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Bluebird Soft Inc. Unveils Pidion BPL-10 Portable Payment Terminal at Retail Asia Expo

The new Pidion BPL-10 is a 3.5" portable payment terminal and enables thoroughly secure payment transactions with mobile voice and data communication.

Bluebird Soft Inc. (Bluebird), a global provider of mobile computers, will unveil the new Pidion **BPL-10** portable payment terminal at Retail Asia Expo in Hong Kong at hall 3F-G, stand K02. Built with Windows CE Core 5.0 operating system, BPL-10 is designed to be fitted on both of in-door and field sales operations and deliver improved mobility, visibility and flexibility.

Bluebird started a printer-integrated product line from early 2000s. With the market-proven experience, now Bluebird plans to expand market coverage through adding new BPL series -with its first model, BPL-10- to the printer-integrated product line.

One of the best-selling series of the printer-integrated product line is BIP-1000 series. This series was the world's first all-in-one **mobile POS** integrating voice and data communication and has been widely distributed to the market over a decade. Many BIP-1000 series are used in in-flight sales, mobile ticketing, e-citation, parking enforcement, DSD (direct store delivery) route accounting and sales force automation.

This series has been constantly upgraded to accommodate rapidly changing mobile POS market trends. Pidion BIP-1300 mobile POS released in 2006 has shown such versatile improved versions recently including BIP-1300Secure supporting PCI PED, BIP-1300Smart supporting contactless payment, and BIP-1300Premium supporting HSDPA(3.5G) mobile communication. Moreover, new version with built-in UHF reader is under development. In addition, Pidion **BIP-1500** rugged mobile POS was unveiled on last December at Cartes&Identification in Paris, France.

Jangwon Lee, CEO of Bluebird, said, "I'm very proud to announce our new product plan for new payment terminal series with BPL-10. Since we present handy terminals to the market more than a decade, we have had plenty of customer feedback which directly reflects market requirements. At Bluebird, we strongly believe the Pidion BPL-10, a new creation with our technical expertise, will bring the best portable payment solutions to the market once again."

About Bluebird Soft

Bluebird Soft Inc. (Bluebird), founded in 1995, is a global provider of **mobile computers** -including enterprise handheld and industrial handheld-, printer-integrated payment terminals, **handheld scanners** and RFID-integrated mobile devices. As Bluebird is the exclusive company which has been both manufacturing AIDC and payment solutions, company has successfully adapt to the emerging market trends with a variety of product lines with flexible customization and prompt support under the brand name of Pidion. With creative ideas inspired by customers and masterful technical know-hows of its own, Bluebird plans to extend product lines and expand market coverage continuously. Bluebird HQ and its manufacturing facility are based in Seoul, South Korea and it operates offices in USA and China to best serve its global partners.

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

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