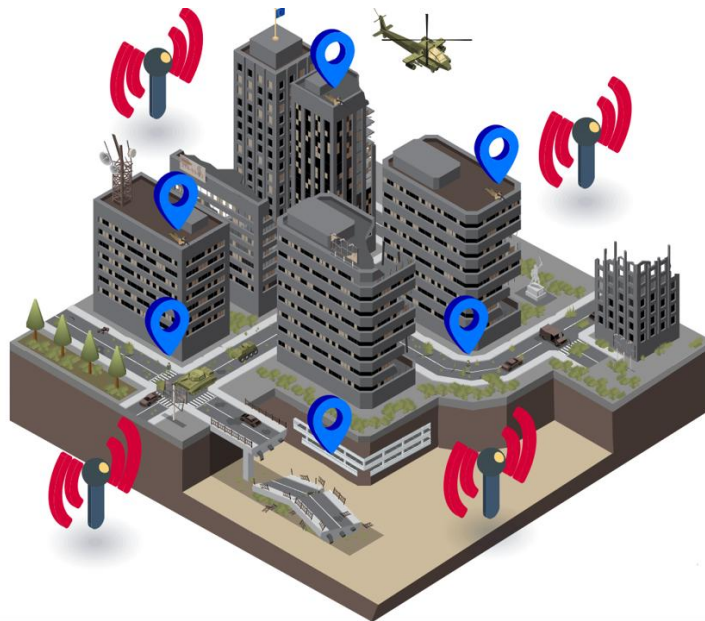
- **Precise location of units in the field**, even in the absence of a GNSS signal, thanks to a resilient hybrid navigation technology that provides positions outdoors, indoors, underground and in areas where GPS is jammed;

- **Securing critical infrastructure**, by providing operators with accurate, continuous coverage in hostile environments and early warning;
- **Operational resilience**, with reliable data transmitted in real time, even in GPS-denied areas or in the context of electronic warfare;
- **Open architecture and interoperability with other C2 solutions and systems.**

[An innovative solution for sovereignty](#)

With this award, the French company TRAAK, renowned for its expertise in geolocation, confirms its **contribution to the strategic autonomy of the European Union**. PIXYS 3D® demonstrates TRAAK's dual ambition: to meet the operational challenges of defence forces while guaranteeing the confidentiality and sovereignty of its solutions.

Entirely designed and developed in-house, PIXYS 3D® benefits from a 100% European supply chain, free from US ITAR constraints, and a modular architecture favouring flexibility and resilience. Its secure communication protocols ensure reliable data transmission, while its open architecture will enable optimum integration with existing ISTAR systems to improve armed forces' performance in complex environments.



[An innovative solution for environments without satellite navigation](#)

By eliminating dependence on GNSS, PIXYS 3D® guarantees efficient operation in complex and degraded environments. PIXYS 3D® is the answer to geolocation problems underground or inside buildings, where traditional GNSS systems are inoperable. The system's agility ensures that ISTAR capabilities are maintained without delay, enabling rapid transitions and adaptations in dynamic and complex contexts.

With its patented innovation, real-time data fusion algorithms and advanced 3D visualisation, PIXYS 3D® is perfectly in line with Europe's strategic priorities in terms of capacity development. By strengthening ISTAR systems and increasing operational efficiency in high-intensity crisis management or armed conflict scenarios, PIXYS 3D® contributes directly to European security and sovereignty.

*"With PIXYS 3D®, we are transforming the operational challenges of the European armed forces into opportunities for innovation, with the opportunity of a French sovereign solution. This award reflects our commitment to strengthening the security and resilience of operators in the most demanding environments" said **Thomas Duroyon, CEO of TRAAK.***

About TRAAK :

TRAAK is a French French company specialising in innovative geolocation and biometric tracking solutions for complex environments. With recognised expertise and an approach focused on performance and sovereignty, TRAAK supports its partners in carrying out their most demanding projects.

To find out more about PIXYS 3D® and our technological solutions, visit: www.traak.tech.

Press contacts :

Florence Guigue

fguigue@traak.tech

+33 (0) 6 62 80 75 89

Steven Dolbeau

sdolbeau@animaconseil.com

+33 (0) 6 12 22 38 71