

Press Release August 31, 2015

## **Bluebird, founded R&D center in India, strengthen total solution competency**

- Established 'Bluebird India R&D center' in Bengaluru, India
- Grew as a global total solution enterprise that has combined HW and SW
- R&D development on SW solution... operate 24-hour research and technical support system

Bluebird Inc, the enterprise providing industrial terminals, has accelerated growth of a total solution enterprise through strengthened global R&D competency.

Last month on the 25<sup>th</sup>, Bluebird founded 'Bluebird India R&D center' (India Research Center) in Bengaluru, India. Bluebird announced on the 31<sup>st</sup> August that government officials participated in the opening ceremony where local staff including Jin Oh Kim, the director of Strategy Development, global IT enterprise cooperative company authorities of Microsoft, Qualcomm, etc, local India partner company authorities and KOTRA all joined.

Bluebird has hired local researchers and acquired research equipment to not only gain a foothold in R&D to develop advanced SW technology and core technology but also exploit Bluebird India research center for marketing in global market and technical support.

Bluebird R&D center in India will be in charge of developing software and related solution. The aim is to launch various software solutions and provide tailored total solution combined with hardware and software to customers in time. Through this process, a 24-hour global R&D system will be established and the speed and quality of product development will be elevated to keep up a large number of product line-up in the global industrial terminal market.

Bengaluru, selected as 'a high-tech city with the potential to lead the 21<sup>st</sup> century' in Newsweek, has 1500 multinational IT enterprises. Using previous partnerships as a base, Bluebird will establish an ecosystem in which global leading IT enterprises and technical cooperation prosper.

Jin Oh Kim, the director of Strategy Development said, "Bengaluru, India is called the second Silicon Valley. The establishment of Bluebird India R&D center will definitely result in lifting Bluebird's accumulated technical skills in making industrial terminals for the last 20 years to a higher level." He added, "Bluebird India R&D center will be the primary global leading base that perfects the total solution structure combined with hardware and software, actively identifies the global customer needs and researches technology leading a new paradigm."



Bluebird has secured a bridgehead for acceleration of targeting the Southwest Asia, Middle East and African market.

**About Bluebird**

With up-to-date mobility computing solutions for all fields of business, Bluebird provides the latest turnkey solutions from your daily mail delivery to credit card payment counters, reaching out to fortune 500 companies and local government organizations. Through its convergence technology and excellent line-up of handhelds, industrial tablets and payment terminals, Bluebird aims to provide the most diverse solutions that enable our customers to be leaders in industry. <http://www.mypidion.com>.