

BLUEBIRD

# PRODUCT INNOVATIONS FROM SOUTH KOREA

Bluebird distributes leading RFID solutions and industrial mobile devices worldwide from its headquarters in Seoul. Applications include transportation, warehousing, financial and insurance services, manufacturing, wholesale, retail, healthcare and the beverage industry.

The key figures Bluebird publishes on its homepage speak for themselves: after 25 years, the company is represented in more than 120 countries worldwide. 3000 customers worldwide use the devices of the South Korean handheld and hardware producer. Everything from one source could be called the motto, because Bluebird offers more than 10,000 realized applications as a reference in addition to the product portfolio. The application depth is based on the extensive product portfolio. They produce conceivable all kinds of possible handhelds themselves.

Since 2016, the Lotte World Tower, with a height of 555 m, has crowned the skyline of the city of Seoul with its 10 million inhabitants. It is the tallest skyscraper in South Korea. The capital of South Korea is located in the 5<sup>th</sup> largest settlement area in the world: The Sudogwon metropolitan region. This region is considered the 4<sup>th</sup> strongest economic area in the world. 24 million people live and work in this region. Hangang is the big river that flows through Seoul and divides the city into two halves – Gangbuk and Gangnam (the northern and southern parts of the river). The city has carried out various projects since 1982 to build 12 green parks along the riverbanks. Thanks to them, the city residents, as well as visitors, can walk along the river for more than 41 km.

# HIGH PERFORMANCE RFID

*Jang Won Lee, CEO of Bluebird, explains the unique selling points of Bluebird's product portfolio and provides insights into the development of the RFID market in South Korea.*

INTERVIEW WITH **JANG WON LEE**

**1. What are the unique selling points of your RFID products compared to your competitors?**

**Lee:** Bluebird's RFID products outperform the competition with the longest read ranges of 10 meters and the fastest read rate of 1,300 tags per second. Our products are less prone to technical errors when reading RFID tags. This is crucial in developing the necessary

reputation and reliability with our customers in B2B business. We not only sell our products, but also provide advanced services to our customers to earn their trust in our company. Customers can use our products for a long period of time without any difficulties. Furthermore, our products are characterized by their light weight and elegant design. Bluebird is a globally recognized manufacturing and IT company,

and our handheld RFID reader is valued by many customers around the world. These include INDITEX, H&M, UNIQ-LO and many more. Many major customers use our products, indicating that we are creating industry standards with our products.

**2. Tell us more about the RFID market in Korea and Bluebird's marketing goals for RFID.**



► Jang Won Lee, CEO, Bluebird

**Lee:** The market for RFID and industries where RFID systems can be adopted are growing. This includes, for example, transportation and warehousing, financial and insurance services, manufacturing, wholesale and retail, pharmaceuticals, and the beverage industry. Bluebird is already a world-class company in the mobile RFID market, and our goal is to expand our sales in the fixed RFID market. We want to offer new customer experiences through our RFID products, especially in logistics and stores. This is our current marketing goal.

**3. How has the Covid-19 pandemic affected Bluebird's production or sales in terms of RFID products and solutions?**

**Lee:** We had some difficulties due to a shortage of semiconductors, but this was not a major setback. Our sales figures have increased in warehousing, logistics and e-commerce. In retail, the figures have declined due to corona, as many companies have decided to close stores. Many retailers are still struggling to reopen stores. However, we are observing that our

customers are resuming their activities.

**4. Does Bluebird manufacture and produce its own RFID products? If so, from where?**

**Lee:** Bluebird manufactures all RFID products in South Korea. This includes product planning, development, design, quality control and inventory management. Apart from RFID products, we manufacture other devices such as mobile computers and tablets in South Korea or through a supply chain management company in Vietnam.

# PRODUCTS MUST BE COMPLETELY RELIABLE IN B2B



- ▶ Latest product from Bluebird  
The RFR901 Handheld Reader

A reading range of 10 meters  
and a reading speed of  
1,300 tags per second

## Working Efficiently with the RFR900 and RFR901 Handhelds

The RFR901 is the globally proven next generation of the RFR900 model, a best-seller in the global market for RFID handheld readers for various industrial environments. The RFR901 can read up to 1300 tags in one second from a distance of up to 10 meters. Devices can be easily connected to the RFR901 via a physical or Bluetooth connection. The RFR901's lightweight design, weighing only 353 grams, and ergonomically designed handle allow

for discomfort-free long-term use and a comfortable grip. Optimized for use in industrial, retail or healthcare environments, the RFR901 and RFR900 are suitable for item identification, inventory and stocktaking, asset tracking and warehouse management where large volumes of tags are read. The RFR901 has proven its robustness for industrial applications in drop tests from a height of 1.5 meters and 1000 drops from 0.5 meters and can be used in temperature ranges between -20°C and 60°C.

## The Bluebird IoT Universe

### Combining Devices on a Single Software Platform

Bluebird's IoT Universe platform enables the configuration, management and operation of devices and allows data to be analyzed and processed in a centralized system. The IoT Universe Platform processes data received from RFID readers into information for customers, such as the current location of an item or inventory levels. The Bluebird IoT Universe platform can be integrated into existing business and customer applications with easy-to-use and easy-to-integrate open APIs.



- ▶ The DR900/DR901 desktop reader  
reads multiple tags at once.

## Customer Service with DR900 and DR901 Desktop Readers

Both the DR900 and DR901 offer high reading performance. From a range of 30-50 cm, 300 tags per second can be read. The reading performance can be adjusted in 1 dB increments so that the devices read the desired items accurately and prevent unwanted cross-reading. The DR900 has a small and compact design that allows for easy handling. The DR901, with its ultra-thin design, can read multiple tags at once. A large number of products can be identified at once, and payment processes are significantly shortened. Both the DR900 and DR901 have the ability to write and delete data. Sold items are categorized and marked as available again in the overall inventory in case of a refund. This allows retailers to keep records of items sold and returned based on the data on the RFID tags.



- ▶ The FR900 stationary RFID reader  
enables warehouse management using  
a real-time inventory control system.

## Optimization of Inventory Management with the FR900 Fixed Reader

The FR900 enables a real-time inventory management system that reduces overstocks while ensuring item availability and improved customer satisfaction. Through the use of the real-time inventory management system, the FR900 provides the user with real-time item inventory data. Items can be checked in at the loading dock and tracked within a single store, between stores, in a warehouse or distribution center. It is 25 times faster than traditional bar code scanners and offers 99 percent reading accuracy. The FR900 calculates the quantity of items scheduled for receipt and provides real-time updates on the current number of available stock. Data captured by the FR900 can be shared online in real time, facilitating online shopping. In stores, the FR900 can also be integrated into self-service kiosks, allowing customers to read and purchase all desired items at once. By using the FR900 in smart gates, retailers can track which items leave the store.