

## **Customers of Retail & Gas Enterprises Gain Access To IoT Solutions Working With Clearbridge Mobile**

*The full-stack development firm brings touchless payments and location-based IoT apps to customers of retail and oil & gas enterprises.*

Toronto, Ontario ([PRWEB](#)) February 18, 2016 -- [Clearbridge Mobile](#), an award-winning mobile app design and engineering firm, recently marked its entrance into the IoT (Internet of Things) space with the release of a touchless payments IoT solution for a large gas retailer and in-store beacon-enabled [IoT apps](#) for retailers. The full-stack IoT solutions combine apps, middleware, back-end technologies, and analytics.

One of the IoT solutions – a first-of-its-kind touchless payments platform – has been introduced to more than 5000 gas stations. Using Optical Character Recognition and GPS/BLE/WiFi triangulation, the solution matches license plate numbers to user profiles and pinpoints user location at specific gas pumps to facilitate preauthorized payments. The transaction is completed via interconnection between gas station cameras, a global online payment platform, and the driver's mobile device.

“Businesses are starting to realize the value of IoT applications, both to gain a competitive advantage and as a catalyst to offer their customers better experiences,” said Deepak Chopra, CEO of Clearbridge Mobile. “As the Internet of Things becomes more common and the way we interact with devices changes, the best solutions will focus on eliminating friction points in the user journey and enhancing the user experience.”

IoT is a rapidly growing industry, with IoT technology forecasted to capture a total global worth of USD 6.2 trillion by 2025. As smart objects and devices become more commonplace, there will be a need for full-stack software solutions that encompass front-end, middleware, and back-end components.

“IoT applications are part of a complex ecosystem that connect devices with smart objects that can range from thermostats to cars to entire buildings,” said Sanjay Malhotra, CTO of Clearbridge Mobile. “Our focus is to provide clients with full-stack services to facilitate complex machine to machine and user to machine interaction. This means handling every aspect of the solution, from user-facing applications to back-end servers.”

To learn more about the above IoT applications or Clearbridge Mobile's IoT capabilities, please visit Clearbridge Mobile at Mobile World Congress: Hall 7, Stand 7K50 in the Ontario Pavilion.

### About Clearbridge Mobile

Clearbridge Mobile is an award-winning full stack mobile app development company that provides user-centric product design and engineering services to enterprises. Founded in 2011, Clearbridge Mobile has developed over 200+ apps for Fortune 1000 clients that have accrued over 100 million downloads. Its services include strategic consulting, UI/UX design, development, QA and maintenance. Clearbridge Mobile's growing roster of clients includes New York Times, Dow Jones, Free The Children, PayPal, Tim Hortons, USA Today, Wall Street Journal, and many more. For more information, please visit <http://www.clearbridgemobile.com/>

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