

Press Release November 06, 2014

Bluebird to officially initiate their business in payment industry

Introduced versatile payment lineups by most enhanced participation in this year's CARTES exhibition

Enterprise mobile device manufacturer Bluebird went into full swing in the payment terminal market. Bluebird participated in Cartes Secure Connexions Event 2014, the world's largest payment and security technology exhibition taking place in Paris, France in this week.

This is their 8th participation and especially for this year, Bluebird significantly increased the size of their booth and introduced the newly launched P3500, their countertop payment terminal series and BM180 which is equipped with the latest Windows Embedded and Android operating systems. The mobile Chip & PIN reader EP360 was also on the show, which can be connected to any types of smartphones and tablets via Bluetooth communication as well as the all-in-one rugged payment terminal BIP-1500 which is another leading model of Bluebird offering a wide range of payment terminals and solutions.

In particular, Bluebird payment lineups provide integrated solutions to meet the applications from inventory management, customer interaction, store management, and mobile payment. As well as providing seamless design suitable for various merchant environments, Bluebird utilizes mobile payment from secure card transactions to mPOS solution combining smartphones, which is Bluebird's matchless competitive technology. Not only transactions but also enables value-added services such as loyalty program and membership management.

Moreover, as Bluebird is well skilled with the world's best payment security certificate technology, the company, in domestic market, will be the first one to launch a POS terminal certified to PCI PTS version 4.X, the newest certificate standard over its old version 3.X.

'P3500', newly introduced at the show is equipped with contact and contactless card payment capabilities and a printer and expected to play a big role in banks and retail stores. Especially, with the Linux OS loaded platform and Bluebird's manufacturing cost reduction know-how, the unit is strongly competitive in the market in terms of quality and price.

Jangwon Lee, CEO of Bluebird said "not only concentrating the traditional automatic identification & data capture (AIDC) field, Bluebird has successfully initiated the payment business starting from this year. Accelerating the formation of strategic alliances with partners and reinforcing the lineup of payment terminal sector will target the majority of payment industries including transport & logistics, distribution, and retail".

Bluebird is the only enterprise mobile device manufacturer in the world who can offer lineups in all three different categories; AIDC, payment and enterprise tablets. As Bluebird has been analyzing environments and needs of customers and providing customized service to over 3000 clients in 120 countries for last 20 years, the company boasts its sophisticated technologies and competitive products which satisfy various customers' needs in the world.

Furthermore, Bluebird has won the world's three most famous design awards as the company have achieved design award Glandsлам for two consecutive years, 2013 and 2014. Bluebird's innovative and competitive products break stereotypes of enterprise devices, heavy and rough, because numerous functions and capabilities are integrated in compact and sleek designed devices.



About Bluebird

Bluebird is a global provider offering full range of enterprise mobile device including data capture, payment and business tablet. It is the only manufacturer who can really focus on both Mobile computing and payment industry at the same time. Headquartered in Korea, Bluebird operates local offices in US and China. To learn more, visit <http://www.mypidion.com>