

Press Release December 10, 2011

## **Bluebird Soft Takes Enterprise and Government Mobility to the Next Level with the Pidion® BIP-1500 Family**

The Pidion® BIP-1500 Family, which includes multiple options such as the built-in thermal printer, data capture capability, data and voice communication, and payment functionality, is an industry-leading solution addressing emerging enterprise and government needs for the AIDC and payment technology convergence era.

Bluebird Soft Inc. (Bluebird), a global provider of handheld mobiles designed for [AIDC and payment solutions](#), will showcase the Pidion® BIP-1500 Family at the NRF Retail's Big Show in New York at stand 2333. The rugged all-in-one handheld computer, BIP-1500 Family, is designed to meet each of its customer's demands in transportation and logistics, fast moving consumer goods (FMCG), government and public sector, and finance industries.

Bluebird has always extended its product range to accommodate the rapid demand shifts in the [field mobility](#) market through its rugged handheld and all-in-one handheld lineup. For customers who have business needs for industrial-grade ruggedness, the Pidion® BIP-5000 and BIP-6000 Families meet and mostly exceed consumer expectations. For customers with business requirements of lighter weight while maintaining full functionality, the Pidion® BIP-1300 Family has been suggested to them. The new Pidion® BIP-1500 Family has been designed to meet both rugged and all-in-one demands.

The dual-sided BIP-1500 Family design is capable of multiple combinations. The BIP-1500 Family is equipped with PXA 320 Processors that run at 806 MHz, Windows Mobile 6.5 operating system, and supports HSDPA (3.5G) or GSM, WiFi, Bluetooth, and integrated GPS. In terms of data capture capability, it offers 1D laser scanner or 2D CMOS imager, RFID reader, and 3 megapixel Auto-Focus camera. Moreover, it has built-in thermal printer options of 2" or 3" width, and a standard battery with 3 different payment types - Payment, Finger Scan, or PIN Pad – or an extended battery option without payment.

Thanks to supporting both AIDC and payment technology options in a single device, enterprises and governments now have more choices of a hardware platform as per their business needs. It will be the most appropriate and only choice for enterprises that seek printer-integrated handheld computers or a mobile pos terminal equipped with a fully rugged structure – (IP54, 1.5m (5ft) drop tolerance).

### **Pidion® BIP-1500 Family Highlights**

- IP54, 1.5m (5ft) drop tolerance
- 2" or 3" built-in thermal printer options
- 1D laser, 2D imager, RFID reader options
- HSDPA(3.5G) or GSM options
- WiFi, Bluetooth, and GPS

· Payment, Finger Scan, PIN Pad options

"Our new all-in-one handheld computer is an example of how we respond for our customers and partners quickly," Jangwon Lee, Bluebird CEO. He added, "The BIP-1500 Family is not just an outcome of innovative development from the converging of AIDC and payment technologies, but is also the result from our continuous devotion to listening to the voice of customers and partners, and acting quickly on their input. Since the request of rugged yet printer-integrated devices with a payment or finger print scanner option from Pidion® users in field mobility market has increased, we decided to mix both the rugged handheld and the all-in-one handheld experience. We, Bluebird, believe our flexibility along our industry-leading advances is why our clients choose to stay with us."

Pidion® BIP-1500 Family will be deployed to a big Asian snack food company for [direct store delivery \(DSD\)](#) this month and BIP-1530, one of BIP-1500 Family with 3" thermal printer option, will be available in 2012.

### **About Bluebird**

Bluebird Inc, founded in 1995, is a global provider of [handheld mobiles](#). Their expertise ranges from enterprise and industrial handheld mobile computers, printer-integrated mobile computers, handheld scanners, handheld RFID, to Android handhelds. Bluebird is the only manufacturer focused on providing handheld mobiles for both the AIDC market as well as payment operations under the brand name of Pidion. We successfully adapt to emerging market trends through a broad range of innovative products, and pay close attention to the voice of our customers. With partnerships all over the world including Fortune 500 companies, Bluebird continues to grow and seeks to provide high-quality products at reasonable cost, while maintaining the flexibility to customize solutions based on your business needs. Bluebird HQ and its manufacturing facility are based in Seoul, South Korea and we have offices in USA and China to best serve our global partners.

For more information about Bluebird, please visit <http://www.mypidion.com> or call +82-70-7730-8000.

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