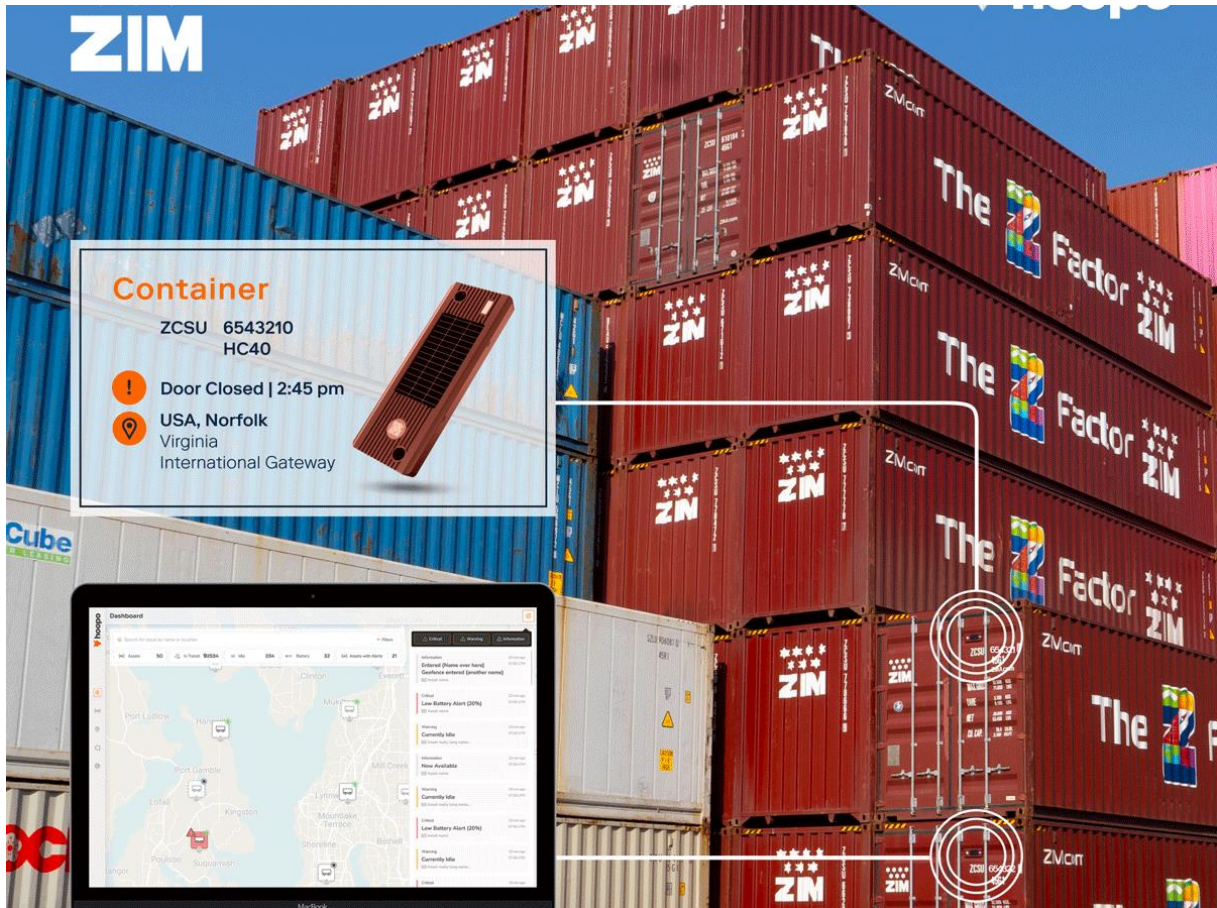




## ZIM accelerates smart container deployment Hoopo's innovative hoopoSense Solar trackers

| Nov 08 2024 at 08:51 AM



ZIM Integrated Shipping Services Ltd. (NYSE: ZIM) announced today that it is accelerating the global deployment of smart containers, advancing visibility and transparency through the integration of [Hoopo's](#) innovative **hoopoSense Solar** trackers.

As customer demand for accurate, real-time visibility throughout the supply chain continues to rise, ZIM is meeting industry needs by providing its customers with the highest levels of data accuracy and reliability. ZIM's smart container solution enables end-to-end tracking, including the inland leg, giving customers full transparency into their shipments and a more accurate ETA, even after the containers exit terminals or depots enroute to their final destinations.

The **hoopoSense Solar** tracker sets a new industry standard with its advanced power efficiency, boasting a battery life of over 12 years, sufficient to last a container's entire lifecycle. This eliminates the need for costly replacements. Each tracker delivers precise location data and features a unique, industry-first built-in door-opening detection system with 99% accuracy, enhancing cargo security by monitoring unauthorized access throughout the container's journey. Additionally, the tracker meets ATEX-1 standards for secure products, making it suitable for LNG vessels and diverse marine environments.

Unlike traditional trackers that require additional door sensors, draining battery power and increasing device and installation costs, Hoopo's all-in-one tracker enables rapid rollout and reduces the risk of future malfunctions linked to add-on devices. This solution provides ZIM and its customers with the market's most reliable and cost-effective method.

**Eli Glickman, ZIM President and CEO**, commented: "ZIM's global rollout of Hoopo's technology is revolutionizing container visibility. Our smart container services give our customers critical real-time data, enabling better decision-making across their supply chains and risk mitigation while the cargo is in transit. With Hoopo's integrated door sensors, ZIM offers unmatched tracking visibility in the industry. This accelerated deployment reinforces ZIM's position as an industry leader in technology and innovation, delivering cutting-edge solutions for our customers."

**Ittay Hayut, CEO and Co-Founder of Hoopo**, added: "Our advanced door-opening detection system represents a significant breakthrough. This Hoopo proprietary solution integrates multiple sensors with sophisticated algorithms to achieve unmatched accuracy and reliability. Coupled with a unique solar panel and tracking technology, our devices offer a battery life of over 12 years—a game-changer for large-scale rollouts across shipping line fleets. This technology gives our customers a distinct competitive edge, providing secure, transparent, and dependable service while optimizing logistics operations."

As more shipping lines recognize the operational and financial benefits of smart containers, ZIM is setting the industry standard by integrating advanced telematics into its fleet. With real-time visibility and enhanced security, ZIM and Hoopo are ushering in a new era of smart, connected containers.